

**SERVICE LEARNING THROUGH ALLIANCES**

**WILLIAM SCHULTE  
SHENANDOAH UNIVERSITY  
WSCHULTE@SU.EDU**

**NONTRADITIONAL ACADEMICS PDW  
ENTREPRENEURSHIP DIVISION  
ACADEMY OF MANAGEMENT**

**PHILADELPHIA, PA**

**AUGUST 4 2007**

**“BUILDING TO LAST”**



**THE NEW HALPIN-HARRISON HALL  
HARRY F. BYRD JR. SCHOOL OF BUSINESS**

## HARRY F. BYRD JR. SCHOOL OF BUSINESS



TOM BYRD RECEIVES AWARD FROM REGIONAL CHAMBER OF  
COMMERCE FOR WINCHESTER STAR ON BEHALF OF THE OVER  
100 YEAR OLD FAMILY FIRM

3

## TRADITION OF SERVICE LEARNING

- SIFE OF SU HAS A WINNING TRADITION OVER THE LAST 21 YEARS.
- THE FIRST TEAM WAS FOUNDED BY FORMER DEAN JOHN SCHOLL WITH A COMMITMENT TO SERVICE LEARNING, ENTREPRENEURSHIP AND COMMUNITY OUTREACH.



4

## SPRING 2007 SIFE SU TEAM



## FINANCIAL LITERACY FOR AT-RISK GROUPS

- STUDENTS WORK WITH LOCAL BANKERS TO PROVIDE FINANCIAL SEMINARS TO AT-RISK GROUPS
- WOMEN'S SHELTER IN FRONT ROYAL, VA NEEDED HELP IN PROVIDING SERVICES TO THEIR CLIENTS
  - QUALITATIVE
- NUMBER OF WOMEN HELPED, HOURS WORKED



Virginia Rae (Advisor)

6

# ENTREPRENEUR PROFILES

- STUDENTS CONDUCT FIELD INTERVIEWS FOR PUBLICATION
- VICARIOUS LEARNING IS VERY EFFECTIVE



Stan Sheetz  
CEO - Sheetz, Inc.

7

# OPERATION BASE HIT



8

## OPERATION BASE HIT

- STRATEGIC ALLIANCE WITH BASEBALL TEAM COACH
- BASEBALL PLAYERS MENTOR AND READ TO ELEMENTARY AND MIDDLE SCHOOL KIDS
- AT RISK MIDDLE AND ELEMENTARY SCHOOL KIDS NEED ROLE MODELS AND ENCOURAGEMENT

9

## OPERATION BASE HIT (CONT.)

YOU DO NOT HAVE TO HIT A HOMERUN AT EVERY BAT. WITH TEAMWORK A BASE HIT WILL GET YOU HOME.

IF YOU STRIKE OUT, SMILE BECAUSE YOU KNOW YOU WILL HAVE ANOTHER CHANCE SOON.

10

## LESSONS LEARNED FROM 5<sup>TH</sup> GENERATION FAMILY FARM



Owners, SIFE Advisory Board Member and Dr. Schulte

11

## LESSONS LEARNED

- STUDENTS CONDUCT SHORT FIELD INTERVIEWS ON SIFE CONTENT AREAS FOR PUBLICATION
- KNOWLEDGE IS NEEDED FROM PRACTITIONERS AND ROLE MODELS
- NUMBER OF STUDENTS IMPACTED, HOURS WORKED, MEDIA HITS

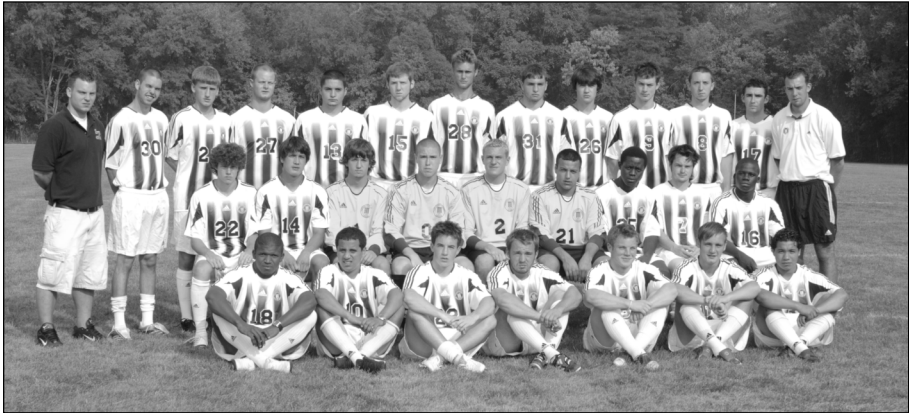


“RULE NUMBER 1: PAY ATTENTION”  
CASH MCCALL, ENTREPRENEUR

**SUSTAINABILITY  
BUILDING STRATEGIC ALLIANCES WITH PRINT,  
BROADCAST AND INTERNET MEDIA**

MEDIA ORGANIZATION	APPROXIMATE IMPACT
SHENANDOAH UNIVERSITY NEWSPAPER (SUN)	3000 PER WEEK
SIFE SU SCHOLL REPORT (ONLINE PUBLICATION)	3000 PER YEAR (TO BE PUBLISHED BY END OF SEMESTER)
SHENANDOAH VALLEY BUSINESS JOURNAL (SUBSCRIPTION AND DIRECT MAIL)	31,000 MONTHLY
QUAD-STATE BUSINESS JOURNAL	CIRCULATION = 13,000 MONTHLY
TV 3 (ABC AFFILIATE IN WINCHESTER)	23,000 POSSIBLE
WINCHESTER COMMUNITY TV CHANNEL	23,000 POSSIBLE
DR. BING LI'S BLOG (CHINA WEBSITE)	30,000 HITS IN CHINA 13

**OPERATION GOAL SETTING**



ESTABLISH CLEAR MEASURABLE GOALS AND  
HAVE THE COURAGE TO STAY FOCUSED ON THEM

**“CONTINUE BUILDING TO LAST”**



15