



**OBTC 2015 at University of La Verne  
June 17<sup>th</sup> – 20<sup>th</sup>, 2015**

**Submission Template**

**SUBMISSION GUIDANCE**

- \* Remove all identifying properties from this document \**
- \* All files must be saved in PDF format \**
- \*Please include ALL supplementary text at the end of this document\**
- \*Only one document should be submitted\**

## Submission Template for the 2015 OBTC Teaching Conference for Management Educators

### 1) Title of Proposal:

Learning by Serving: Community Engagement through Service Experiences

### 2) Abstract:

*Please include a brief session description (not to exceed 100 words). If your proposal is accepted, this description will be printed in the conference program.*

How can we help students to experience and better understand a “service ethic” in the workplace and in the community? This “share and tell” session will provide a focus on “Learning by Serving.” Bring your ideas and share resources for facilitating this theme through:

Service-Learning (often through volunteering / “voluntolding” with local non-profit agencies that provide social services)

Servant Leadership (challenging students to rethink their concepts about leadership, and leading the way by providing service to others)

Customer Service (asking students to reflect upon and evaluate their customer service experiences in their workplaces)

### 3) Keywords:

*Use three or four keywords to describe your session.*

Community, service, service-learning

### 4) Format

Activity or exercise

Discussion roundtable (60 minute only)

General discussion session

### 5) Time Requested:

30 Minutes

60 Minutes (*Roundtables must select 60 minutes*)

90 Minutes

### 6) Planning Details:

*Does your session have any special requirements for space or materials?*

Chairs

Flipchart paper and markers

### 7) Learning Objectives or Goals for the Session:

*What are 2-4 specific learning outcomes that participants will get from your session?*

Participants in this "Learning by Serving" session will generate ideas and share resources about:

service-learning

servant leadership

customer service

## **8) Management or Teaching Topics:**

*Describe what management and/or teaching topics are relevant to your session, and why. Please include theoretical, disciplinary, or theoretical foundations that will help reviewers understand how your ideas fit within the broader field of management.*

More and more businesses are making donations of employee time as well as money to local nonprofits. Students who participate in service-learning begin to understand how these charitable contributions of employee time can make positive impacts on the community, and reflect well on the business.

Customer service is a key concept in business, and in turn, management practices. Providing good customer service, and leading by serving others, are direct experiences that help students understand the foundations of customer service.

## **9) Session Description and Plan:**

*What will you actually do in this session? What activities will you facilitate, how long will they take, and how will participants be involved? Reviewers will be evaluating how well the time request matches the activities you'd like to do, and the extent you can reasonably accomplish the session's goals. Reviewers will also be looking for how you are engaging the participants in the session. Include a timeline for your session.*

Participants will be invited to “share and tell” about their experiences and ideas, and help to generate ideas about how to facilitate “Learning by Serving” with management students.

5-10 minutes—Introductions (ask what experiences everyone brings about learning by serving, and/or what attracted them to this session)

5-10 minutes—Mind mapping on a flipchart about “Learning by Serving” (with this at the center) and asking the group to generate topics (like service-learning) and key factors (like community engagement) by drawing lines/branches from this central topic,

10-15 minutes x 3 or 4—List ideas and resources on flip chart paper about each topic generated on the mind map (How to facilitate learning through customer service, etc.)

5-10 minutes—Wrap-up

## **10) For Activities and Exercises:**

*Attach any materials needed to run the activity and debriefing questions. Evidence for effectiveness may also be included.*

How can we better prepare our students for a service ethic in the workplace and community?

## **11) Implications for Teaching or for Teachers:**

*What is the contribution of your session?*

This session contributes to management educators by underlining the importance of engendering a service ethic in our students, and providing a forum to share ideas and resources about ways to pursue this.

## **12) Application to Conference theme:**

How does your session fit with the overall OBTC theme of Learning in Community?

“Learning by Serving” provides a connection between the classroom and the community through direct engagement. It provides a direct link to “Learning in Community.”

## **13) Unique Contribution to OBTC:**

*Have you presented the work in this proposal before? If so, how will it be different? Is this proposal under current review somewhere else? If so, please explain. How will your proposal be different for the OBTC conference?*

No, I have never presented this topic before.

## **14) References and/or Additional Materials:**

National Service-Learning Clearinghouse <http://www.servicelearning.org>

Spears, L.C. (2002). Tracing the past, present, and future of servant-leadership. In L.C. Spears & M. Lawrence (Eds.), *Focus on Leadership: Servant-Leadership for the 21<sup>st</sup> Century* (pp.1-16). New York: John Wiley & Sons.