

# “The Case Study Challenge”

Dr. J. Jacob Jenkins (Communication) • COMM/BUS/POLS 333: Nonprofit Management  
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## Project Overview:

“The Case Study Challenge” offers students **21 field-based activities** - each with differing point totals based on their difficulty – that students must choose from in order to earn 150 points in total by semester’s end. By doing so, students actively apply many of the concepts discussed during class, while simultaneously utilizing those concepts to give back to a nonprofit organization in our local community.

**FUNDRAISER**  
The **LAZY DOG** CAFE  
**SIT. STAY. PLAY.**  
Mechatronics Scholarship Endowment.  
Cat State University Channel Islands  
invites you to join them for a meal at the Lazy Dog Cafe. Just bring this flyer with you on the date & time below and **15%** of the total bill will be donated to this organization!

DATE: Wednesday, April 18<sup>th</sup> 2018  
TIME: 11 AM-Midnight  
LOCATION:

See you there!  
Follow us! For more info visit: [www.lazydogcafe.com](http://www.lazydogcafe.com)

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W6K6KSRMBV660 East Ventura Blvd IO&OP DU&RRC  
Friday, November 10th 11AM-11:05:00 pm 0039:00 pm @LIQJ  
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**CHIPOTLE**  
MEXICAN GRILL

## Project Activities:

For this semester-long assignment, students must choose any combination of options from the Case Study Menu below, in effort to attempt **150 points in total** by semester’s end.

Pts Possible:	Menu Option:	Pts Received:
25	1. Thank 10 CI donors via handwritten thank you notes	
25	2. Thank 5 CI donors via personal phone calls	
25	3. Collect the current contact information for 15 CI alumni	
25	4. Attend a CI Foundation board meeting	
25	5. Attend a CI Foundation fundraising event	
25	6. Detail 5 unique ideas for thanking CI donors	
25	7. Detail 5 unique ideas for recruiting CI donors	
25	8. Create a social media post for University Advancement	
25	9. Write a personal blurb to thank CI donors	

Pts Possible:	Menu Option:	Pts Received:
50	10. Volunteer at a CI Foundation fundraising event	
50	11. Assess a CI Foundation fundraising event	
50	12. Create a video to thank CI donors	
50	13. Create a video to recruit CI donors	
50	14. Interview a CI donor	
50	15. Interview a CI Foundation board member	
50	16. Job shadow a University Advancement employee	
50	17. Take part in a focus group self-assessment	
50	18. Help carry out a “Giving Tuesday” event on campus	
50	19. Secure a CI scholarship donation	

Pts Possible:	Menu Option:	Pts Received:
75	20. Complete a mini/pilot study of current CI students	
75	21. Carry out an original CI Foundation fundraising initiative	

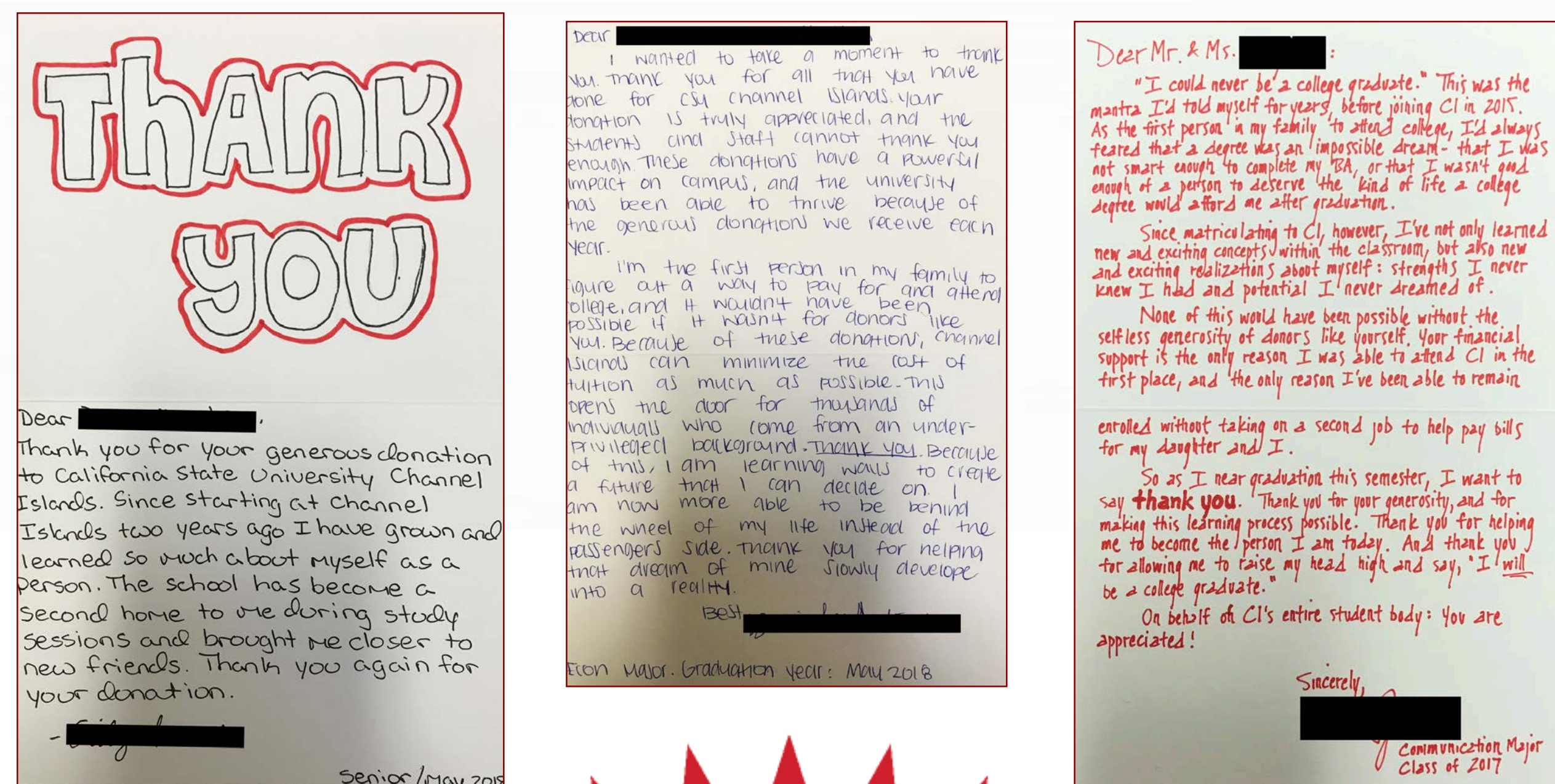
## Service-Learning Outcomes:

To date, “The Case Study Challenge” has resulted in over **1,000 volunteer hours**, approximately **250 personal phone calls**, and nearly **1,000 handwritten thank you notes**. This service-learning project has also raised more than **\$13,000 in donations** toward the *Dennis Gregory Mechatronics Scholarship* - a scholarship founded by CI’s very own Kim Lamb Gregory in memory of her late husband.



## Community Partner:

“The Case Study Challenge” is an original, semester-long assignment that partners CI students with **The California State University Channel Islands Foundation** – a 501(c)(3) organization whose charitable purpose is “placing students at the center of the educational experience... [by providing an] ...undergraduate and graduate education that facilitates learning across disciplines through integrative approaches, emphasizes experiential and service-learning, and graduate studies with multicultural and international perspectives.” (par. 1)



## Best Practices:

Instead of mere rote memorization and regurgitation of course material, “The Case Study Challenge” requires students to **actively apply that material to a real-world context**. Reading about board governance or fund development is one thing; attending a board meeting in-person or volunteering at an actual fundraising event is something else entirely. The Case Study Challenge also require students to **connect their lived experiences to course concepts via personal reflection**. Kuh (2008) describes a key element of service-learning as “the opportunity students have to both apply what they are learning in real-world settings and reflect in a classroom setting on their service experiences... [They] model the idea that giving something back to the community is an important college outcome, and that working with community partners is good preparation for citizenship, work, and life” (par. 10). Consistent with this argument, I have found that student reflections increase in nuance, sophistication, and even compassion throughout the semester. This progression reveals a greater appreciation for the work done by the The California State University Channel Islands Foundation, as well as for other nonprofit leaders in Ventura County and beyond.