

Service Learning for Impact

Leveraging Academic Partnerships to Scale Healthcare Communications

Presenter: Rebecca L. Cooney

Rebecca L. Cooney

- Educator
- Leader of integrated marketing communication strategy
- Specialist in multimodal curriculum development



INTRODUCTION

What We Will Cover and Takeaways

WHERE WE ARE GOING (ROADMAP)

1. **The Paradigm Shift:** Understanding credit-bearing service-learning vs. traditional volunteering.
2. **The 5-Step Lifecycle:** A repeatable blueprint for assessing, scoping, integrating, and evaluating student partnerships.
3. **Real-World Model:** A case study of WSU strategic communication campaigns implemented with Pullman Regional Hospital.
4. **Operational Security:** Practical safeguards for managing background checks, HIPAA data privacy, and resident media releases.

Takeaways from Today's Session:

- ✓ **Affordable Labor:** Immediate strategies to scale your marketing, recruitment, and PR capacity without taxing existing staff.
- ✓ **A Sustainable Talent Pipeline:** How to treat multi-week student projects as extended job interviews for future hires.
- ✓ **The Facilitator's Toolkit:** Complete, ready-to-use handouts of a Project Scoping Guide and Student & HIPAA Safety Checklist to hand off to your facility teams.



PART ONE

Elder Care Challenges and Service-Learning as a Solution

INTRODUCTION

The Unseen Burden: Operations vs. Communications

Daily Operational Focus

- Delivering high-quality clinical & resident care
- Ensuring regulatory compliance and safety standards
- Managing staff scheduling, recruitment, and retention
- Directing facility logistics and direct patient care

The Communications Burden

- Maintaining active and engaging social platforms
- Updating outdated website layouts and copywriting
- Creating eye-catching nurse/staff recruitment materials
- Producing print newsletters and community outreach flyers

The Issue: With limited budgets and staffing deficits, who has the dedicated staff hours to do both?



Reality Check: A Growing Pipeline Gap

40 Million

Seniors in the US (2009)

Establishing the demographic baseline at the start of the century

72 Million

Projected Seniors by 2030

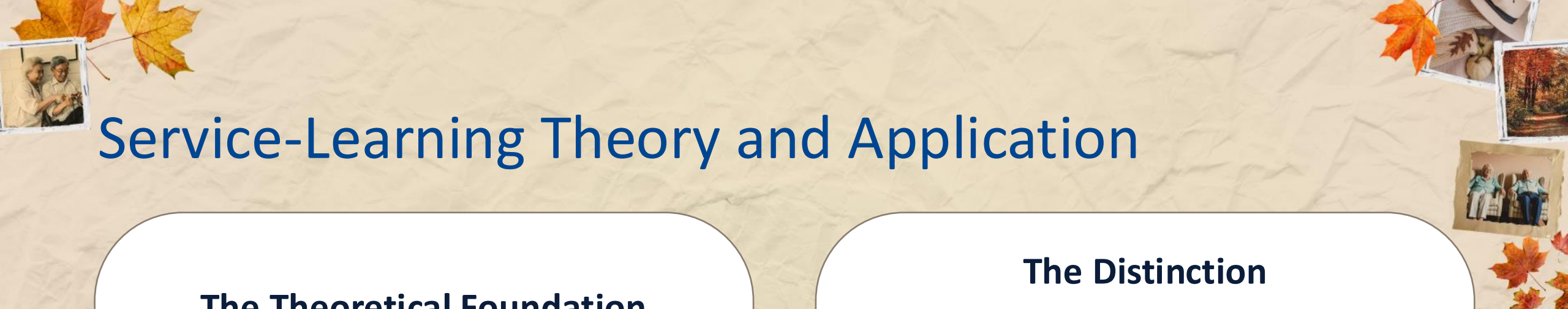
An 80% increase in the older adult demographic in just two decades

2 Billion

Projected Globally by 2050

The global surge of individuals aged 60+ requiring geriatric care

The Talent Shortage: Preconceived notions and a lack of meaningful contact between college students and older adults actively steer younger generations away from careers in geriatric healthcare and elder services.



Service-Learning Theory and Application

The Theoretical Foundation

John Dewey & David Kolb's Experiential Model

Experiential Cycle: Learning happens through continuous cycles of concrete experience, reflective observation, abstract conceptualization, and active experimentation.

Defined Curricular Model: A credit-bearing educational methodology combining academic study with community service.

Problem-Solving Focus: Students apply classroom lessons to solve authentic, community-identified problems in real-time.

The Distinction

VOLUNTEERING & COMMUNITY SERVICE

Primary focus is on community service. Reflections are unstructured, and projects do not directly align with academic curriculum or grading metrics.

SERVICE-LEARNING & COMMUNITY ENGAGED LEARNING

Equal weight placed on academic learning, community needs, and structured academic reflection. Core activities are fully integrated into course curriculum and graded on rubrics.



A Mutually Beneficial Partnership



For Your Facility: Scaled Capacity

- **Applied, Professional Labor:** Gain high-quality visual design, social strategy, and website audits.
- **Workflow Delegation:** Offload high-priority branding tasks with low impact to your bottom line.
- **Community Outreach:** Build robust community awareness of regional elder care services and activities.
- **Operational Peace:** Keep your clinical staff focused on patient care, not content bottlenecks.

For the Students: Real-World Growth

- **Bridging Divides Through Empathy:** Fosters mutual respect and dismantles generational isolation and stereotypes
- **Civic Professional Competence:** Builds practical collaboration, health communication writing, and professional adaptability.
- **AI-Proof Human Engagement Skills:** Trains students in empathetic listening and trust-building - competencies digital algorithms cannot automate.

Let's Chat

PARTNER DISCUSSION

Mapping strengths and identifying areas of opportunity

Share with each other:

- 1. Think :** What are your facility's underutilized assets that a student PR team could optimize (e.g., resident life stories, staff mentors, existing community ties)?
- 2. Pair:** Turn to your neighbor and share your facility's mapped assets. Discuss how communication students could build campaigns around them
- 3. Share:** Volunteers to share ideas

PART TWO

The 5-Step Partnership Blueprint

The 5-Step Partnership Lifecycle

01

Needs Assessment

Identify genuine, non-clinical communication gaps within your facility operations

02

Reciprocal Scoping

Co-design projects with university faculty to align learning rubrics with facility goals

03

Curricular Integration

Weave tasks directly into academic courses, setting up clear MOUs and safety screenings

04

Guided Reflection

Enable student feedback loops (journals or discussions) to process encounters and apply learning

05

Outcomes & Showcase

Evaluate project deliverables, measure campaign success, and celebrate student work



STEP ONE

Internal Assessment and Goal Alignment

The Internal Audit

“What communications, marketing, or public relations projects are we completely neglecting due to a lack of staff hours or budget?”

Focus on non-clinical administrative bottlenecks where university communications and public relations majors possess useful and applicable skills

Audit Checklist

- ☐ **Audit Outreach Channels:** Detail which platforms need support (e.g., social media, website, signage, events)
- ☐ **Website Review:** Is your copywriting modern and search-engine optimized?
- ☐ **Define Boundaries:** Specify boundaries clearly to prevent scope creep - ensure tasks are administrative, non-clinical, and achievable in a semester
- ☐ **Identify Resource Assets:** List facility contact points, staff mentors, or residents eager to share their life histories



STEP TWO

Project Scope of Work

Co-Designing the Project

- **The 'Power of Both':** True reciprocity means aligning facility capacity bottlenecks with actual course learning objectives
- **Designated Point of Contact:** Assign a clear, primary coordinator at the facility (e.g. Marketing Director, Volunteer Coordinator)
- **Establish Feedback Loops:** Set regular bi-weekly 15-minute touchpoints between student teams, faculty, and the facility coordinator

The Learning Project

- **Draft a Mutual MOU:** Formalize roles, schedules, deliverables, and student access guidelines
- **Define Reciprocal Goals:** Clearly list what the student gains (academic credit, portfolio materials) and what the facility gains (marketing assets)
- **Specify Safety Compliance:** Incorporate background screens and confidentiality agreements directly into the written MOU as appropriate



STEP THREE

Curricular Integration and Risk Management

Curricular Integration

- **Link to Course Outcomes:** Projects should align with course grading rubrics (e.g. digital campaign planning or writing)
- **Preparation and Training:** Students undergo pre-project onboarding focused on asset-based community engagement and active listening
- **Academic Credit:** Ensure student teams are motivated and graded on professional deliverable quality

Risk Management

- **Background Screening:** Work with the service-learning unit to complete any background screening and registry checks for all participating students
- **HIPAA and Data Confidentiality:** Require signed standard facility confidentiality agreements before student team site access
- **Resident Media Releases:** Secure signed resident/family consent forms before publishing any photography, videography, or testimonials

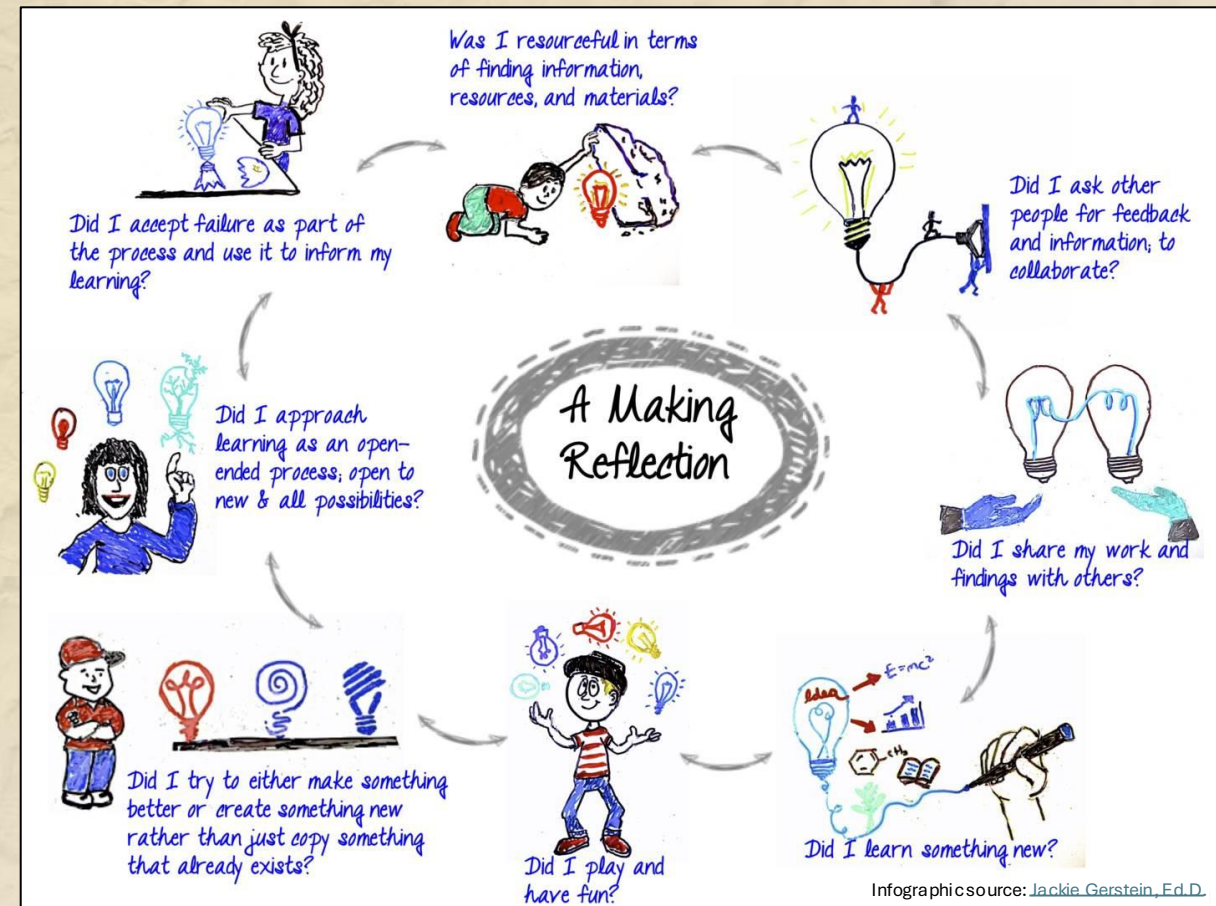


STEP FOUR

Guided Reflection

Guided Self-Reflections

- **Defining Self-Reflection:** Reflection is a structured mechanism connecting healthcare communication theories with real-world resident engagement
- **Moving Beyond Transaction:** Shifts students from a simple volunteer mindset to a reciprocal culture of care
- **Ongoing Conversational Feedback:** Maintains real-time check-ins, transforming minor project setbacks into valuable learning moments





STEP FIVE

Evaluation and Celebration

Celebrating the Wins

- **Quantifiable Project Metrics:**
Evaluate outcomes against facility goals (e.g. tracking digital reach, website click-throughs, or campaign materials produced)
- **Sustaining Campus Alliances:**
Celebrate milestones publicly - running showcase sessions to build enthusiasm and establish long-term partnerships
- **Continuously Iterate:** Use ongoing evaluation data to refine project scopes for subsequent semesters

Strategic Impact: Elevating Rural Athlete Health through Student PR

Showcasing the collaboration between WSU's Murrow College and Pullman Regional Hospital, highlighting the real-world impact of student-led PR campaigns.

CAMPAIGN SCOPE & COMMUNITY IMPACT

60
Professional Deliverables Created

Six teams produced unified materials ranging from news releases to game-day social campaigns.

575+
Total Service Hours

Each student invested 23 hours in client consultation, strategy, and creative production.



Amplifying Underserved Voices
Campaigns focused on securing vital funding for athletic trainers in four rural schools.

STRATEGIC MASTERY & PROFESSIONAL SKILLS



Cohesive Multi-Channel Strategy
Students integrated digital and traditional tactics to tell a unified story of safety.



Mastery of Modern Design Tools
Students utilized Adobe Express and Canva to create professional, client-ready branded materials.



Authentic Community Engagement
Learners practiced tailoring emotionally engaging messaging specifically for rural community stakeholders.

Partner High Schools & Deliverables



Solving Operational Hurdles

Common Facility Hurdles

Supervisor Time Constraint: “I don't have the internal staff hours to actively supervise or manage a team of college students.”

Legal and HIPAA Concerns: “Our regulatory and resident privacy compliance bars are too complex to allow student access.”

Design Coordination: “How do I successfully pitch project ideas to university professors or coordinate with academic staff?”

DISCUSSION

Looking at the 5-step lifecycle, which phase represents the steepest operational hurdle for your facility right now?

1) Needs assessment, 2) Scoping, 3) Curricula integration, 4) Guided reflection, 5) Outcomes and showcase

 *What is one small, practical action you can take to begin lowering that hurdle?*

PART THREE

Operationalizing and Actionable Handoffs



CASE STUDY

2018-2020 Whitman County Public Health

The Scope: PR writing course partnered with Whitman County Public Health (WCPH) to raise regional awareness for critical preventative health initiatives

Applied Labor: 41 students across 10 strategy teams in Fall 2018 and 20 students across 5 specialized execution teams in Spring 2019 (PR, Social Media, Web & Analytics, Grassroots, and Content Creation)

Low Client Strain: Partners provided health data via regular Zoom check-ins, allowing student teams to build, schedule, and manage digital platforms remotely

The Deliverables: Multi-channel social scheduling, infographics, blog series, web tracking, and campaign materials (vaping cessation, flu/HPV/measles vaccinations, and STD testing)



"The Department of Public Health's mission is to protect, promote, improve and maintain the health of the people and the environment of Whitman County. This mission will be achieved by joint efforts of public health and other health and human service professionals and with the help of our community partners."

BACKGROUND

FALL 2018 - PRESENT

The focus of the overall project is to raise awareness about locally significant public health issues. In fall 18, 41 students across 10 teams established a vision and strategy for seven awareness campaigns and three special projects. In spr 19, 20 students were broken out into five teams charged with implementing these campaigns through public relations, social media engagement, website development, grassroots outreach, and new digital content creation efforts. Throughout, WCPH provides students with current statistics and research regarding prevalent health-related issues within Whitman County. WCPH also meets with the students regularly via Zoom video conference.

Spring '19 Teams

Public Relations Team	1
Social Media Team	2
Grassroots Outreach Team	3
Web & Analytics Team	4
Dig. Content Creation Team	5

Awareness Campaigns

- Flu Vaccination
- Tdap Vaccination
- HPV Vaccination
- STD & Syphilis Get Tested
- Vaping & Marijuana Use
- Education
- Measles Vaccination

Age 50+ Vaccination awareness



A PARTNERSHIP IN PUBLIC HEALTH AWARENESS

Whitman County Public Health and The Edward R. Murrow College of Communication

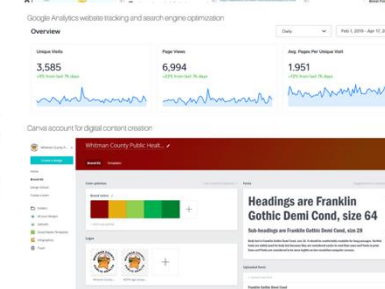
Rebecca L. Cooney, Clinical Associate Professor / Deanna Claybaugh, Community Health Nurse / Ben Stone, Environmental Health Specialist

GOALS

- 1 Help promote awareness of public health, safety and hazards across Whitman County
- 2 Provide students with a valuable experiential learning opportunity with hands-on, applied projects related to professional communication and outreach.

CURRICULUM CONNECTION

The curriculum in COMSTRAT 383 Media Strategies & Techniques for PR covers a variety of subjects relevant to preparing emerging professional communicators to be competitive in the workforce. Throughout the semester they are exposed to software for writing and editing, media tracking, web development, analytics, digital content creation, and email distribution. They write, edit, conduct market research and interviews, capture photos and video footage, and design presentations and marketing materials. The project is designed to provide students with hands-on learning, applied experience, and platform for them to showcase their ability to critically think, research, draft, and craft clear messages and finished work product.



OUTCOMES

- 1 WCPH benefits from having additional support in building awareness about health and safety issues of the region through the added attention and work provided by the students focused on priority initiatives.
- 2 WSU students are not only exposed and educated on critical health issues that have direct impact on them personally and their peers, they are gaining real-world, applied experience through the work they are doing for WCPH in public relations, social media engagement, digital content creation, grassroots outreach, and web communications.

NEXT STEPS

The partnership between WCPH and 383 will continue in AY19-20. The foundation has been laid through the creation of teams responsible for various outreach activities. Subscriptions and content creation tools are in place and project workflow systems have been developed. Going forward teams will create new content, develop new outreach strategies, and provide added support to WCPH in media relations, creation of new digital assets, and generation of new, published content on their website and social channels.



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CASE STUDY

Fall 2025: Regional Athletic Training

- The Scope:** Public Relations Writing course partnered with Pullman Regional Hospital (PRH) Foundation to support their regional high school athletic training program.
- Applied Labor:** 25 junior and senior strategic communication majors divided into 6 school-specific teams (Colton, Potlatch, Pullman, Gar-Pal).
- Low Client Strain:** Client Stephanie Pierce (Director of Development) spent only 6 hours total across the 15-week semester but received 60 high-quality customized assets.
- The Deliverables:** Parent email marketing campaigns, sponsor pitch decks, sponsored home game banners, coin-toss announcer scripts, and pompom handle stickers.

STRATEGIC COMMUNICATION FOR RURAL HEALTH EQUITY: A SERVICE-LEARNING PARTNERSHIP TO SUPPORT ATHLETIC TRAINING PROGRAMS

Hope Montgomery, Savannah Sennott, and Riley Wolanzyk with co-author Maddie Wickline



BACKGROUND & OBJECTIVE

- The problem:** Rural athletic training programs are critical for student health (e.g., injury prevention, career longevity) but face severe funding instability and low visibility in underserved communities.
- The goal:** To design a sustainable, repeatable marketing and awareness campaign for Pullman Regional Hospital's (PRH) Regional High School Athletic Training Program.
- The disciplinary connection:** Evaluating how applying strategic communication and public relations theories in a service-learning environment can elevate the voices of underserved rural programs.



Athletic Trainers Nicole Clements (Potlatch HS) and Rylee Meagher (Gar-Pal HS) at class visit

METHODOLOGY

- The approach:** 25 public relations students operated as consultants in a service-learning partnership to bridge the gap between PRH's fundraising goals and community engagement.
- The process:** Over 23 hours per student, the cohort engaged in direct client consultation, target audience analysis, and in-class strategy sessions.
- Why this method?:** A multi-channel PR approach (integrating digital and traditional tactics) was chosen to accommodate the varying media consumption habits of rural target markets.



Team Potlatch High School during brainstorming session with community partner

Figure 1: Student Work Sample - Potlatch High School Team 3

Description (Infographic):

- Example of an infographic and brochure created to explain the value of the Athletic Training Program to rural parents.
- The materials highlight that "100% of students receive concussion impact testing"



Example of an infographic and brochure created to explain the value of the Athletic Training Program to rural parents. The materials highlight that "100% of students receive concussion impact testing" (Source: Potlatch High School Table Team 3 final presentation)

QUANTITATIVE OUTPUT & RESULTS TO DATE

- Mass production:** 25 public relations students generated 60 unique deliverables across 6 teams.
- Time invested:** The cohort averaged 23 hours per student, which included direct client consultations, in-class strategy sessions, and independent material production.
- Multi-channel execution:** Deliverables successfully bridged traditional and digital tactics, ranging from business pitches, news releases, and email funding campaigns to social media posts, infographics, and event-based promotional items (e.g., pompom handle stickers, sponsored coin-toss scripts).

Figure 2: Student Work Sample - Colton High School Team 6

Description (Infographic):

- A "3-Point Play" donation tier infographic designed to make philanthropy accessible.
- It breaks down how monthly donations (\$10, \$25, \$50) translate into specific supplies like taping and recovery tools.



A "3-Point Play" donation tier infographic designed to make philanthropy accessible. It breaks down how monthly donations (\$10, \$25, \$50) translate into specific supplies like taping and recovery tools. (Source: Colton High School Table Team 6 final presentation)

Figure 3: Student Work Sample - Pullman High School Team 2

Description (Brand Identity Guide):

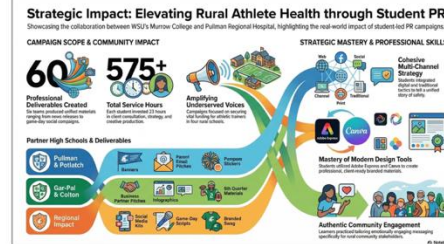
- Description: A comprehensive "Branding Guide" created by the Pullman High School team to ensure visual consistency across all campaign touchpoints.
- The guide established a unified identity featuring five specific hex codes (e.g., #00408d) and three interchangeable font families (Klein Condensed, Holiday, Klein) to complement the traditional Greyhound mascot.
- This strategic asset allowed the team to produce cohesive deliverables ranging from Thank You postcards and email newsletters to branded fleece rain slickers and social media reels.



A comprehensive brand visual identity created to ensure visual consistency across all campaign touchpoints. This strategic asset allowed the team to produce cohesive deliverables ranging from Thank You postcards and email newsletters to branded fleece rain slickers and social media reels. (Source: Pullman High School Table Team 2 final presentation)

STRATEGIC & EDUCATIONAL OUTCOMES

- The power of emotional messaging:** A central result of the project was learning to utilize clear, emotionally engaging messaging combined with strong copywriting to convert passive audiences into active donors.
- Brand cohesiveness:** Students successfully created a unified, intentional marketing strategy. The resulting materials work together across platforms to tell a cohesive story of "safety, support, and community investment."
- Authentic representation:** By analyzing rural target markets, teams refined their ability to tailor content specifically for Pullman, Potlatch, Gar-Pal, and Colton, ensuring each high school was represented authentically.
- Technical skill acquisition:** The cohort gained skills in visual design, content planning, and the creation of large-scale marketing tools using platforms like Adobe Creative Cloud Express and Canva.



APPLIED RESULTS & COMMUNITY IMPACT

- Real-world implementation:** The 60 deliverables are slated for implementation by Pullman Regional Hospital (PRH) over the next year. Materials will be deployed across high school e-newsletters, social media channels, websites, and live athletic events.
- Elevating underserved voices:** Ultimately, the project reinforced that strategic PR elevates important causes. By connecting academic theory to practical application, the campaign successfully amplifies the voices of underserved rural programs and directly supports regional community well-being.

Impact on Student Learning

- "Working on a team to promote a donation-led athletic training program for small rural high schools helped me see how strategic communication can directly support community well-being... Overall, the project reinforced the power of thoughtful PR strategy to elevate important causes and give underserved communities a stronger voice."
- "The impact athletic trainers have on the health and career longevity of an athlete is immense. We have learned through this the struggles to fund an athletic training program in more rural areas. A big aspect of keeping these programs funded and running is simply showing people the mission and its importance... By developing different ways to interact and ask for help from the public, we are showing them how important it is and just how much their help is needed."
- "[We learned] the importance of clear, emotionally engaging messaging... Seeing all the components come together into a real, intentional marketing strategy showed the value of both strong copywriting and thoughtful branded materials."

Figure 4: Student Work Sample - Gar-Pal High School Team 5

Description (Banners):

- A series of promotional "pull-up banners" and digital graphics designed to raise visibility at athletic events.
- The designs feature the "Support Your Athletic Training Program" messaging and the "Charity for Gar-Pal" campaign slogan.
- They incorporate the school's Viking mascot and specific color palette to build trust and recognize the new Athletic Trainer, Rylee Meagher.



A series of promotional pull-up banners and digital graphics designed to raise visibility at athletic events. The designs feature the "Support Your Athletic Training Program" messaging and the "Charity for Gar-Pal" campaign slogan. They incorporate the school's Viking mascot and specific color palette to build trust and recognize the new Athletic Trainer, Rylee Meagher. (Source: Gar-Pal Table Team 5 final presentation)

ANALYSIS OF IMPLICATIONS & CONCLUSIONS

- Authentic representation:** Tailoring content to specific regional markets refined students' abilities to create authentic community representation, proving that strategic communication can serve as a powerful tool for health equity.
- Skill acquisition:** Students gained technical proficiency in Adobe Creative Cloud Express and Canva, while mastering complex team dynamics and large-scale marketing creation.
- Overcoming educational barriers:** Students identified that a major hurdle to community investment is the public's misinterpretation of the Athletic Trainer's role. This reveals that rural health campaigns must first serve as educational tools that highlight the trainer's role in mental health support, concussion triage, and holistic care for all students.
- Limitations:** The scope of the project was constrained by a single-semester timeline and the complex challenge of coordinating a unified campaign across four distinct high school cultures.
- Next steps/implementation:** The suite of deliverables is slated for implementation by PRH over the coming year across school newsletters, athletic events, and digital channels to foster community investment in student-athlete well-being.

Figure 5: Student Work Sample - Pullman High School Team 2

Description (Branded Merchandise):

- A suite of branded merchandise designed to generate revenue and extend campaign visibility beyond digital platforms.
- The collection includes "Winter Fleece Rain Slickers," t-shirts, and rally towels featuring the newly designed Pullman Athletics logo.
- The team strategically added the phrase "Proud Supporter Of" to the design, creating a "Sponsorship Patch" aesthetic that allows community members to publicly display their investment in student-athlete safety.
- Students noted that these tangible goods were essential for reinforcing the campaign message and fostering a sense of community investment.



A suite of branded merchandise designed to generate revenue and extend campaign visibility beyond digital platforms. The collection includes "Winter Fleece Rain Slickers," t-shirts, and rally towels featuring the newly designed Pullman Athletics logo. The team strategically added the phrase "Proud Supporter Of" to the design, creating a sponsorship patch aesthetic that allows community members to publicly display their investment in student-athlete safety. Students noted that these tangible goods were essential for reinforcing the campaign message and fostering a sense of community investment. (Source: Pullman High School Table Team 2 final presentation)

Faculty Advisor: Rebecca L. Conroy
Service-Learning Partner: Stephanie Pierce, PRH Director of Development





CASE STUDY

Spring 2026: Hospital Expansion Campaign

- **The Scope:** Multi-year capital campaign raising an additional \$7.5M in philanthropy to fund a \$45-50M multi-year hospital renovation project.
- **Applied Labor:** A WSU student team of 9 strategic communication majors anchored messaging around 'Less wait, less travel, more access' & 'Elevate Your Health'.
- **Strict Constraints:** Navigated within a very lean \$5,000 communications budget, requiring high-efficiency creative asset production.
- **The Deliverables:** Feature stories, target audience persona briefs, website copy audits, communications strategy infographics, social carousels, and patient/board video profiles.

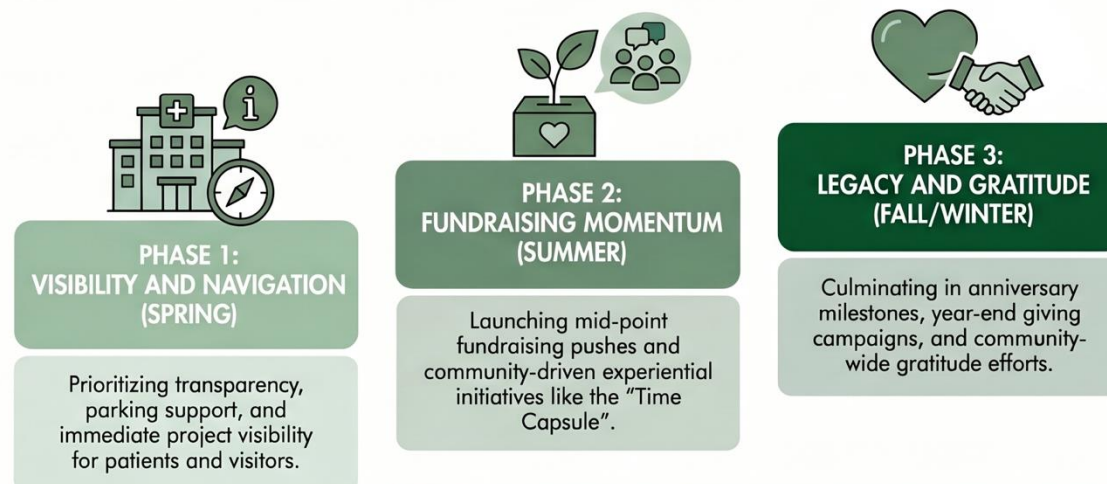
From Groundbreaking to Gratitude: The PRH Strategic Communications Roadmap

WSU COMSTRAT students developed a human-centered narrative strategy for a \$45M expansion project, focusing on maintaining patient trust and donor confidence during construction through a lean, high-impact PESO-based approach.

THE STRATEGIC FOUNDATION



9-MONTH IMPLEMENTATION ROADMAP



STAKEHOLDER PERSONAS & OBJECTIVES

PERSONA	KEY MOTIVATION	PRIMARY CALL TO ACTION
Donor Don	Effective use of funds	Continue philanthropic giving
Voter Vicky	Tax value & transparency	Maintain patient support
Regional User	Access & convenience	Stay informed on facility navigation

Source: WSU COMSTRAT Strategic Plan, PRH Foundation Data. AI NotebookLM



[Download complete Round-Up Document](#)

TAKING ACTION

Designing High-Impact Student Projects

Social Media Strategies

Content calendar development, demographic targeting, and multi-channel campaign designs

Deliverable: Modern editable templates your team can manage via free web software

Branding and Assets

Creation of eye-catching caregiver recruitment flyers, resident life spotlight campaigns, and donor pamphlets

Deliverable: Customized, print-ready layout files ready for local distribution

Website and SEO Audits

Auditing current copy to ensure accessible, search-engine optimized, and highly readable resident narratives

Deliverable: Detailed copy rewrite briefs and structural layout recommendation reports

TAKING ACTION

Mapping Your Local Academic Ecosystem

Departments

Reach out directly to department chairs in:

- Strategic Communication
- Digital Technology and Culture
- Fine Arts, English, or Humanities
- Public Health Communication

Search for 'experiential learning' or 'applied capstone' courses

Regional Higher Ed

- WA state universities (WSU, UW, CWU, EWU, WWU)
- WA state private institutions (Whitworth, Gonzaga, Seattle Pacific, Whitman, Pac Lutheran, etc.)
- WA state community colleges (Spokane CC, Spokane FCC, Bellevue College, Seattle Central College, etc.)

Leverage regional networks within 50-mile radius

National Databases

Access pre-built programmatic toolkits, MOUs, safety guidelines, and campus-liaison directories:

- [Campus Compact](#) (1,000+ community-engaged colleges)
- [National Service-Learning Clearinghouse](#)

Pre-built legal MOU structures and rubrics are freely accessible

PART FOUR
Key Takeaways



TAKE-AWAYS

Action Items: Pass To Your Teams

The Project Scoping Guide

- **Define Your Bottleneck:** Clearly specify a communication gaps (e.g. outdated website or need to engage in social media)
- **Draft Academic Fit:** Look for Strategic Comms, PR, or Marketing courses at regional colleges within a 50-mile radius
- **Outline Student Milestones:** Detail weekly deliverables, bi-weekly check-ins, and mandatory training protocols

Student Onboarding Checklist

- **Background Screening:** Follow requirements for background checks if needed
- **HIPAA Privacy Agreement:** Ensure student teams sign confidentiality forms before receiving project parameters
- **Resident Media Releases:** Secure signed resident and family releases before publishing any photography or testimonials



TAKE-AWAYS

The Sustained Win-Win

Immediate Capacity Scale

- **Free Labor Hours:** Access high-quality, professional strategic communication support completely integrated into class requirements
- **No bottom-line cost:** Requires zero facility payroll strain or high consulting expenses
- **Sustained staff relief:** Relieves pressure on overworked administrative, clinical, and marketing coordinators

Student Benefits

- **Creating Connections:** Actively builds student comfort, empathy, and long-term interest in gerontology and elder care careers
- **Extended Job Interview:** A multi-week structured campaign allows you to evaluate students' real-world teamwork, reliability, and competence before hiring
- **Valuable Human Skills:** Develops essential competencies like cross-generational dialogue and trust-building that digital systems cannot simulate



Session Takeaways

1. Additional Outreach Support

Offload branding, social media, recruitment campaigns, and website audits to university communication majors

2. 10-15 Weeks of Focused Work

Treat credit-bearing, in-curriculum service-learning as an extended, multi-week job interview for future healthcare marketers, administrators, and care coordinators

3. Sustainable and Repeatable Model

Service-learning is not a one-off favor - once you establish a relationship with a regional department chair or professor, it creates an ongoing pipeline of fresh student talent and updated communication deliverables

Take-Home Materials:

1. Service Learning Project Scoping Guide
2. Safety and HIPAA Checklist
3. Sample Photo/Video Release Form

Scan QR Code or visit: bit.ly/WHCASServiceLearning





Resources

- [Addressing the Healthcare Worker Shortage: How Service Learning Can Encourage Students to Choose Careers in Elder Care](#) by Pam Brandon (n.d.); AGE-u-cate
- [Campus Compact Community Partnerships Course](#) (n.d.)
- [Engaging Community: A Toolkit for Reciprocal Teaching and Learning Beyond the Campus](#) by Nicholas V. Longo, Carmine Perrotti, and Matthew H. Roy (2026); The American Association of Colleges and Universities (AAC&U)
- [Engaging Students Through Service-Learning Opportunities in Public Health](#) by Casey Coombs, Mateja r. Savoie-Roskos, and Sara Elnakib (2019); Journal of Nutrition Education and Behavior
- [Engaging students through service-learning opportunities in public health](#) from the Society for Nutrition Education and Behavior (n.d.)
- [Service-Learning with College Students toward Health-Care of Older Adults: A Systematic Review](#) by Ruiz-Montero, Chiva-Bartoll, et al (2019); International Journal of Environment Research in Public Health
- [Service Learning in Health Care: Examples, Impact and Clinical Readiness](#) by EIM Editorial Team (2025); Evidence in Motion (EIM)
- [Service-Learning Project Ideas: Aging](#) from Maryland State Department of Education (n.d.) <https://marylandpublicschools.org/programs/pages/service-learning/projectideas/aging/index.aspx>
- [Service-learning: community-campus partnerships for health professions education](#) by SD Seifer (1998); Academic Medicine
- [Theoretical Foundations of Service-Learning](#) by John Dewey, David Kolb, Paulo Freire, et al; published by Boise State University (n.d.) and <https://www.boisestate.edu/servicelearning/faculty/theoretical/> and [Kolb's Learning Cycle](#) by Saul McLeod in Simple Psychology (2026)

Let's connect.



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