



North Carolina | Campus Compact

MLK CHALLENGE

Host Campus Application

“An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.”

- Dr. Martin Luther King Jr.

The MLK Challenge

MLK Day Challenge 2008 will mobilize 500 college students and youth to complete service projects throughout the state of North Carolina while reflecting on Dr. King’s life. Nine campuses will organize projects throughout the state that assist local agencies in expanding or improving their abilities to help the people they serve. The MLK Challenge breaks down barriers amongst participants and between the students and their local community using a unique program model that frames the day as a “challenge” utilizing the resources, creativity and planning ability of each team or group of young people. In addition to unifying diverse participants around a service project, the MLK Challenge provides opportunities for participants to reflect upon, honor and celebrate the life and legacy of Dr Martin Luther King Jr.

MLK Challenge Project Model

January 21, 2008, Martin Luther King Jr. Day, the MLK Challenge will mobilize 31 campuses to recruit 500 college students and youth to complete a minimum of 50 service projects throughout North Carolina and reflect on the life of Dr. King.

The MLK Challenge, created in 2000 by Appalachian State University, through the ACT program (Appalachian & the Community Together) is a day of service projects... but with a twist. For the Challenge, groups are determined on a random basis. Groups are assigned a service challenge in a random fashion. With basic instruction and a final goal, the challenge resides with the group. Each group will brainstorm ways in which their project will be completed. Teams garnish resources to achieve their goal, supplemented by “seed money,” and work together through the completion of the project.

The MLK Challenge will be offered as a “model program” for Host Campuses to replicate and mold to fit the needs of their campus and region. An MLK Challenge “how-to” toolkit will be provided, as well as an informational website, suggested evaluation measures, budgets/expenses guidelines, and other helpful mechanisms to make the event easily replicable in a variety of settings.

Selection of Host Campuses

All 31 NC Campus Compact member campuses are eligible to apply to serve as a Host Campus. Each Host Campus is responsible for hosting a regional MLK Challenge based on a three-tier designation. They will recruit participants from their campus as well as from the NC Campus Compact campuses in their region.

# of Host Campuses Selected	Eligibility	Expected Outcome
3	<u>Spark Designation</u> Campus that has never coordinated an MLK Day service event	25 or more volunteers 3 community agencies 15% minority participation
3	<u>Enhancement Designation</u> Campus that has hosted an MLK Day service event for 1 to 3 years	50 or more volunteers 5 community agencies 15% minority participation
3	<u>Innovation Designation</u> Campus that has hosted an MLK Day service event for 4 or more years	100 or more volunteers 9 community agencies 15% minority participation

Preference will be given to Host Campus applicants that partner with local schools or agencies to recruit youth volunteers, with special emphasis on disadvantaged youth. All applicants must also demonstrate how they will accomplish 15% minority involvement.

Selection of Projects

The MLK Challenge selects projects based on requests of a local community agency, placing priority on the project with greatest need for completion. Host Campuses are encouraged to look for projects that are not necessarily the agency's normal group volunteer need (e.g., interaction with clients), but one that they wish they had the time or resources to complete. The "challenges" will primarily be manual/physical labor and all projects will allow participating agencies to expand or improve their abilities to help those they serve.

Host Campus Expectations

All Host Campuses will be responsible for the following:

Planning Committee

- Develop a MLK Challenge Planning Committee, composed of students and staff from the host campus, as well as any NC Campus Compact member campuses in the local region and community partners
- The Planning Committee is responsible for project planning, recruiting volunteers, and marketing

Orientation, Reflection, and Celebration

- Incorporate reflection and integration of Martin Luther King, Jr. throughout the day's events, including the orientation and closing sessions

- Provide participants with the opportunity to take the MLK *Year* Challenge asking participants to pledge 50 additional hours in the upcoming year.

Registration, Data Collection, and Evaluations

- Register all participants
- Complete a Project Report at the conclusion of the project
- Require all participants to complete an evaluation during the closing session

What North Carolina Campus Compact Will Provide

- A \$300 mini-grant for each Host Campus to assist with cost of resources
- An MLK Challenge “how-to” toolkit
- An informational website
- Access to materials to utilize during the orientation, such as videos of Dr. King’s speeches, posters, and an “MLK Trivia Game”

Application Deadline

November 30, 2007

Contact

Kristen Carter, Special Projects Coordinator

Kcarter12@elon.edu

(336) 278-7197



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Applicant Information

<i>Name of School</i>			
<i>Name of Contact</i>		<i>Title</i>	
<i>Address</i>	<i>City</i>	<i>State</i>	<i>Zip</i>
<i>Phone</i>	<i>Fax</i>	<i>E-mail</i>	

Host Campus Designation

Designation	Eligibility	Expected Outcome
<input type="checkbox"/>	<u>Spark Designation</u> Campus that has never coordinated an MLK Day service event	25 or more volunteers 3 community agencies 15% minority participation
<input type="checkbox"/>	<u>Enhancement Designation</u> Campus that has hosted an MLK Day service event for 1 to 3 years	50 or more volunteers 5 community agencies 15% minority participation
<input type="checkbox"/>	<u>Innovation Designation</u> Campus that has hosted an MLK Day service event for 4 or more years	100 or more volunteers 9 community agencies 15% minority participation

Experience

Have you ever hosted an MLK service event? YES NO

If 'YES', describe past projects and events you have hosted.

MLK Challenge Service Event

What are your plans for MLK 2008? Are you interested in replicating or integrating the MLK Challenge model?

Volunteer Recruitment

Based on the Host Campus Designation you selected, how do you plan to meet or exceed the expected volunteer recruitment outcomes? Describe your strategies to recruit youth and disadvantaged youth from the community. How will you accomplish the 15% minority involvement?

Community Partners

Based on the Host Campus Designation you selected, how do you plan to meet or exceed the expected outcomes for partnering with community agencies?

Campus Mobilization

As a Host Campus, you are expected to mobilize other campuses in your region. How will you mobilize other campuses to be involved in both the planning of and participation in this event?

Budget

Provide a summary of how you intend to use the mini-grant funds.

Authorization

Signature

FOR INTERNAL OFFICE USE ONLY

<i>Date of Receipt:</i>	
<i>Amount approved:</i>	
<i>Processed By:</i>	
<i>Disbursement Date:</i>	
<i>Notes:</i>	

DEADLINE FOR THIS APPLICATION IS NOVEMBER 30, 2007

Mail, email, or fax this form to*:

Kristen Carter, North Carolina Campus Compact

Elon University, Campus Box 2257, Elon, NC 27244

Phone: 336-278-7197 Fax: 336-278-7400 Email: kcarter12@elon.edu

* If you email or fax, please also mail the signed original for our files.