

You cannot do all the good the world needs, but the world needs all the good you can do.  
 – anonymous

## Active vs. Passive Programming

By Ashley Gray, Graduate Assistant for Community Service and Leadership Development

Just because your group doesn't have a budget that allows you to host grand programs doesn't mean you can't reach students. Active programming is great; everyone comes together for a chosen cause, whether it be philanthropic, educational, social, etc. In order to present programs like this, it is almost always necessary to have the funds to buy supplies, bring a speaker or artist to campus, and supply refreshments. This is active programming, and it is what most of us think about when we think of programming in general – bringing people together for a cause and then celebrating that cause.

There is another type of programming that can be just as effective as active programming, and that is passive programming. Passive programming is subtle, but strong – a message on a T-shirt or a picture on a poster. Students see it in passing and take notice of it, searching for the meaning behind the passive message. Passive programming has more longevity. Once an active program is over, it's over. But T-shirts can be worn and can inspire inquiry over and over again. Posters can be displayed for great lengths of time. All you need is a little creativity to produce a passive program, not necessarily a lot of money.

Ideally, groups should use both types of programming to ensure that their message is heard loud and clear around campus. HIV/AIDS Awareness Week was held this past December, and many different organizations worked together to bring awareness to the Hofstra community and to raise money for the cause. A number of active programs were held, including guest speakers, a benefit concert, and a dinner banquet. Each program was successful and brought students together. T-shirts and red ribbons were sold in the Mack Student Center to raise money but, more importantly, to raise awareness in a passive way. Students who wore the T-shirts around campus acted as walking billboards for HIV/AIDS awareness. These shirts will be worn for months to come, while the active events lasted only a few hours.

Take the next step! If you are looking to incorporate passive programming, here are a few ways to do so. The Web site [www.cheapestees.com](http://www.cheapestees.com) has many T-shirt options at low prices. To make posters, fliers, brochures, or any other printed publications look into Hofstra's printing services (send an e-mail to [Christopher.Botti@hofstra.edu](mailto:Christopher.Botti@hofstra.edu) for more information). Just use your imagination! Creativity is the key to passive programming.



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Pick up an application, for any of the three positions, in 260 or 240 Mack Student Center, or download one online at [hofstra.edu/welcomeweek](http://hofstra.edu/welcomeweek). Applications are due by noon on March 19.

- Leadership Experience
- Summer Housing
- Make an Impact
- Fun
- \$\$\$\$



# OFFICE OF STUDENT LEADERSHIP AND ACTIVITIES HOFSTRA Leaders

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## Service Learning on the Hofstra Campus

By Ashley Gray, Graduate Coordinator of the Discovery Program

A new trend is developing in higher education called service learning. Service learning is "a form of experiential education in which students engage in activities that address human and community needs together with structured opportunities intentionally designed to promote learning and development" (Pascarella & Terenzini, 2005). It incorporates community service into the curriculum to add a hands-on-experience for students outside the classroom, while also allowing them to give back to the community. Many variations of service learning programs are being developed at colleges all over the United States. With the Obama administration emphasizing public service, everyone – including college students – has a renewed interest in volunteering in their communities. Studies about college students and volunteerism conducted by Ernest T. Pascarella, Patrick Terenzini, and such organizations as Campus Compact have concluded that service learning has a positive effect on students. Such effects include: development of close friendships, established connection with school and surrounding communities, increase in compassion and understanding of others and the environment, continued involvement in service and extracurricular activities, and improved leadership skills. Schools are providing students with opportunities to serve in their surrounding communities, and Hofstra University is no exception.

This past August, Hofstra introduced the Discovery Program, a service learning program for first-year students that allowed them to arrive on campus before the fall semester began and participate in service projects to help them transition to college. The program was a success, with 43 participants and eight discovery leaders in its inaugural year. In addition, Hofstra's Center for Civic Engagement is a university-based institute, designed to strengthen democratic values by encouraging students to actively participate as knowledgeable citizens in their campus, local, state, national and global communities. Professor Brian Clocksin, with Hofstra University Honors College and the Department of Physical Education and Sport Sciences, takes Hofstra volunteers to Walnut Street and California Avenue Elementary Schools to work with the children and promote academic and life skills.

The Office of Student Leadership and Activities sponsors a series of programs called the SERVICEday Series. Every month the office sponsors at least one program that gets students involved in helping the Hofstra or surrounding Hempstead/New York City communities. Spring programs include the Step-Up Mentorship Day on April 15 and Relay for Life on April 24.

Service learning is a great opportunity to get involved. To learn more about the above-mentioned programs, visit [hofstra.edu/slaservice](http://hofstra.edu/slaservice).

Pascarella, Ernest T., and Patrick T. Terenzini. *How College Affects Students: A Third Decade of Research* 2Rev.ed. San Francisco: Jossey-Bass, 2005.

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## Serve Your Community Honor Roll

Register your group today!

**Deadline:**  
 Monday, April 19, 2010

Visit:  
[hofstra.edu/slaservice](http://hofstra.edu/slaservice)

Select:  
 "Service Honor Roll"



## Begin With the End in Mind

Find a place where you won't be bothered. Take a deep breath, and forget about everything. Forget about work, forget about family and friends, forget about school ... just let it all go. Focus on yourself. Now think into the future. Think about the end of your life. What or whom do you hope to have in your life? a loved one? children? to have helped others? Think about your values. Who are you as a person? In order to live a fulfilling life, you need to acknowledge the person and life you hope to have had. Begin with the end in mind. If you know what you want from life in the end, then you can work toward achieving that goal. Don't merely settle for whatever life gives you; work for what you want to have in the future. True leaders envision the end result, and then step back and figure out how to obtain it.

Covey, Stephen R. *The 7 Habits of Highly Effective People*. 15 Anniversary edition. New York City: Free Press, 2004.



## Focus on Calla Hales

Discovery Leader  
Class of 2012

**Major(s)/Minor(s):** Major in rhetoric, minor in classical studies

### Leadership Roles:

- ▶ Discovery Leader
- ▶ Co-President of Hofstra for the Homeless
- ▶ Active in Hofstra's Relay for Life

### Aspirations After College:

I would like to attend graduate school and work in the field of public relations.

### Most Memorable College Experience:

When the children from the Saratoga Inn (the homeless shelter that Hofstra for the Homeless works with) came to campus for Hofstra Does the Holidays in December 2009. The kids had a great time playing games and making crafts, and seeing them laugh and play in the fake snow was honestly the best gift I got all year.

### Do you consider yourself a leader?

I'd like to consider myself a leader. I don't tolerate merely existing. I always strive to move forward and, hopefully, I can inspire others to do the same.

## Leadership Tips

### Be a leader, not a manager:

The manager administers; the leader innovates.  
The manager is a copy; the leader is an original.  
The manager maintains; the leader develops.  
The manager focuses on systems and structure; the leader focuses on people.  
The manager relies on control; the leader inspires trust.  
The manager has a short-term view; the leader has a long-term view.  
The manager asks why and how; the leader asks what and why.  
The manager has her eye on the bottom line; the leader has her eye on the horizon.

Bennis, Warren G., and Robert Townsend. *Reinventing Leadership: Strategies to Empower the Organization* (Collins Business Essentials). New York: Collins Business, 2005.



## Focus on Australia Kimbrough

Orientation Leader  
Class of 2012

**Major(s)/Minor(s):** Major in broadcast journalism, minor in music

### Leadership Roles:

- ▶ Orientation Leader
- ▶ Phi Eta Sigma Honors Society
- ▶ Member of Imani Dance Ensemble

### Aspirations After College:

I would like to be a hairstylist or the host of my own television show.

### Most Memorable College Experience:

Meeting my best friends.

### Do you consider yourself a leader?

Yes, I consider myself a leader because I work well with others, I make sure to voice my opinion, and I am a good listener. I also enjoy helping others and volunteering when I can.

### Do you have a mentor?

My mentor is my mother's best friend, Jacqueline. She has taught me to stay positive in spite of tough situations and to remain professional and try to handle all situations to the best of my ability.

## Leadership Quotes

"In motivating people, you've got to engage their minds and their hearts. I motivate people, I hope, by example - and perhaps by excitement, by having productive ideas to make others feel involved." - Rupert Murdoch

"To command is to serve, nothing more and nothing less." - André Malraux

"What lies behind us and what lies before us are tiny matters compared to what lies within us." - Oliver Wendell Holmes

"We have committed the Golden Rule to memory; let us now commit it to life."  
- Edwin Markham

## Principles of a Successful Person

Webster's Dictionary defines success as "a favorable result that one has tried or hoped for." For you, success might be better grades, communicating more effectively, becoming a dynamic leader, starting and completing a meaningful service-learning project, or getting along with your friends and parents.

Infuse your actions with enthusiasm, personality, integrity, creativity, and vision, and your success will inspire someone else's success.

Be proud of your accomplishments - celebrate your success, be grateful, and give back by being a mentor to someone else.

Remember that success is a process of striving, learning, finding creative solutions to overcome obstacles, and finally reaching your goal. Enjoy the ride!

Schoenfeld, Robert Max. *Service-Learning: Student's Guide & Journal*. Seattle: Guide & Journal Publications, 2003.