Answer the following questions.

Julian Sotelo - Marketing 100s group 3

1. About non-profits:

1. Briefly describe what type of organization qualifies as a “non-profit” or community benefit organization.

Non-Profit or Community Benefit Organizations develop a mission to change the world for the better. **They often keep a steady source of volunteers to help run their day-to-day operations of benefitting the community. Also, due to lack of financial resources many of them are limited to expansion and employ less than 50 individuals.**

1. How does society benefit from having a healthy community of CBO’s?

**Society benefits in a multitude of ways from having many CBO’s in the community. First, being that many homeless and disadvantaged people have a home in CBO’s. Next, a CBO’s mission can be to keep trash off roads and sidewalks which directly benefits the ecosystem we live in. Lastly, society can contribute to CBO’s and help reach their mission.**

1. Describe two specific challenges CBO’s face that are not typically present in the for-profit realm.

**CBO’s are very under-resourced which makes budgeting very difficult and results in underdeveloped infrastructures. Non-Profit employees are often underqualified and have to play different roles in which they are prepared for.**

2. What exactly is service learning? Explain how service learning is different from Volunteerism and Community Service. Provide an example for each of the three activities.

**Service Learning requires students to make a connection between the service and concepts being learned in school. In result, the student examines an academic concept and applies it to the service. For example, a student might develop new marketing strategies for the CBO. It is different than community service because the student does not make a connection in the classroom such as they would they opted for service learning instead. An example of community service is if a student developed new brochures on the CBOs impact in the community. It is also different from volunteerism because volunteerism just engages the student into the activity with the primary goal of helping the beneficiary. An example of volunteerism would be to stand and hand out bags of lunch for the homeless.**

3. How will students benefit from engaging in a service-learning experience? How might the experience help achieve career goals**? Students can expand hard skills along with problem solving and critical thinking skills. It can also help students develop initiative along with independent thinking, just to name a few. All the benefits listed through this project is directly correlated with success in the working world, many employers and founders have these same traits.**

4. How might completing a service-learning project provide a student with more awareness of issues related to cultural and ethnic diversity within their community**? After completing the service-learning project students may have been exposed to community issues they may not have been aware of. This can create a sense of empathy for students and can enlighten them to continue to help the community beyond the classroom.**

5. What is the Jan and Bud Richter Center and what is their mission? Why do Fresno State and the Craig School incorporate service learning into course curriculum**? The Jan and Bud Richter Center for Community Engagement is responsible for coordinating the university’s community engagement and service-learning efforts. Their mission is to improve the education and development of students while creating a better community through service and learning. It is in our curriculum because Bud Richter wants to “instill in students a life-long character trait of giving to the community”.**

6. What steps can you take as a student to ensure you and your team have a successful service learning experience?

- **Get from supervisor when in doubt.**

**- Follow all guidelines**

**- Perform tasks to the best of your ability**

**-provide feedback**

**-keep track of the time spent in service**

**-always be mindful and respectful**

**-be responsible**

**-treat others the way you want to be treated.**

**- Follow all rules**