

TEEM LUNCHEON REPORT

A Service Learning Project with the
The Education and Employment **Ministry**



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Service Learning Project—TEEM Luncheon



Overview

Our service learning project was a collaboration with TEEM, a local nonprofit organization dedicated to breaking cycles of incarceration and poverty through education, personal development, and work readiness training. The project focused on assisting TEEM plan its annual fundraising luncheon. The luncheon is open to the public and intended to secure funding for the organization as well as develop relationships that result in securing community partners, sponsors, volunteers and mentors. Our group, along with TEEM staff, served as the pre-planning committee for the event.

Objectives

Our goals for the project were to secure a venue, develop branding and theme ideas, and assist with other pre-planning tasks for the luncheon that met the expectations of all stakeholders.

TEEM's need:

TEEM needed help planning and coordinating their annual fundraiser luncheon to educate the community on its service model. The lunch is a primary fundraising event that supports TEEM's operating costs and helps the organization secure sponsors, volunteers and mentors.

TEEM guided our group by suggesting some specific objectives for our work together such as researching local venues, brainstorming ideas for branding and themes, and choosing decoration pieces for the event.

TEEM needed our group to assist in these pre-planning tasks. Criteria set for the luncheon included:

- Venue that would accommodate and feed at least 300 guests
- Convenient location
- Accommodate audio visual production
- Stay within budget of \$10,000

Group's need:

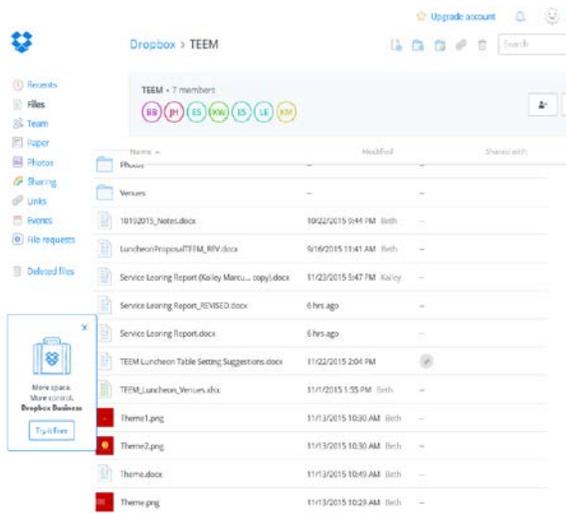
For optimal success, our group desired a hands-on transformative learning experience through the fulfillment of a service learning project. Our group educated ourselves on TEEM and its services, in order to complete our service learning project. Our goal was to provide community service to TEEM reciprocated by education on TEEM's mission, development and planning, and group communication and teamwork. We sought to deliver on TEEM's needs while demonstrating civic engagement and community involvement.

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Project Process

We began by preparing a proposal (see Appendix 1) that outlined a description of the project, project objectives, project outcomes, procedures, time requirements, proposed schedule, outside coordination, and barriers that could exist. We worked on this proposal as a group, brainstorming each idea. One person volunteered to be the liaison with TEEM staff. Group members contacted venues to determine if they met the criteria for the luncheon, compared prices and obtained necessary details for the event. Each group contacted an assigned venue to inquire about accommodation, pricing and catering information. This process took several weeks as it required communication back and forth with our representative at TEEM as well as intergroup communication.



Since there were so many venues to compare, we created a spreadsheet (see Appendix 2) with all of the information to present to the TEEM representative. We used Dropbox to share all documents related to our project so that everyone could easily access them. In the Dropbox file, we shared notes from our meetings, collected pictures and developed other documents that assisted us in the project and helped organize our progress. We also used email to communicate with TEEM and we set up a GroupMe messenger account to communicate within our group from day to day.

We met as a group to brainstorm about branding/theme ideas for the lunch. Based on the organization’s service model and desired message, we came up with a list of themes to present to TEEM. A few ideas from the list included:¹

- Rethink. Renew. Reunite.
- Reunite with the community.
- Re-establish your future.



¹ See the “Outcomes” section for the theme TEEM created as a final solution.

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Project Process, continued

After reviewing the venue information our group provided, our TEEM representative narrowed down the list and requested that we schedule a visit to one of the venues with him. Some group members were able to meet him and tour a venue. This particular venue, the Oklahoma City Golf and Country Club, was our representative's first choice. He was pleased with the work our group had done to gather the information and arrange the visit and decided to take the proposal to the board.



Once the board had approved the venue, our group met to discuss ideas for table decorations that



would tie in with the branding for the event. Considering cost, the group firmed up our ideas and developed a proposal (See Appendix 3) for our representative that included pictures and suggestions for table settings, décor and branding incorporation. TEEM responded positively to our proposal and indicated he would consider it when making final

selections. He also indicated that he was very pleased with our work and that we had exceeded his expectations for the group project.

"You guys have exceeded my expectations for this project. Great work!"

~ Lance Evans, November 17, 2015

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Strengths & Weaknesses

Strengths:

- Communication—the group practiced excellent communication skills. All thoughts, ideas, or questions were emailed to the entire group via an email thread, GroupMe or DropBox documents. Group members valued and incorporated feedback from other members. Decisions were made with consensus.
- Teamwork—group members encouraged and listened to each other with respect and worked effectively together.
- Innovation—our group was able come up with innovative ideas for all projects quickly and easily.
- Dedication—this was a significant contribution to the group’s effectiveness. Once a project task was assigned, a team members worked diligently on that project to complete the task quickly and effectively.
- Skill Set—group members had a different sets of skills, which allowed them to work on multiple aspects of the project at the same time resulting in high efficiency to meet objectives.

Weaknesses:

- Impatience—the group struggled with not being able to move forward on ideas while waiting for follow-up from TEEM.
- Talkative—the group members were occasionally distracted by side conversations not pertaining to the project.

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Group Members



A short bio about each group member, including that person's year in college, major degree field and future career interests is included below:

- Emily Schlabach—Senior, Strategic Communications major. Career interests include public relations and event coordination for an athletic department or teams.
- Beth Bolding—Senior, Strategic Communications major and UCO marketing intern for the student success department. Career interests include corporate communications, marketing or career services.
- Kailey Marcum—Senior, Brand Communication/Advertising and Organizational Communication major. Career interests include event planning for a nonprofit organization.
- Katie Wagner—Senior, Strategic Communications major, currently interning at VI Marketing and Branding. Career interests include working in account services at an advertising agency.
- Jennifer Hasel—Senior, Organizational Communications Major/Public Relations Minor. Career interests include non-profit management, event management, fundraising or training and development.

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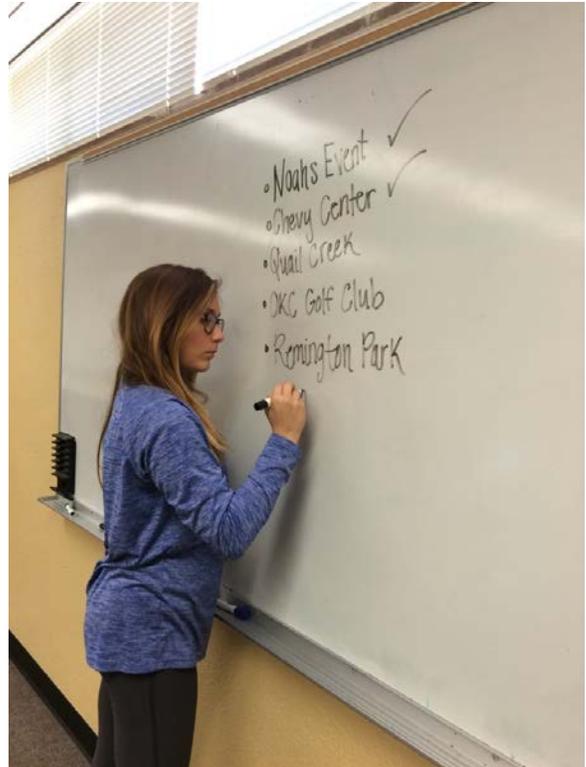
Group Roles

Chapter five of our text, *In Mixed Company: Communicating in Small Groups and Teams*, lists several task roles group members move through as they approach the attainment of its goal.

“The central communicative function of task roles is to extract the maximum productivity from the group.”²

Below is a list of all the members and their assumed roles throughout the semester.³

- **Emily** performed the role of *coordinator* throughout the majority of the semester. She coordinated the majority of the information between venues and the group, booked the walk-through of the Oklahoma City Golf and Country Club. Emily also assumed the role as *initiator-contributor* when she was the first to step up and take lead in contacting venues, and communicating her findings back to the group. This saved the rest of the members’ time and resources to focus on other tasks.
- **Beth** took on the role of *initiator-contributor* as she led the group and initiated a plan early in the semester to get the ball rolling. The members agreed she would be the point contact person between the group and TEEM, which then led to her second role as *gatekeeper-expediter*.



² Rothwell, D. J. (2014). *In Mixed Company: Communicating in Small Groups and Teams* (9th Edition ed.). Boston, MA: Cengage Learning. (p. 144).

³ Rothwell, (p. 144-151).

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Group Roles, continued

- **Kailey** and **Katie**, both worked consistently, interchanging their roles of *information seekers* and *information givers*. They also each performed task roles as *coordinators* at times when calling on venues for estimates and details.
- **Jennifer** conducted the most face-to-face time with TEEM, kept the group on task and focused on what the goals were for the overall assignment. Her task roles included, *clarifier-elaborator*, *facilitator*, *information seeker* and *information giver*, among others.

Overall, each member remained flexible and adapted to new roles throughout the semester as needed. For example, Jennifer knew she would see Lance during other commitments on her own time, so she exchanged her roles mentioned above for *coordinator* and *gatekeeper-expediter* during meetings and happenstances with Lance.

The group worked well together and all members checked in regularly and completed requested tasks. Each member focused on the collective goals, as well as individual assignments. As a result, we were able to transform from being a group to a team.

“The essence of all teams is collective interdependence.”⁴

The team was formed of members with diverse skillsets, which allowed us to complete our shared goals successfully. No tasks went incomplete as a result of our teamwork and collaboration.



“Teams usually consist of members with more diverse skills than those found in standard groups...

A team requires complementary, not identical skills.”⁵

⁴ Rothwell, (p. 197).

⁵ Rothwell, (p. 198).

Service Learning Project—TEEM Luncheon



Outcomes

Our group provided a solid foundation on which to build the TEEM annual luncheon. As members of the pre-planning committee, we researched venues, compared costs, recommended branding and created decoration ideas. This work enabled TEEM to secure a location for the venue and present a strong plan for the luncheon to its board in a timely manner. As a nonprofit organization with a small staff, TEEM relies on volunteers to help fulfill its mission. Our group's work provided TEEM staff many hours of work so they could utilize their resources elsewhere.

The project provided the group with a real-world experience they could use to demonstrate the knowledge and skills learned in the classroom. The group applied concepts and theories of working in effective groups to accomplish the objectives of the project and meet the need of TEEM. This process, much like what happens in the real world, provided an opportunity for the group members to experience the obstacles and outcomes of effective group planning and decision-making.



Service Learning Project—TEEM Luncheon



Service Learning

Service Learning expands the involvement students in their communities. When service learning projects are structured properly, they can enhance the quality of the academic learning experience and help students apply knowledge from the classroom to a real-world situation. As a pedagogy, service learning expands a student’s world-view in a way that classroom instruction alone cannot do. In service learning, students are exposed to a variety of challenges that could be confronted in actual career experiences and provided opportunities to learn about issues they may not otherwise encounter. When objectives for service learning projects are set to meet the needs of both the organization and the course equally, the project can be a “win-win” situation. The student learns and gains knowledge from the experience by providing a valuable service to the organization.

The model below describes three levels of Service Learning. Ideally, service learning should focus equally on service and learning, providing maximum benefits for all stakeholders.

S_L	SL	sL
Big S, Little L—Project is focused more on service than learning	Big S, Big L—Project is focused equally on service and learning, providing greater benefit to each	Little S, Big L—Project is focused more on learning than service

This project provided both service and learning equally. A service was provided to TEEM that was valuable and measurable, while students gained real-life experience planning an event that required them to apply knowledge and theories learned in the classroom to make effective group decisions to meet a specific objective.

Service Learning Project—TEEM Luncheon



Appendix 1

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Service Learning Project Proposal
The Education and Employment Ministry (TEEM)

Due date: One person in your group should be the designated person to stay in contact with Lance Evans. After discussing the project with Lance via your contact person or in a meeting with Lance, answer the following questions about your project. Turn in one document for your group. Please type your answers to these questions.

Project Description: Provide a brief description of your project. Luncheon
Our team will be planning a luncheon to educate the community on TEEM's service model. The luncheon is a fundraising event that generates funds for general operating costs.

Project Objective: What do you hope to accomplish by completing your project?
- We plan to secure a location and assist in the pre planning of developing a theme for the luncheon. We also would like to attempt to help with promotions and advertisement of the luncheon.

Project Outcome: What specifically will be the outcome of your project? A written document? Participation in an activity? An event? Multiple outcomes? This question relates to the outcome of the project for TEEM. (For purposes of the assignment, an additional outcome will be a final paper/presentation to turn in as a part of your assignment.)
- The outcome of our project is that TEEM will be able to have a strong foundation for their spring luncheon with a confirmed location, promotional plan, tentative program, and branding ideas.

What is Service Learning?
Service Learning is a pedagogy that exposes students to the needs of the larger society by combining service with explicit learning objectives and deliberate reflection, giving equal benefits to both the provider of the service and the recipient to ensure equal focus on both the service being provided and the learning that is occurring.

Procedure: What specifically will you do to carry out your project? What will you do to document your process? What do you expect to learn as you carry out your project? Think of all of the learning outcomes you might experience. What will you do to document your learning outcomes? Do you have the ability to take photographs and videos of the stages of your project? If not, how will you document your progress?

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- We have created a Google document to keep track of our ideas and processes. Everyone will be able to access and work on the documents where everyone can see it. We expect to learn how to organize and plan an event by working together in functioning communicative groups. We will be able to document what we have done by using pictures and documenting emails etc. that may deal with our locations or communication between the people we are working with in TEEM itself.

Estimated Time Required: How much time will the project require? Are there any specific meetings or events you will attend? When are the meetings scheduled to take place?

- All semester and possibly into next year (on a volunteer basis)
- Lance sent us a briefing of his expectations (location, budget, needs, etc.)
- We will make phone calls and possibly schedule a time for someone to meet with Lance to go over more detailed questions we have dealing with what he needs the most help with and what we think our strong points are to help them out the most.
- We will be making visits to venues and possibly coordinating with Lance on this topic

Proposed Project Schedule: Please submit an approximate week-by-week schedule for your project including a proposed deadline.

September

- Week of 9/14** – Jennifer met with Lance – he gave us the OK to call venues for estimates (Capital, Noah Event Center, & UCO Ballroom, etc.). Lance prefers the Capital.
- Week of 9/21** – Meet with Lance, tour prospective venue, Review determine location?
- Week of 9/28** – Finalize location (tentative)

October

- Week of 10/5** – Develop a tentative program outline
- Week of 10/12** – Continue program development
- Week of 10/19** – Continue program development
- Week of 10/26** – Program finalization (tentative)

November

- Week of 11/2** – Advertising and communication development
- Week of 11/9** – Advertising and communication development
- Week of 11/16** – Advertising and communication development

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- Week of 11/23** – Finalize advertising and communication plan (tentative)
- Week of 11/30** – Group presentations & final deadlines complete

2nd Tuesday in May (May 10th) – Parameter date of event

Project requires coordination with the following people: With whom will you need to coordinate outside of our classroom?

- Lance Evans levan@teem.org (405) 235-5671 EXT: 237
- Hailey Webb webb@teem.org

Barriers: What barriers or difficulties do you expect you will have to overcome in working on this project? What resources will you need to complete the project?

- We expect we will have face the challenges of individual schedules to work around. We will need to utilize technological resources such as phone, email, and other group organization/communication apps. We have a Google Doc set up and a ~~Group~~ **Group** account to overcome these challenges.

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Service Learning Project—TEEM Luncheon



Appendix 2

A	B	C	D	E	F	G	H	I
Venue	Address	Phone Number	Seats	Venue Price	Catering	Discounts / Tax Deductable	Includes	Total
Gaylord-Pickens Museum	1400 Classen Drive	(405) 235-4458	250 - 350	\$1,000		100% tax deductible	Includes tables & chairs, setup and teardown. It doesn't include linens so you'll need to make arrangements with an outside vendor of your choice. We have three caterers for you to choose from - Abbey Road Catering, Ned's Catering and Rococo. Any food and beverage does have to be arranged through one of those three	\$1,000
Remington Park	One Remington Place, Oklahoma City, OK 73111	(405) 424-1000	350+	\$650	\$2,400		Set up/tear down • linens \$200 service fee to reserve	\$3,050
Noahs Event Center	14017 Quail Springs Parkway, Oklahoma City, OK 73134		280	\$1,976			• free setup and breakdown • tables, linens, stage, podium, screen projector with all wires • no tax or gratuity	\$1,976
UCO			300+	\$1,950		30% discount	Additional information available - see attachment	\$1,365
Gaillardia Country Club			265					\$0
Chevy Bricktown Event Center							Willing to create special package for TEEM	\$0
OKC Golf and Country Club			300+	\$600	\$4,800		\$75 for screen, \$100 for projector and sound. 8.5% tax, 20% service charge	\$5,400
Quail Creek Golf and Country Club			350	\$0	\$5,400	tax exempt changes food prices		\$5,400
Cowboy Hall of Fame							Lance is checking on this	\$0
Reed Center at the Sheraton	Midwest City. Located off I-40 service road near Rose State College	Katie Smith 455-1807	up to 500		\$16.80 per person	no tax for non-profit	Catering must be through Reed Center. Catering price includes room charge, service charge, black or white table linens, and meal. Meal includes: plated sandwich, pasta salad, tea/water and dessert. Audio/Visual available for additional fee through required vendor. (Projector and screen \$500 +, Mic \$60+)	\$5600+
Grey = not suitable for event (either too expensive or won't hold enough people)								

Service Learning Project—TEEM Luncheon



Appendix 3

TEEM Luncheon Table Setting Suggestions



We would suggest using a banner with the logo across the stage area.

White Tablecloths

We chose white tablecloths, as they are included in the original quote for the venue at no additional cost.



Red Chair Covers (Optional)

We believe the chair covers would make the event more elegant; however, in the interest of the budget, the chair covers could be excluded if necessary.



Red Napkins



Dark and light Red Floral Centerpieces

The use of dark and light red flowers will help tie in the colors from the "Redeem" logo

Examples:

