

Exploring Community Impact Assignment

Assignment Rationale

There is evidence to support that student-community engagement enhances graduate employability and produces socially responsible citizens. Moreover, students who participate in community engagement develop leadership, interpersonal/intrapersonal, and group communication skills. For a review of this information, please reference your textbook.

This assignment allows you to not only integrate the five principles of human communication into your own digital showcase, but also gives you an opportunity to practice persuasive delivery skills and teamwork skills.

Assignment Components

This assignment is twofold. First, students will write a 3-4-page cultural memorial paper focusing on their cultural background (language, race, ethnicity, gender, socio-economic, personal experiences, etc) and how these factors impact their interaction with the world. Students will also create or bring an artifact to express their personal connection to the most prevalent factors/experience that influence their interpretation of the world. Second, in groups, students will share their cultural memoir and discuss their cultural similarities and differences. After conversing, groups will select a local non-profit 501 (C)3 organization of interest and will develop a narrated digital showcase (movie trailer, documentary, PSA, etc.) that focuses on a chosen non-profit 501 (C)3. Students will creatively weave into their showcase the following components:

- elements of each individual student's cultural memoir
- demographic/population that non-profit serves
- justification or reasoning for choosing non-profit
- Explanation of non-profit's impact on community
- Interview with expert
- Outline with works cited

The 5-minute narrated digital showcase video should illustrate why this group should be supported. Be sure to include research concerning the mission of this organization, the size, the benefit to society as a whole, and why this particular group is worthy as opposed to any other. When creating this video think of having a limited amount of money and/or time and only being able to support one organization - why should anyone choose yours? This organization cannot be of a religious nature.

This assignment was designed with the purpose of gaining knowledge for the student (creator) and the viewer. The video should be created with an eye toward teaching and persuading the viewer. It is expected that research be conducted prior to creating the video content. The video must include recognizable elements from course materials, as well as outside sources. The video will be uploaded into the Blackboard system. No late assignments will be accepted.

Recording: You will be required to narrate your digital showcase. You will upload your recording to YouTube and copy and paste the link in the "Submit Projects Here" tab on Blackboard. Please make sure that YouTube link is 'unlisted' or 'public' so I can view it.

Specific Guidelines for Video Creation

- The focus of the video is on the knowledge gained by the creator and the viewer.
- Video must be created using original content.
- Be creative, but not so much as the viewer is turned off.
- The video may contain cuts and edits.
- No jump cuts or jarring movement.
- The video must be of high enough quality so that it is completely watchable.
- The sound level must be consistent and of high quality.
- A outline and reference page is required to be submitted with each video.

Presentation Tools (optional): TechSmith Camtasia Studio, PowToon, Windows Movie Maker, Screen Cast-O-Matic, iMovie.

References

Beebe, S. A., Beebe, S. J., & Ivy, D. K. (2009). *Communication: Principles for a Lifetime* (5th ed.)
Boston: Pearson.

Grading Rubric

CATEGORY Equal Weight	Unacceptable (0 pts)	Developing (10 pts)	Proficient (20 pts)	Mastery (25 pts)
1. Content/ Usefulness	Message is unclear. Includes little essential information. Does not address topic. Does not meet time requirement. Does not inform.	Message is vaguely communicated. Includes some essential information with few facts and lacks cultural components. Barely meets time requirement. Has problems staying focused on topic.	Message is clearly communicated. Includes essential information with some limited cultural components. Meets time requirement. Project is focused and informative.	Focused, strong message. Covers topic completely and artfully weaves individual cultural components into the message. Includes complete information. Audience learns something new. Makes others want to use the same type of format.
2. Mechanics	Audio or Video are inconsistent. There is poor voice projection, and poor video quality making it difficult to follow. Not watchable.	The Audio is inconsistent (too loud/too soft/garbled – no background noise). Video is somewhat blurry, not focused, too bright or too dark.	The Audio & Video are clear but not completely relevant. Minimum distractions from the main ideas. Very few if any background or noise interference.	Audio & Video are clear and assist in communicating the main idea. Ideas are relevant using, appropriate scholarly language.
3. Delivery	Delivery was poor. Speaker did not use required delivery techniques (Vocal variety, enthusiasm, proper articulation and pronunciation, body movements, or eye contact).	Delivery was limited. Speaker used few required delivery techniques (Vocal variety, enthusiasm, proper articulation and pronunciation, body movements, or eye contact).	Delivery was clear. Speaker used some required delivery techniques (Vocal variety, enthusiasm, proper articulation and pronunciation, body movements, or eye contact).	Delivery was excellent. Speaker used all required delivery techniques (Vocal variety, enthusiasm, proper articulation and pronunciation, body movements, or eye contact).
4. Outline/ Resources	No citations are included.	Few sources of information are identified.	Most sources of information are clearly identified and credited.	All sources of information are clearly identified and cited in APA format.