



THE POWER OF COMMUNITY SERVICE

IN BRAND BUILDING, LEAD GENERATION &
TEAM DEVELOPMENT

MISSION + VISION + VALUE STATEMENTS

- Make community service part of your culture and team development efforts.
- Incorporate it into the goals in your Campus Effectiveness/Institutional Assessment Plan outcomes.



SUPPORTING OBJECTIVE 01

- To produce a graduate employment portfolio which includes: résumé, third-party certifications, **service-based learning and volunteer documentation**, scholastic and attendance recognition, certificates of completion, extra-curricular activities, sample work products, and any other documents which demonstrate learning outcomes leading to employability in the student's career field.



SUPPORTING OBJECTIVE 02

- To introduce and foster the value of service-based learning and volunteerism in order to produce future employees who meet employers' expectations as well as contribute to the community.



INCORPORATE **COMMUNITY SERVICE** INTO ALL MAJORS



EVERY MAJOR HAS A CLUB

Affiliated with a national/state organization
or

unique to your institution

AND

Incorporated into the course curricula
with credit awarded for participation.



EVERY CLUB SUPPORTS NON-PROFIT ORGANIZATION(S)

United Way

Council on Aging

Food Banks

Autism Speaks

American Cancer Society

Pediatric Dental Initiative

DEVELOP STRATEGIC PARTNERSHIPS

- Workforce Investment Board/JobLink
- County Economic Development Board
- County Department of Health Services
- Family Justice Centers (support services)
- Legal and bilingual services
- Employers
- Media



RECOGNIZE PARTNERS

- Privately
- Publicly
- Multiple touch points
- Engage them in telling your story



Engage Non-Profits in Telling Your Story

"Empire College students provide incredible support of the VITA Program through the Earn It! Keep It! Save It! Coalition. Last year Empire College students prepared 495 tax returns, returning \$853,101 in refunds to our local communities."

~Suzanne Yeomans, Income Program Officer,
United Way of the Wine Country

Assign a numeric outcome for the participation:
\$ raised; # of student, faculty, staff volunteers; # of volunteer hours

FREE Tax Preparation



ACCOUNTING STUDENTS LEARN BY DOING —

For the sixth consecutive year, Empire College accounting students will be assisting United Way of the Wine Country in delivering free income tax services to low to moderate income families and individuals. In order to participate in this unique, hands-on learning experience, each student has become IRS certified in tax preparation.

"People who are in certain tax brackets can have their taxes prepared at no cost by VITA, a tax preparation program through the IRS," says Kathryn Olsenberger, president of Empire's student chapter of the Institute of Management Accountants and a volunteer tax preparer. "Working at the VITA clinic is very rewarding; it's a great experience being able to give back to the community."

Coleen Lobendahn-Joe, an associate-degree accounting graduate of Empire, will be volunteering her time as a VITA site coordinator. "Beginning February 3rd through April 14th, we will be offering tax preparation services at the Empire College site on Tuesday and Thursday afternoons, as well as Friday and Saturday mornings," reports Coleen.

This year's VITA program will offer additional benefits and financial services at select sites throughout the County, including the Empire site, made possible through the Earn It! Keep It! Save It! (EIKS) Coalition and Health Action. Coordinated by the Sonoma County Department of Health Services, Health Action is a partnership of community organizations, businesses and agencies working in concert to make Sonoma

County the healthiest county in California.

Suzanne Yeomans, Income Program Officer for United Way, appreciates the dedication and enthusiasm of these volunteers. "Empire College students provide incredible support of the VITA Program through the Earn It! Keep It! Save It! Coalition," says Yeomans. "Last year Empire College students prepared 495 tax returns, returning \$853,101 in refunds to our local communities. Students also assisted with the Sonoma County Kick-Off Event which was hosted by Empire College. Empire College's participation is truly an asset to this program."

Addressing the hard and soft skills required for employment is the hallmark of training at Empire College. Career-oriented education incorporates students' life skills through project-based learning. The 12 to 21-month certificate and associate degree programs prepare accounting graduates for positions ranging from accounts payable or receivable clerks to entry-level accountants at companies in virtually any industry.

"I am very proud that our students seek ways to develop and enhance their careers through certification, education, and networking," says Carol Reiske, Empire's Accounting Department Head. "Service-based learning provides them the opportunity to give back to the community and to expand their accounting, customer service, and communication skills at the same time. It is an invaluable experience that will make them better accountants and more marketable."

KICK-OFF EVENT — JANUARY 24

Earn It! Keep It! Save It!

Saturday, January 24
from 9 a.m. to 1 p.m.
at Empire College

Trained tax preparers will provide free tax help to those whose household income was less than \$53,000 in 2014. Additional services offered at the kick-off event will include:

- On-site Health Care and CalFresh Information
- Direct Deposit and Banking Information
- Virtual VITA (drop-off and pick-up services for returning filers)

Call 2-1-1 to make an appointment; walk-ins also available but appointments not guaranteed. For more information, www.unitedwaywinecountry.org.

Empire's Accounting Programs:

- Specialized Associate Degree 21 months (day or evening)
Preparation for industry certifications in bookkeeping, payroll, income tax preparation, Excel and QuickBooks.
- Accounting with Computer Applications 16 months (day or evening)

Recognizing Empire's Commitment to Community Service

The year 2013 marks 52 years of Empire College's commitment, service, and participation in the community and was capped by national recognition as one of the top 19 institutions in the nation on President Obama's Higher Education Community Service Honor Roll.

This seemed particularly fitting since Empire College has a well-established culture of community outreach and service-based learning. The faculty, staff, and students of Empire College are committed to providing a variety of needed free services each year to local residents and nonprofit agencies. In addition to providing free assistance ranging from health screenings to income tax preparation to legal advice, Empire's community outreach program involves raising thousands of dollars and donating facility space each year to local nonprofit organizations.

While Empire's size is modest (some would describe it as more personal), the results achieved each year are extraordinary. During 2013, Empire's accomplishments include:

- \$773,534** tax refund for 466 low-income taxpayers assisted by Empire College advanced accounting students at the on-campus tax clinic for United Way's Earn It! Keep It! Save It! program. Refunds included earned income tax credits, child tax credits, education credits, and elderly credits.
- \$191,250** equivalent value of Empire third- and fourth-year Juris Doctor law student and paralegal intern staffing hours donated pro bono to the legal research and writing divisions of both the Sonoma County District Attorney and Public Defender's offices, freeing over-scheduled deputies for court duty in lieu of research and motion writing.
- \$60,000** donated legacy funds and advertising space (specifically from Empire College) through Empire College's partnership in *The Press Democrat's* Celebrate Community program. The combined efforts of the 10 business partners total approximately \$600,000 annually, serving nearly everyone in our community.
- \$20,000** equivalent value of donated staff attorney services to Sonoma County Legal Aid.
- 2,000** people served by Empire law students through pro bono staffing and management of the Sonoma County Small Claims Advisory (located on campus since December 2005).
- \$1,755** raised by Empire's hospitality students for Council on Aging and The Living Room.
- 1,100** free flu vaccinations, blood pressure and/or glucose screenings administered by medical assisting students at employee health fairs and the Empire Flu Shot Clinic (a Sonoma County Flu Task Force site).
- \$700** raised for 2013 Walk Now for Autism Speaks by Empire's information technology students.
- \$600** donated to the Sonoma County Family Justice Center, Council on Aging, Crossing Jordan, and the Salvation Army's Adopt a Family program by Empire's paralegal students.
- \$500** raised for Sutter Women's Health Center by Empire's medical assisting students.
- 1** video commercial/promo for Council on Aging.

PLAN TO ATTEND!

Wednesday, October 3rd
3:00-5:30
Empire College campus



RSVP today to your Career Services advisor
Eddy Gilbert (non-medical) egilbert@empirecollege.com
Tammy Sams (medical) tsams@empirecollege.com



Engage Employers in Telling Your Story



Danielle Vasquez • 2nd
HR Recruiter at Marin General Hospital | Prima Medical Group
7h



Empire College brought their A game yesterday! I had the pleasure of meeting with so many professional students that are looking to get into the healthcare industry. We did on-the-spot interviews and got to connect with the community. ...see more

6 Likes · 2 Comments

Like Comment Share



Add a comment...



Tammy Sams • 1st
Career Placement Advisor at Empire College
6h

Thank you Danielle! It was a pleasure having you here on campus for our annual job fair. Our students and alumni are the best! We at Empire pride ourselves on prep...see more

Like Reply | 1 Like · 1 Reply



Danielle Vasquez • 2nd
HR Recruiter at Marin General Hospital | Prima Medical Group
6h
You folks do such a great work with your students! It really does show. Such a great experience.

Engage the
Media in
Telling Your Story

THE PRESS DEMOCRAT • PRESSDEMOCRAT.COM

EMPIRE NEWS

MONDAY, JANUARY 5, 2015 • SECTION B

High marks for Empire College service

Obama recognizes school
for community involvement,
volunteer efforts

By **PAUL PAYNE**
THE PRESS DEMOCRAT

Long before Frank Antonini graduated from Empire College School of Law, he was paying his dues at the Sonoma County Public Defender's Office, conducting legal research and writing briefs as an unpaid law clerk.

"I've been in here countless weekends with other clerks, putting in time to make sure assignments are completed and done competently,"

he said Friday as he typed away on a motion.

It's been a valuable experience for Antonini, who passed the bar this year, but it also is a service to the community.

Combined, Antonini and third- and fourth-year law and paralegal students at Empire donated \$191,250 in pro bono work to the Public Defender's and District Attorney's offices this year, freeing up full-time lawyers to handle trials and court appearances.

Their efforts — along with contributions made by Empire College accounting, hospitality, medical assistance and information technology students — earned the Santa Rosa school a spot on President Barack

Obama's 2014 Higher Education Community Service honor roll.

The award recognizes colleges and universities that help solve community problems, putting students on paths toward civic engagement. For the third straight year, Empire College received a "with distinction" notation for finishing among the top 128 schools of the more than 900 nationwide that applied. Last year, the school ranked No. 17.

"It is really gratifying to be recognized," said Roy Hurd, Empire College president. "There are some really big names on that honor roll."

In addition to assisting in the criminal justice world, law students donated \$20,000 in services to Sono-

TURN TO **EMPIRE**, PAGE B2



KENT PORTER / The Press Democrat


Empire College School of Law graduate Frank Antonini looks over a written brief while working at the Sonoma County Public Defender's Office.

TELL YOUR OWN STORY... consistently and repeatedly

- News releases
- Website
- Print campaigns
- Radio
- Social media







**Empire College - School of Business**
Posted by EC Colg (?) · January 26


If you need a volunteer, who ya gonna call? Empire College! That's what Sonoma County's Immunization Coordinator did when she needed to staff a flu vaccination clinic which is being held at Santa Rosa Junior College today. Shannon Tinsley is there now with seven of her wonderful student volunteers.



210 people reached [Boost Post](#)

[Unlike](#) · [Comment](#) · [Share](#)

 Empire College - School of Business, Danielle Acevedo, Lea Smith, X2nSat and 10 others like this. [Top Comments](#) ▾



**Emily Elaine Pérez** I wanted to volunteer 🙋
[Like](#) · [Reply](#) · January 26 at 3:25pm
[1 Reply](#)

**Viveka Rydell** PDI Surgery Center loves our Empire volunteers!
[Like](#) · [Reply](#) ·  1 · January 26 at 12:51pm

TELL YOUR OWN STORY... consistently and repeatedly

- Measure the different ways people have heard of your school and share it

82% referral rate



OVERALL BENEFITS



Develop a motivating purpose
for your students, faculty, and
staff



Enjoy a more cooperative
college culture



Connect faculty and staff to
community thought leaders



Recognition of the difference
your college makes as a
community resource and
education asset...
lead generation.

#EmpireCollegeStrong
#SantaRosaStrong
#CaliforniaStrong



Q & A

THANK YOU



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