



About COOL and Idealist

About COOL

Campus Outreach Opportunity League (COOL) is a national nonprofit organization founded in 1984 to help catalyze the involvement of college students and their campuses in community service and other efforts to build and sustain communities and our nation. What makes COOL unique is its focus on promoting student leadership and involvement at the higher education level. We are committed to supporting young adults to play vital roles in shaping strong, healthy communities with equal opportunities. Our mission is to *connect, educate, and mobilize college students and campuses to strengthen communities through service, action, and civic engagement.*

Over the past twenty years, we have:

- Created publications like *Building a Movement*, *Ready, Go, Get Set*, and our current comprehensive *Civic Engagement Curriculum* that served as guides for students to start community service and activism programs
- Offered support for student-led service groups and service learning with our *Teaming Up Service and the Curriculum* program
- Built the culture of service on hundreds of campuses with our *Into the Streets* program
- Offered intensive leadership development and training for students with the *COOL Leaders* program and our current *Train-the-Trainers* program
- Served as a national convenor to spread the national civic engagement movement through nineteen annual *COOL National Conferences* and, newest, the *Learning the Lessons from Social Movements Summits*

About Idealist / Action Without Borders

Action Without Borders is a national nonprofit organization founded in 1995 to help build a world where people can live free and dignified lives. Idealist.org, the biggest program, advances this mission by creating opportunities for collaboration among individuals and organizations around the world. Idealist has become one of the leading nonprofit resources on the web, with information provided by 36,000 organizations, 2,500 consultants, and over six million pages served last month. For the past seven years, Idealist has been developing an ever stronger presence on college and university campuses across the country, with a specific focus on making nonprofit and socially responsible careers more visible to college students and recent graduates.

As part of this interest in serving students and campuses, over the past few years, we have:

- Hosted more than fifty nonprofit career fairs at universities and colleges throughout the nation, involving more than 2,200 nonprofits and 20,000 job seekers in connecting
- Developed online educational resources such as the Nonprofit Career Center and resource guides for students about working in various nonprofit sectors
- Developed and implemented Idealist Career Days on campuses seeking training and education related to preparing students for socially responsible careers
- Built and integrated the input of a National Career Services Advisory Board, made up of campus professionals from across the nation, to inform programs

Boston Office:
37 Temple Place, Suite 401
Boston, MA 02111
Phone: (617) 695-2665
Fax: (617) 695-0022

Philadelphia Office:
1501 Cherry Street
Philadelphia, PA 19102
(215) 241-7257

For more information, contact
Ariane Hoy (Boston)
ahoy@cool2serve.org or Dan
Kessler (Philadelphia)
dan@idealist.org
(Co-Directors)

Action Without Borders (main office)

New York::
79 Fifth Avenue
New York, NY 10003
Phone: (212) 843-3973
Fax: (212) 564-3377

On the web:
COOL:
<http://www.cool2serve.org>

Idealist:
<http://www.idealism.org>

About COOL and Idealist

About Our Merger

At this time COOL is joining forces with Action Without Borders and Idealist.org. This will be a powerful partnership resulting in an organization that can deliver the networks, content, and resources to engage students and youth in volunteerism and prepare them for a lifelong commitment to public service. Combining COOL's focus on student leadership and campus involvement with Idealist's focus on supporting the nonprofit sector, we will meet a common purpose: to help talented young individuals get engaged in improving communities and consider ways to stay involved throughout their lifetimes. By combining COOL's expertise in conferences, training, curriculum, and resources that support the creation and management of campus-based community programs with Idealist's extensive online presence, nonprofit networks, nonprofit career fairs, and career planning resources, "COOL Idealist" will be a strong voice in the civic engagement sector, particularly at the higher education level.

Our aim with this new program is to be a resource for all the various actors on college and university campuses engaged in one or more of the broad range of activities covered by the umbrella of "civic engagement." These include:

- Community service centers that engage students in their local communities
- Offices of career services that support students to consider careers in the non-profit and public sectors
- Student groups working independently on a wide variety of local, national and global issues
- Faith-based organizations that see service and work for social justice as central to their roles
- Study-abroad programs that may want to add a service or volunteerism component to the time that students spend abroad
- Voter registration and education projects, as well as programs that encourage actively participating as a citizen in the democracy
- Year-of-service programs that recruit actively on campuses

How We Will Be a Resource to You

This summer, we are combining our assets in order to create a comprehensive, cutting-edge program for campuses. This new entity, which we are calling Idealist on Campus, with many of the programs co-branded by COOL and Idealist, will offer an array of products, programs, and resources to help support campuses who are looking to build, enhance, sustain, and integrate across the institution their civic engagement efforts. As always, we will have a strong focus on providing students and the campus professionals who work with them with useful, flexible tools and ideas.

Looking to the Future

Comprehensive Campus Support

This summer, we are working to integrate the resources and products of COOL and Idealist to offer to campuses this coming year. With the backend technology of Idealist.org and the face-to-face expertise in training, support, and programs of COOL, our offerings will be both comprehensive and cutting-edge.

Our combined campus-focused programs will offer an array of resources including:

- Educational resources, printed and online, starting with our Nonprofit Career Center (which get almost 1,000 visits a day at www.idealism.org/career.html) and COOL's extensive Civic Engagement Curriculum, consisting of fifty training modules that prepare students for effective action and community service.
- Events and trainings, including our ongoing series of nonprofit career fairs, Idealist Career Days, COOL's annual student conference, and a national Train-the-Trainers program that equips community service directors, campus staff, and students with the knowledge and skills they need for their work.
- An enhanced membership package with a customized Web site for each school that will both deliver our content (such as event info, curriculum, searchable databases, and more) and display on one page all service, volunteerism and activism-related resources, events and groups on that campus. These pages will have a standard address in the format www.brown.idealism.org or www.nyu.idealism.org, they will be hosted and maintained by us, and each school will have the means to utilize this site to customize it with relevant information for its campus. For example, on the campus level, students and staff can use this site to plan, manage, and grow their own civic engagement efforts.
- Support for building student groups to help connect people, organizations and resources, both within the campus and outside it. Over the last few years, we have had many requests from students to start groups or chapters that would work with us to do on campus and face-to-face what we do online and through conferences: connect people and organizations across issues and perceived boundaries.



Civic Engagement Curriculum

An Overview

A key feature of our campus membership program (which this past year cost \$300, providing a range of benefits) is the COOL Civic Engagement Curriculum, a resource that is designed for individuals on campus— student, staff member, faculty member, or professional — to use in your educational programming for civic engagement.

The training modules in the curriculum were designed intentionally to provide great flexibility in implementation by those on campus. It was built in particular to support a sustained path of involvement by a student in service over several years. In fact, we piloted it at twenty five campuses involved in the Bonner Scholars Program, run by the Corella and Bertram Bonner Foundation. As an open source creation, the Civic Engagement Curriculum is built upon the accumulation of knowledge, skills, and experience of our organization and many affiliated with it. This summer, we are working on another version of the curriculum, integrating all of the content about socially responsible careers and lifelong activities, which we hope to offer this fall as part of our campus membership.

The Civic Engagement Curriculum is ideal for campuses looking for ways to support the creation and management of high-quality civic engagement programs. The curriculum contains planned modules in topics that can be applied to many types of work, including community service, activism, organizing, research, policy, and electoral politics. Whatever the individual methods of engaging in the campus, community, city, region, state, nation, or world, there is something that can apply to your campus's program.

As such, we have organized the curriculum around a Civic Engagement cycle containing four areas, which are moved through repeatedly by a typical community servant and activist. Each module fits into one of four tabbed sections on our Civic Engagement cycle: (1) Identifying Community; (2) Preparing for Action; (3) Engaging in Action; and (4) Assessing Change. It is built around a repeatable circle of four parts:

- 1) Identifying community: Student Voice and Identity • Voices in Community • Identifying Needs & Assets • Identifying the Approach
- 2) Preparing for action: Visioning • Planning • Setting Goals and Objectives • Strategizing • Garnering Resources
- 3) Engaging in action: Leading Change • Managing People and Processes • Facilitating • Working in Groups
- 4) Assessing Change: Evaluation • Reflection • Strategy Broadening and Revisioning Approaches • Learning and Teaching • Transitioning Leadership

An individual student or organization can move through these cycles repeatedly, over the course of a few months or several years.

Inclusive, Developmental Framework

This is a brief overview of the civic engagement cycle, the framework we utilize to help educate and support students, and campuses, to be engaged in multiple and meaningful ways in building and maintaining strong communities.

1. Identifying Community

Becoming engaged in communities often starts with identifying one's own passion or areas of concern, or in participating in a community and identifying the needs that can be met through action. An individual student may get turned on to working on an issue, perhaps through a one-day service experience, a part-time volunteer opportunity, responding to new knowledge through a course, or to a current event in the news or on campus. Regardless of why or how the desire to be engaged in community starts, these workshops can address personal and community voices, creating a space for both student voice and the diverse voices of community. Workshops deal with community assets, visioning, identity development and diversity. (Note: Although we frame these topics in area 1 [Identifying Community], many engaged participants will start with area 2 [Preparing for Action] and later cycle into the issues of identity and community.)

2. Preparing for Action

Whether one intends to provide direct service to an individual or specific population, organize a segment of the campus or community to take an action, or launch a new organization, student community engagement often requires a stage of preparing for action. An individual student or staff member may spend time in recruiting others to join his or her efforts. Often, planning and strategizing is required. A student or group may engage in setting goals and objectives, establishing relationships, mapping out networks of potential supporters or resource providers, or marketing and communicating a message. All of these workshops provide guidance and tools for specific areas of knowledge and skills.

3. Engaging in Action

There's nothing like getting out there and doing it, and it's often when people engage directly in service, activism, or other forms of public life that they believe they learn the most. Nonetheless, some helpful training and guidance can still be valuable. Groups of people often go through predictable stages of forming, and the processes of management, facilitation, and basic communication can indeed be enhanced through some intentional learning and practice. These transferable skill and knowledge areas are suitable for any type of work.

4. Assessing Change

Once an individual gets engaged, it's likely that he or she won't stop; what's more likely is that he or she will deepen the work, find new strategies, or broaden efforts to cut across issue or approach. The cycle of civic engagement usually includes time for reflecting on what's happened or how it's affected those involved, evaluating action and results, and revising future actions. Often, leaders seek to find others to take on roles through a transition of leadership, or to engage others in training so that the service, activism or organizing can be continued or expanded.

Easy-to-Use Training Modules

Currently, all of the Civic Engagement Curriculum modules are available in a hefty binder, organized with guides for use, indices, and according to the cycle. At this time, we are working on another written guide that will accompany an on-line format, where users can simply download needed modules. The guide will provide students and campus administrators with easy-to-use information for integrating the curriculum into their work in a number of areas including:

- Building a culture of service on your campus
- Planning a service event
- Starting an on-campus organization
- Building coalitions
- Managing a (larger) campus program
- Encouraging multiculturalism and respect for diversity
- Bridging service to political involvement
- Pursuing a career in the non-profit field
- Promoting student activism on campus
- Team and community building
- Building a commitment to social justice

Sample Descriptions

1. Acting Up: A Workshop for Action Plan Development

Civic engagement leaders often face community challenges that require well-developed solutions. These solutions are most effectively developed in an action plan format that allows leaders to focus their purpose and goals. This workshop will guide participants through a series of writing, group, and brainstorming exercises to help in the development of individual action plans. • Level: Moderate to Advanced (Section 2)

2. Advocacy 101: Tools for Exercising Citizenship

This workshop introduces some basic and always useful strategies for activism. The outlined activities are intended to improve individuals' abilities in advocating for something that is important to them to a policy maker or elected official. These practices are linked to the larger development of active, informed citizenship. In this workshop, participants have the opportunity to engage in group activity learning and practice a form of advocacy on a given topic.

- Level: Moderate (Section 3)

Sample from a Training Module

Each training contains a clear outline of activities and detailed instructions for the user (facilitator). For example, in the Advocacy 101 training, there is a small group activity in which three groups work on different strategies, as below:

- *The letter writing campaign group should talk over how to present their issue and then write a sample letter.*
- *The phone campaign group should figure out how to coordinate and execute a useful operation. They should assign coordinators and callers and create a sample script or notes.*
- *The group preparing to meet the congressperson should write down sample notes of what their plan is their key arguments and how many would attend. They should be prepared to talk about how they'd go about getting an appointment and what they would say when they actually got in the office.*

Handouts with extensive tips for each activity are located at the end of the training, integrated into the exercise so that participants learn (in a variety of methods) and apply learning.

Training Module Titles

Below, and on the next few pages, is a listing of the training modules, here organized not by the Civic Engagement Cycle, but by commonly used categories.

Tools for Community Service and Engagement

Building a Culture of Service on Your Campus
Creating Asset Inventories for Service and Engagement
Negotiating Relationships with Community Partners
Planning a Service Event
Setting Objectives for Service
Setting Up a Strong Service Partnership
Utilizing Community Assets

Tools for Political Engagement

Advocacy 101: Tools for Exercising Citizenship
Bridging Service to Political Involvement
Building and Running a Campaign
Effective Lobbying Strategies
Meeting with Your Congress Person
Organizing a Voter Registration Drive

Tools for Diversity and Community Building

Challenging Notions of Gender
Deconstructing Racism
Diversity: An Introduction through Learning Circles
Gender Dialogue: An Introduction
Homophobia 101
Icebreakers for Diversity Workshops
Identity Circles: Developing Self-Concept & Appreciation for Diversity
River Stories: A Team-Building Activity
Stand and Declare: Building Appreciation for Diverse Ideas

Training Module Titles

Below, and on the next page, is the continued listing of the training modules, here organized not by the Civic Engagement Cycle, but by commonly used categories.

Tools for Project Management and Supervision

Manage by Calendar: A Tool for Project and Time Management

Managing Up: Helping You Help Your Supervisor

Acting Up: A Workshop for Action Plan Development

Building a Personal Network

Event Planning: A Comprehensive Approach

Goal-Setting with Big Hairy Audacious Goals

Guide to Forming Coalitions

Linking with Resources for Financial Support

Planning Meetings

Recruiting Volunteers

Team-Building Activities: Knowing and Using

Using the Media to Get Out a Message

Leadership Skills and Career Planning

Guide to Seeking a Nonprofit Career

Planning a Leadership Transition

Power Mapping: A Tool for Utilizing Networks and Relationships

Resume Writing

True Colors: A Framework for Understanding Personality

Want Ads: A Tool for Transitioning Leadership

Training Module Titles

Below, continued from the last two pages, is a listing of the training modules, here organized not by the Civic Engagement Cycle, but by commonly used categories.

Education, Training, and Facilitation Skills

Adult Learning: A Basic Overview

Designing Training Events

Designing Training or Curricular Components

Facilitation 101: Some Basic Tools

Facilitation 102: More Tools and Techniques

Learning Circles: An Introduction

Roles of Effective Facilitators

Theories, Frameworks, and Reflection

Introduction to Service-Learning

Introduction to Social Movement Theory

Our Democracy and Citizenship: Key Ideas and Strategies for Action

Tools for Reflection

Evaluation: Developing Outcomes and Measures

Cover Story: A Shared Vision Exercise

Other Resources

*"The conference was amazing.
I don't think I could have
attended a better conference."
~Conference participant,
Women's Atlanta Network
for Development*

COOL Idealist National Conference on Community Engagement

This coming spring, most likely in mid-March 2004, COOL and Idealist will host COOL's 20th annual National Conference, the premier national gathering for student leaders of service and action and the programs that work with them. This conference brings together more than 1,200 participants for three days of sharing inspiration, ideas, and best practices. This experience often spurs attendees to sustain their service and civic involvement. In addition to featuring more than 150 student- and participant-led workshops on a wide array of topics, past speakers, award recipients, and presenters have included:

- Julian Bond, as President of the NAACP
- Marian Wright Edelman, Founder and President of Children's Defense Fund
- Michael Brown and Alan Khazei, Founders of City Year
- Elizabeth Hollander, Executive Director of Campus Compact
- Valdamir Joseph, Founder of Inner Strength and recipient of Oprah's Angel Award
- Jonothan Kozol, noted author on topics of education, poverty, and children
- Coretta Scott King, Civil Rights Activist and Founder of the King Center
- Natalie Merchant, as lead singer of *10,000 Maniacs*
- Edward James Olmos, actor known for films such as *Stand and Deliver*
- Dorothy Stoneman, Founder and President of Youth Build USA

Train-the-Trainers Program

In addition to the extensive curriculum that we can provide you to use, we offer customized training and consulting to campuses. Our general Train-the-Trainers program covers topics such as: adult learning, facilitation, event planning, event design, and training design. These events can be open to people from multiple campuses and designed especially for your group or affiliation.

In addition, staff, who are trained as trainers, can visit your campus to provide from a few hours to a few days of individualized support. For example, this year, we provided a 3-day training to Cal Polytechnic State - San Luis Obispo student life staff in the areas of leadership development, diversity, and facilitation. In another case, we provided a two-day training for administrators in the Ohio Campus Compact network on building their campus offices, working with students, and other program management concepts. In a third case, we provided a full-day of training to Lyndon State College in Vermont to help them build and sustain a culture of service on their campus.

If you are interested in training and educational resources, please contact Ariane Hoy at (617) 695-2665, extension 3.

Any other questions?

We'd be happy to answer them. Just give us a call or email!

