

Center for Community Solutions West Chester University 2017 - 2018 Annual Report

The link between
the University and
the Community .



About Us!

The Center for Community Solutions is a community - university partnership that was created to formally expand upon the positive impact the University already had in the community.

The Center for Community Solutions helps local organizations that are in need of assistance in these areas and many more:

- ★ Business Development and Marketing
- ★ Community Health Initiatives
- ★ Consultations
- ★ Data Archival
- ★ Economic Development and Impact Studies
- ★ GIS Services
- ★ Graphic Design
- ★ Internships
- ★ Referrals
- ★ Small Course Design Services
- ★ Social Media and Digital Marketing
- ★ Strategic Planning and Development
- ★ Surveys
- ★ Translation Services
- ★ Transportation Services
- ★ Volunteers
- ★ WCU Services
- ★ Website Development / Enhancement

“It was fantastic to have one point of contact to help us benefit from the knowledge base of the entire University.”

Mark Yoder
President, Greater West Chester Chamber of Commerce

Engagements

- ABC Early Learning Center
- AlottaJava
- Baroni Estate Planning & Elder Law
- Borough of West Chester
- Borough of West Chester, Mayor's Office
- Borough of West Chester Planning Commission
- Carrie Casin's Dog Training
- Chester County 2020
- Chester County Community Collaborative
- Chester County Emergency Services
- Chester County Health Department
- Chester County Historical Society
- Chester County Immunization Coalition
- Chester County Infant & Toddler Early Intervention Program
- Chester County Managers Consortium
- City of Coatesville
- Clinical Hypnosis for Wellness
- Community Warehouse Project
- Daemion Counseling Center
- Friends Association for Care and Protection of Children
- Greater West Chester Chamber of Commerce
- Hagley Museum and Library
- Henderson High School
- KALY Clothing
- Kennett Area Park Authority
- Local Yoga Cafe
- Lower Merion Township
- March Forward Consulting
- Melton Arts and Education Center
- Pipeline Safety Coalition
- Renew / Restart Your Life
- Schmata Productions & Community Youth Theater
- Sierra Club
- SOS Group, Inc.
- Spectrum Financial Group
- St. Maximilian Kolbe School
- Tasty Table Catering
- Uptown! Knauer Performing Arts Center
- West Chester Area School District
- West Chester Area Sports Association
- West Chester Dance Works
- West Chester Food Co-op
- West Chester Rotary Club
- West Chester Sustainability Committee
- West Chester University
- Westminster Presbyterian Church

Types of Requests

Nonprofit

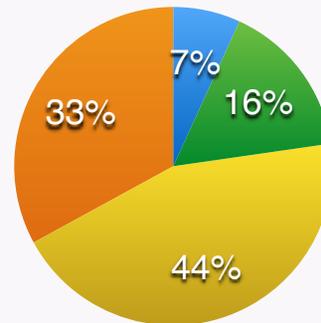
- Assistance for Sector Meetings
- Blogger
- Committee Assistance
- CRM Controls
- Education Marketing Campaign
- Flyer Design
- GIS Services
- Grant Writing
- Logo Design
- Marketing
- Press Releases
- Public Health
- Social Media
- Speaker
- Strategic Planning
- Student Outreach
- Student Volunteers
- Surveys
- Volunteer Coordinator
- Website Creation
- Website Enhancement
- WCU Partnerships

Profit

- Blogger
- Brochure Design
- Career Statistics
- Develop Marketing Plan
- Event Planner
- Faculty Hiring Information
- Grant Writing
- Graphic Design
- Internship
- Marketing
- Public Relations
- SEO
- Social Media
- Speakers
- Speaker Referral
- Student Placement
- Student Volunteers
- Website Enhancement



- Education
- Government
- Nonprofit
- Profit



Education

- Mascot History Project
- Student Interns
- Student Volunteers
- Strategic Planning

Government

- Economic Impact Study
- Grant Application Assistance
- GIS Services
- Legal Research & Assistance
- Logo Design
- Marketing
- Press Releases
- Service Learning Class
- Social Media
- Student Interns
- Student Field Placements
- Student Volunteers
- Video Production

Collaboration with WCU

College of Business and Public Management

Dean's Office

Chester County Mangers Consortium
Speaker for January 2018 Meeting

Kennett Area Park Authority
Marketing / Public Relations Intern

Department of Economics and Finance

Greater West Chester Chamber of Commerce
Economic Impact Study, Benchmark Twilight Cycling Classic

Department of Geography & Planning

City of Coatesville
GIS Inventory of Rental Units

Chester County 2020

Development of Transportation Unit, Master Planner Program
PLN 302 & 525

Borough of West Chester Planning Commission
Student Intern

West Chester Sustainability Committee
Westminster Presbyterian Church
GIS Planning and Mapping

Department of Marketing

SOS Group, Inc.
Marketing Plan

Baroni Estate Planning and Elder Law
Marketing Plan - MKT 425 Spring 2018

Uptown! Knauer Performing Arts Center
Daemion Counseling Center
Melton Arts and Education Center
Marketing Plan

Master of Public Administration

Friends Association for Care & Protection of Children
Strategic Planning for Nonprofit Organizations

West Chester Sustainability Committee
Strategic Planning

College of Arts and Humanities

Department of Communication Studies

Chester County Historical Society
COM 252 Service Learning Class

ABC Early Learning Center
Student Referral

Daemion Counseling Center
Internship

March Forward Consulting
Speaker Series

Department of English

ABC Early Learning Center
West Chester Dance Works
Grant Writer

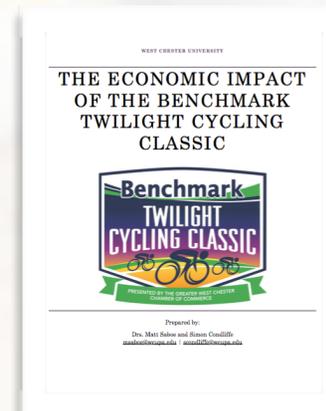
Department of History

Hagley Museum and Library
Oral History, Kennett Square
Mushroom Industry

Department of Theater and Dance

Uptown! Knauer Performing Arts Center
West Chester Dance Works
Internship / Student Placement

Schmata Productions and Community
Youth Theater
Theater Coaching and Partnership



Alexander Marsella
Thomas Ragone
Todd Randolph
Brittany Smeltz
Allyson Zimmerman

Economic Impact Study
Greater West Chester Chamber of Commerce

Collaboration with WCU

College of Education and Social Work

Department of Graduate Social Work
Partnership between WCU Student Health Center
and Chester County Health Department
Medical In boarding Requirements

Department of Early and Middle Grades Education
ABC Early Learning Center
Student Field Placement

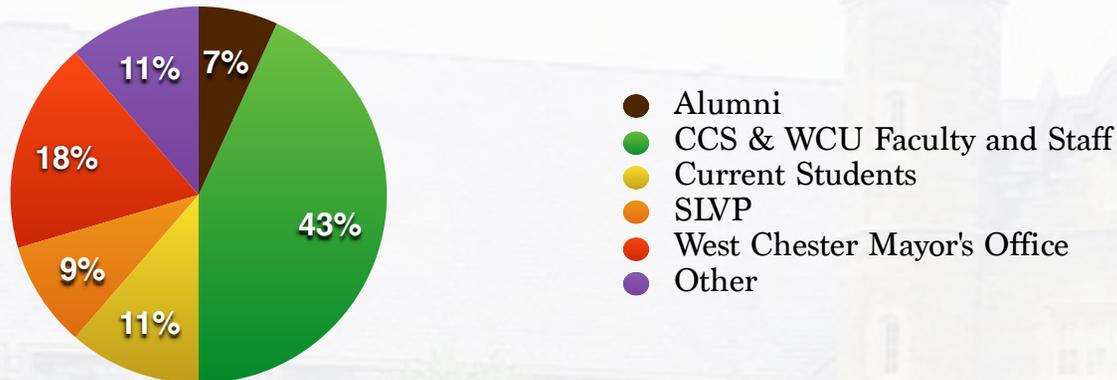
College of Health Sciences

Master of Public Health Department
ABC Early Learning Center
Student Speakers

Immunization Coalition
Grant Application Assistance

WalkWorks ChesCo ALE I &
ALE II
Student Interns

How Did You Hear About the CCS?



“We couldn’t aspire to serve our municipalities’ evolving needs without the support of the Center for Community Solutions and the contributions of Drs. Osgood and Katirai and their students.”

William J. Stevens, III
Chester County 2020

Collaboration with WCU

Career Development Center

March Forward Consulting
Student Employment Coaching

Career Development Website
AlottaJava
Daemion Counseling Center
Tasty Table Catering
Internships
Student Employment

Career Development Center
Carrie Casin's Dog Grooming
Professional Coaching

Continuing Professional Education Office

West Chester Rotary Club
Speaker

Digital Media Center

Chester County Infant & Toddler Early Intervention
Program
Video Production

Enterprise Services

Uptown! Knauer Performing Arts Center
Web Design Career Information

Financial Aid Office

Community Warehouse Project
Financial Aid Information

Human Resources Department

Spectrum Financial Group
Faculty Hiring Information

Office of Service Learning and Volunteer Programs

Student Volunteers
ABC Early Learning Center
City of Coatesville, Antique Car Race,
Friars Society
Chester County Historical Society
Chester County Community Collaborative
Community Warehouse Project
Friend's Association for Care and
Protection of Children
Sierra Club
St. Maximilian Kolbe School
WCASD/Henderson High School
West Chester Dance Works

Student Employment
WCASD/Henderson High School
Academic Intervention Program

Service Learning Class
Sierra Club

Office of New Student Programs

AlottaJava
Student Outreach

Youth United for Change Program

Student Intern



Amanda Saleh - Flyer Design
City of Coatesville



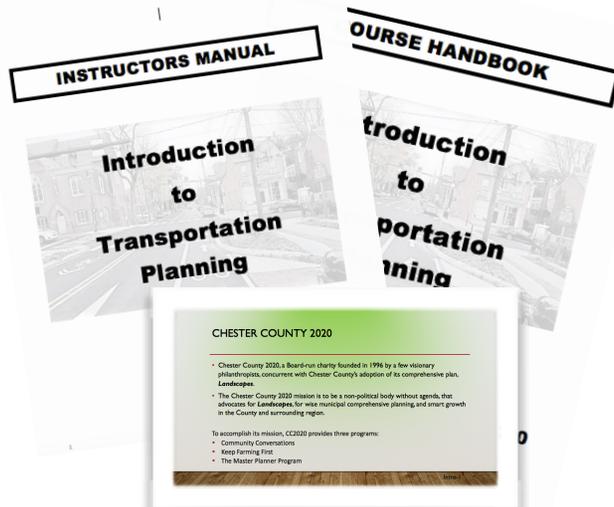
Annae Wetherhold - Logo Design
Community Warehouse Project



Amanda Saleh - Logo Design
March Forward Consulting



Annae Wetherhold - Logo Design
Chester County Health Department



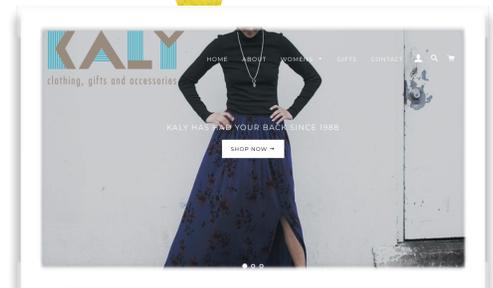
Chester County 2020 Transportation Unit
PLN 301 & 525



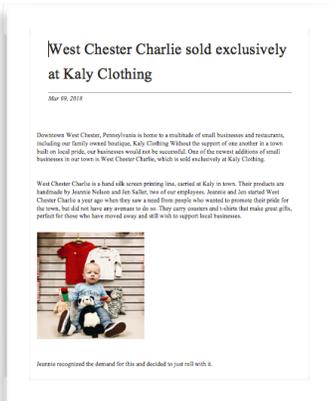
Tara Schater - Brochure
SOS Group, Inc.



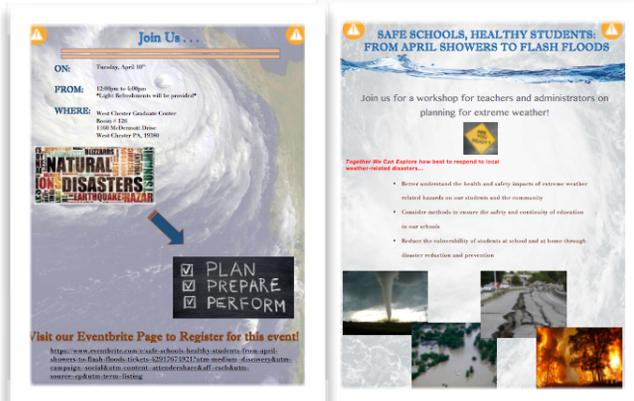
Jeff Kapochus - Website Enhancement
Chester County 2020



Amanda Saleh - Website Design
KALY Clothing



Zoe Olenik - Blog
KALY Clothing



Sarah Budzik - Stakeholder Meetings
Sierra Club



Samantha Zimniski - Flyer Design
Daemion Counseling Center

Organization Experience

“The student did a great job and did the tasks professionally and in a timely manner . . .”

Sarah, All About Events

2nd Annual Coatesville Invitational Grand Autp Prix

“She has gone above and beyond in every way possible. The student has become an integral member to Henderson High School staff and her presence will be missed when she completes her coursework and moves into a teaching position . . .”

Morgan, School Counselor

West Chester Area School District



“My experience and results far exceeded my expectations. The assistance I received is priceless and very meaningful to the mission of our nonprofit organization...”

Glenda, Owner

Community Warehouse Project

“There is definite interest in continuing to collaborate...”

**Simon, WCU Economics and Finance Department
Greater West Chester Chamber of Commerce**

“I will be very happy to work with you and your firm for the benefit of you and my marketing class. . .”

Yong, WCU Marketing Department

Baroni Estate Planning and Elder Law



“The student we were matched with has been an asset to this project. She is very knowledgeable and has worked patiently with us through many iterations and edits to the new logo. We have been impressed by her level of skill, attention to detail and patience.”

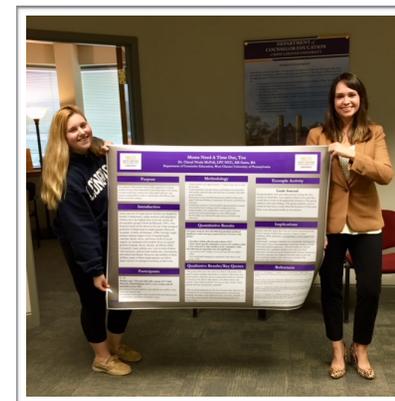
Ashley, Population Health Supervisor

Chester County Health Department

“Michael obviously has far more technical skills than required to take our meeting minutes, and has offered his GIS and other computer skills to provide us with helpful visual images of site proposals and building architectural comparisons.”

John Theilacker, Chair

West Chester Borough Planning Commission



“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”

**Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium**

“There are so many struggling businesses in the downtown area that could benefit from the bidding edge information that the students have regarding commerce, marketing, and social media . . .”

Polly, Owner

KALY Clothing

“I enjoy seeing students work through their assignments independently because it shows initiative and responsibility over their learning. . .”

**Allison, West Chester Area School District
Academic Intervention Program**



“This was a great experience, I learned a lot and would recommend to anyone who wants more real world experience . . .”

**Tara
SOS Group, Inc.**

“Working with WCU's Center for Community Solutions provided me with an amazing opportunity to learn so much about Marketing, Social Media, and the importance of communicating with others. CCS helped me to gain real-life experience in Public Relations and made me to realize what I want to do in my future career.”

**Zoe
KALY Clothing**



“Working on this project was nice because I was able to better learn how to communicate over the phone for different businesses and look into a different aspect of event planning.”

**Samantha
Uptown! Knauer
Performing Arts Center**

“I found the experience to be very rewarding in both a personal and academic context. I am confident that I was able to provide a service for the planning commission that allowed them more time and flexibility in their workflow. From my perspective, it was mutually beneficial, as I hopefully enabled members to focus on analysis while I was able to provide the detailed context. In turn, I gained valuable experience observing and participating in a professional environment and workflow.”

**Michael
West Chester Borough Planning Commission**

MARKETING PLAN

Coatesville Invitational Vintage Grand Prix

Situational Analysis

Background information on the event as well as the foundation should be documented when doing the situational analysis. Having the basis of the event will increase the chances of having a successful event. In the situational analysis, a Strength, Weakness, Opportunity and Threat (SWOT) analysis should be conducted. In this analysis, both the internal factors (strengths and weaknesses), as well as the external factors (opportunities and threats) should be identified.

When looking at the internal factors, the strength of this event is that it was a success last year where there were 300-500 attendees. On the other hand, the weakness is expanding past the Coatesville community. Drawing a larger audience is one of the goals of the marketing plan (will be discussed later on).

The external factors include both the opportunities and threats of the event. There are many opportunities this event has to become even more so successful compared to the previous year. One of the main opportunities is to increase attendance by targeting different audiences, aside from just families and children. Another opportunity is to coordinate extra activities at the event like face painting, balloons, firemen and policeman, etc. to help draw in more people who aren't necessarily interested in an antique car event. This will help the event seem appealing to many more people. Advertising is a big opportunity for this event since there wasn't much done last year. Digital and hard copy advertising will both help increase awareness of this event and therefore help increase attendance. Digital advertising will mostly contribute to using different social media outlets as a platform. Posters, brochures, and t-shirts are hard copy marketing that will also reach different audiences. The more people see information about this event, the more likely they are to attend. The last opportunity this event has is to generate more funds and financial support through marketing tactics as well. On the other side of things, there are some potential threats that you should be prepared for and aware of. Weather being one of those threats. The event is months from now so there is no telling what it is going to be like. If the event needs to be canceled, is there a reschedule date? If it's a cold September day, will there be hot chocolate? If it's a hot September day, will there be water coolers? And so on. Be prepared for all scenarios. Another threat is a decrease in attendance from the previous year. Advertising will not only reach out to new people, but also reassure the people from last year to re-attend. If you have any contact information from the attendees last year, you should reach out to them and invite them back. Make them feel special and remembered.

Target Audience

The current plan has the main target audience as families and children. To successfully target families, children will come into play. Adding those activities previously mentioned

**Student
Experiences**

“This was my first time drawing up a formal marketing plan and it helped me learn how to format and write one in a professional setting. . .”

**Annae
2nd Annual Coatesville Invitational Vintage Grand Prix**

“The CCS has fully prepared me to enter the real world and I'm so happy to have this experience . . .”

**Amanda
KALY Clothing**



Working with the CCS was an incredible and enriching experience. For the first time, I'm working with people who really care about issues affecting the community, and they put every ounce of themselves into everything they do. Not only did I get valuable experience for my career, but I finally felt like I got to HELP for real . . .”

**Jeff
Community Warehouse Project**

From Classroom . . to Practice . . to Career

Students

Michael Baxter
Sarah Budzik
Allison Cox
Richard Forcey
Alli Gatta
Matthew Govannicci
William Hendel
Sarah Henry
Adam Hickey
Jeffery Kapochus
Michael Lowrey
Alexander Marsella
Zoe Olenik
Stephanie Oyler
Diante Pryer

Amanda Rainear
Thomas Ragone
Todd Randolph
Christa Rivers
Natalie Riviello
Amanda Saleh
Brittany Smeltz
Abbigail Stevens
Nicole Strunk
Tara Shachter
Annae Wetherhold
Deonte Wynn
Samantha Zimmiski
Alyson Zimmerman



1,786.66

**Hours Worked Outside
of the Classroom**

Classroom Hours

COM 252
MKT 425
PLN 301 & 525
PPA Class / Dr. Turner



Total Student Experience



CCS Graduate Assistant

Sarah began working with the Center for Community Solutions in the last semester of her senior year at WCU. In addition to being a full time student and an intern with CCS, Sarah was also juggling another part-time job, was a member of the Honors College and President of the National Communications Honors Society. This was no small feat but for Sarah it was a piece of cake! I knew right away that she was an excellent student and was going to be an excellent addition to the Center for Community Solutions!

It was very lucky for the CCS that Sarah decided to remain connected to WCU following her undergraduate graduation by entering the Masters of Public Administration Program. When it came time to interview candidates for the new CCS Graduate Assistantship, Sarah's pleasant demeanor, amazingly strong attention to detail, her personal interests in being organized and always following through as well as her experience in graphic design, marketing, social media and web sites set her apart from the other applicants.

As a Graduate Assistant, Sarah's responsibilities shifted from working on projects to administrative tasks such as helping to create and develop policies and procedures for the CCS. These tasks were essential to the success of the CCS. At the time we were less than a year old and already having growing pains. It was important to frame the mission of the CCS and work to reach the community, both of which were achieved thanks to Sarah's contributions. Sarah was also instrumental in setting up spreadsheets, tracking data, managing multiple projects, and continually working with me to prioritize goals and objectives. This insured that students, faculty and the organizations we were working with were satisfied. Actually they were more than satisfied. Being a student, Sarah was able to relate to students working on CCS projects. She understood their preferred ways to communicate and the ups and downs that students experience throughout a semester! The organizations we worked with were always impressed with Sarah's outgoing nature, her skills, her well-written (and frequent!) correspondence and her genuine enjoyment working with them to accomplish goals.

But as we know, sometimes good things come to an end. It is now time for us to extend our congratulations to Sarah on her May 2018 graduation from the Master of Public Administration Program and her induction into Pi Alpha Alpha National Honor Society. We wish her much happiness and many accomplishments as she moves on from West Chester University.

Sarah, we appreciate all you did to help make the WCU Center for Community Solutions a success. We know you will be successful in whatever you set your heart and mind to in the future!

Fondly,

Susan

Susan Argentieri
Liaison, Center for Community Solutions



Connect with the CCS

610-425-7431

www.wcupa.edu/ccs

communitysolutions@wcupa.edu

Engagement
Application



“If you have a university in your community, the first question you should be asking when a problem surfaces is, I wonder how our university can help us.”

Michael G. Gartner, Keynote Speaker
International Town and Gown Association’s Annual Conference

Designed by:
Sarah Budzik, CCS Graduate Assistant

