

# ANNUAL REPORT

## STUDENT SERVICE & ENGAGEMENT

2019 - 2020



MARIAN CHEEK JACKSON CENTER

**MCJC**

COMMUNITY : JUSTICE

# TABLE OF CONTENTS

- PG. 3**     **A YEAR IN REVIEW : NOW IS THE TIME FOR CHANGE**  
FEATURES A REFLECTION FROM ASSOCIATE DIRECTOR GEORGE BARRETT AND HIGHLIGHTED ACHIEVEMENTS FROM THE 2019-2020 ACADEMIC YEAR
- PG. 4**     **A YEAR IN REVIEW**
- PG. 8**     **STUDENT ENGAGEMENT: BY THE NUMBERS**
- PG. 9**     **COMMUNITY CELEBRATIONS**
- PG. 13**    **SPEARHEADING CRITICAL PROJECTS**
- PG. 15**    **STUDENT LEADERSHIP**
- PG. 19**    **STUDENTS SUPPORTING NEIGHBORS THROUGH COVID-19**
- PG. 20**    **STUDENT NEIGHBOR SPOTLIGHT**
- PG. 21**    **UNC LEARNING GOALS AND EVALUATION:**  
PUBLIC SERVICE, INTERCULTURAL COMPETENCE, SELF AWARENESS
- PG. 22**    **STUDENT DOUBLE FEATURE**
- PG. 24**    **2020-2021 GOALS**
- APP. A**    **PROGRAM EXPENSES**
- APP. B**    **JACKSON CENTER SERVICE MODEL**

# Annual Reflection: Now is the Time for Change



**W**e are in a moment of dramatic change. March brought a global pandemic that changed everything in our daily lives. The Movement 4 Black Lives is forcing our society to reimagine policing and dramatically change a system that oppresses black and brown communities. For the Jackson Center, 2019-2020 had already brought a lot of change. In August, we carried our former Executive Director and co-founder Della Pollock across the threshold and into a new season of retirement. A month later, hundreds of neighbors, students, and special guest Danny Glover, gathered on a perfect Fall evening at the newly branded Good Neighbor Initiative Community Cookout. And this year, we hired two seniors-Aisha Booze-Hall and Diana Koo, student staff and members of the Student Leadership Group, to newly created positions that provide critical support for student engagement and food security coordination.

In the midst of all of this change, our efforts empowered tremendous growth in student engagement and leadership. This year we helped mobilize the highest number of student volunteers to participate in the Good Neighbor Initiative's history and the most total student engagement hours in the Jackson Center's history. We coordinated with the most course partnerships in a single semester and doubled the size of the Northside Student Leadership Group. We also supported the highest number of year-long paid student interns in our 6-year partnership with UNC. In addition to these highlights, we celebrated a 25% reduction in noise and nuisance violations in a single year. This growth and sustained engagement of UNC students - and the staff capacity of the Jackson Center - made it possible for critical neighborhood initiatives to adjust and strengthen when the coronavirus pandemic hit the United States in early March. Northside has become a home place for me as a young black man living in Chapel Hill. Over the past six years my response has evolved when I am asked "What is it like to live in Chapel Hill?" I used to immediately respond with explanations of the Old Well, Franklin St. or UNC Basketball. Now, I tell them about Northside icons like Ms. Louise Felix- a domestic who put four kids through college and literally knows everyone in town. I tell them about the Rock Wall on



McDade street where the first sit-ins of the local Civil Rights movement were planned in the early 1960's. I tell them about Northside- a tight-knit and fierce community that is fighting back gentrification with creative housing strategies and abundant joy. I tell them, much to their surprise, that a thriving black community exists, has existed, and will exist for many generations.

I have seen this transformation in many students and in the student culture in the neighborhood. I have witnessed how the respect for Northside neighbors and their history, primarily through deep relationships, change behaviors. Students like senior Sebastian York, who has lived in Northside on Broad Street for two years and recently joined the community Compass Group (intergenerational group of residents who are the final decision making body for the Northside Neighborhood Initiative), talked to all of his neighbors before hosting a Last Day of Class celebration, insisting that his neighbors hold him accountable and "call me if we get too loud." Every year students like Sebastian are building relationships through porch conversations, random acts of kindness, and sharing pews during Sunday service. These actions may seem small but are actually huge indications that students are moving beyond being just "good neighbors" to becoming "Northside neighbors."

This next year, I will be stepping into the Executive Director role at the Jackson Center. It's been a journey of a lifetime to transition from an engaged student volunteer to an organizational leader. The members of this community, this black community, have guided my steps, taught me valuable life lessons, and showed me what real community justice looks like. It is my time to pass on the wisdom I have gained from my community to hundreds of young people who engage in Northside and are looking for a home place beyond campus. As the world transforms, I am excited to see the depth of other students whose lives are being transformed and who are part of this transformative community.

# 2019 - 2020

## A Year in Review

✓ Enhance Carolina Excellency in action evaluation metrics to all areas of MCJC student engagement to further evaluate learning outcomes of Self-Awareness, Public Service, and Intercultural Competence.

✓ Double membership of the Student Leadership Group with students who will be involved for at least two years.

✓ Northside Residential Fellows are pilot members of a student core that supports elderly residents aging in community.

✓ GNI NEAT expands to other off campus communities (ex. Cameron-McCauley and Davie Circle) through student leadership & direction of GNI NEAT Team.

✓ Multi-media communication such as text chains and social media increased resident and service partner turnout at Good Neighbor Initiative “Community Cookout”, MCJC Holiday Party, Northside Neighborhood Initiative celebration, fundraising events, local policy meetings and Northside Festival.

✓ 2-3 welcome events in neighborhood and on campus connect students and long-term residents between the GNI Walk-Around and Community Cookout.

✓ 5 additional student organizations committed to year-long service.

✓ 5 additional student organizations committed to year-long service.

✓ All service teams have several “team captains” who lead training, connect students with neighbors, and recruit service partners.

COVID-19  
Increase retention rate of student service partners from Fall to Spring semester to 75%

COVID-19  
3 undergraduate households committed to living intentionally in community sign leases for 2020-2021 school year.

COVID-19  
100 student residents of Pine Knolls and Tin-Top attend neighborhood gatherings through the Porch Revival Tour.

COVID-19  
\$7,000 raised through student led stewardship

### Unexpected Goals Completed even with COVID-19

Students deliver 3,500 lbs of food to families in need.

Designed ethical service guide for COVID-19 and mobilized a dozen ongoing student volunteers to serve safely

# Course Partnerships

This year was our most successful year of course partnerships. 120 students from 10 courses participated in over 3,000 hours of engaged service in Northside. During the Fall semester alone we had the largest number of engaged students doing 30 hours of service-learning in a single semester! This year we intentionally met with our faculty partners earlier than ever before. In these early meetings we shared our three-tiered model of engagement based on UNC Learning Outcomes (See appendix B). This framework was the scaffolding for developing creative service learning projects where students have more responsibility for service projects and can continue these projects in subsequent semesters. We expanded service partner orientations for classes, orienting all of the students in the history, ethics, and model for engagement at the Jackson Center and in Northside.

One partnership that stood out was a community based research project with a group from Prof. Sarah Dempsey's Communication 625: Communications and Non-Profit course. We devised a project called, "Volunteer Community Building: An Ethnographic Approach." The group was charged with doing direct service on at least three different service teams that semester, giving them a holistic service experience and exposing them to more neighbors and peers. The group acted as real life consultants – taking in critical feedback from MCJC staff on how to incorporate their ideas into the existing workflow of a small non-profit staff where everyone already had a full plate. The final proposition was a three-pronged strategy.

1. Service Partner Mentors: Upperclassmen who have volunteered in Northside beyond one semester are matched with first-year students to guide them through their service experience and coached on how to build relationships across lines of difference.
2. Jackson Center Ambassadors: Student leaders of identified organizations recruit and organize a team of their members to be MCJC service partners throughout the year.
3. Volunteer Retention Intern: Student internship focused on volunteer retention that would manage the mentors and ambassadors.

In the Spring, several students from the class followed through on their project by devoting their own personal volunteer time to pilot the mentorship strategy with first time service partners at the Boys and Girls Club. They participated in training, introduced them to Boys and Girls Club staff, and collaborated with other service partners on local history based workshops for over 50 young people at the location. In the Fall of 2020 we will continue to implement these strategies birthed from collaborative community-campus partnership.

This is just one example of the ten course partnerships. As the rest of the report details, students in the other courses learned about and participated in community journalism efforts, food justice initiatives, oral history processing and archiving, - contributing their gifts, talents, and time while also learning to participate in a different mode of engaged service learning. The academic year culminated with the Carolina Center for Public Service awarding the Jackson Center with the APPLES Service Learning Award in Honor of Ned Brook: the annual award given to a community partner whose contributions to service learning are deemed exceptional. What a year!



**Student Service partners participate in community clean up with Northside neighbors**

# Faculty *Spotlight*

**T**his year we are highlighting two of our faculty partners: Andreas Jowanski and Amanda Aziz, doctoral students in the Political Science Department. Andreas is also a Northside Neighbor and has learned that Northside is a black community that is not helpless. The previous Spring, Andreas and Amanda began collaborating with George Barrett on their course “Race and the Right to Vote.” Andreas and Amanda were invested in their students gaining knowledge of the historical context of the community and the norms that come from decades of black folk looking out for each other. Our staff worked with Andreas and Amanda for several months to design the strategy that would help support this learning. George Barrett delivered a guest lecture to introduce their students to Northside's history of activism in Chapel Hill and labor for the university. Throughout the semester they worked side-by-side to facilitate dynamic learning beyond the four walls of the classroom.



Below, Andreas reflects on the partnership and what his students got out of their experiences.

*Over the past two semesters, Amanda Aziz and I have had the pleasure of partnering with the Jackson Center as a part of our Political Science service-learning course on Race and the Right to Vote. The Jackson Center has been fantastic to work with from the year-long planning of this course to its implementation this academic year.*

*Although the Jackson Center is not directly involved in issues around the right to vote, as instructors we felt that the residents' stories and the lived experience of the neighborhood spoke to several important issues we cover in our class. In students' reflections of the service part of the course, several of them mention they never would have known this neighborhood and community existed had it not been for the Jackson Center and the course. Moreover, their reflections often mentioned how appreciative they were to meet people outside their daily routines as students and how they, towards the end of the semester, felt like they had developed a new set of relationships with the Jackson Center and community. Most importantly, they felt they had a better understanding of the history of race and politics and how it has manifested itself in Chapel Hill.*



## *Courses*

- Communication Studies 262: *Intro to Performance and Culture*
- Communication Studies 625: *Communication and Non-Profit*
- Communication Studies 082: *Globalizing Organization: Food Politics*
- Nutrition 245- *Sustainable, Local Food Systems Intersection of Local Foods and Public Health*
- Political Science 210: *Race and the Right to Vote (2 courses!)*
- Education 615: *Schools and Community Collaboration (3 courses!)*
- Global Studies 401: *Paradigms of Development and Social Change*

# Teaching & Training

**2**019-2020 was another year in which the Jackson Center consulted with over three hundred undergraduate and graduate students. We facilitated workshops, gave neighborhood tours, and taught guest lectures for over a dozen courses at the university. Some highlights were:

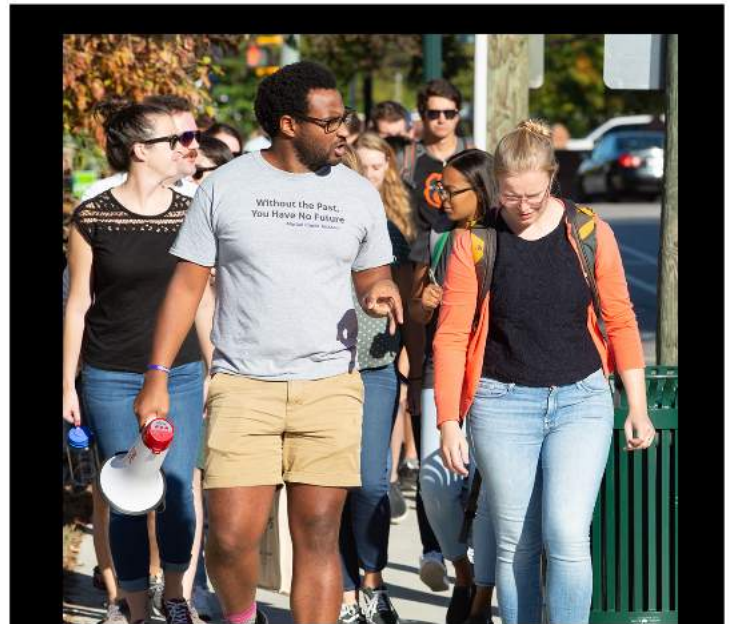
- Seventh consecutive year hosting a service day for APPLES Service Learning Initiative.
- Fifth consecutive year partnering with the UNC School of Social Work's Tools for Financial Coaching course.
- Thirty Five graduate students from the Department of City and Regional Planning led on a tour of the neighborhood to see the success of the Northside Neighborhood Initiative and learn the historical context of a development site in the West Rosemary St. corridor.
- Fifth consecutive year as consultants for participant action research strategies for graduate students gaining their Certificate in Participatory Research.

Not even the pandemic could stop students learning from the Jackson Center. Via Zoom, Associate Director George Barrett joined former MCJC Director of Education Megan Stanley and other local non-profit leaders as expert guests in Bryan Fellows's Public Policy 130 course Getting it Done: Project Management for Social Innovation. Student teams presented their social innovation projects and received critical feedback from experts on how to take their projects to the next level.



*Volunteering with the Jackson center took my classmates and me out of our little campus bubble and into the very real world. It gave us an opportunity to give back to the community that has been next to us for a very long time. It was also a very educational experience that I believe every UNC student should get to experience at least once in their time at UNC.*

**UNC Senior and MCJC Service Partner**



**Associate Director George Barrett leads graduate students on neighborhood tour**



**Students pursuing Certificate in Participatory Research consult with Jackson Center staff.**



**Director of Operations, Yvonne Cleveland teaches Neighborhood Civil Rights history.**

# By The Numbers

70%

of volunteers assisting with COVID-19 emergency assistance are UNC students.

40%

increase in student staff.

3500+

students reached through the GNI

6067

total student engagement hours

3826

student staff hours

75%

of resident hosts for the Porch Revival tour were UNC student residents.

307% increase

Tripled the number of students who participated in the UNC Learning Outcomes Evaluation Survey.



# COMMUNITY CELEBRATION

**“Volunteering opened my eyes to things that I had not been exposed to during my previous three years at UNC. I gained useful and important knowledge of the community around me and the impact students, like myself, have on this community. It is important that we are conscious of these effects and do everything in our power to respect and honor people that are fundamental aspects of the Chapel Hill community.”**

**UNC Senior and MCJC Service Partner**



# Good Neighbor Initiative

The Good Neighbor Initiative had a year of expansion-deep and wide. MCJC Summer Fellow Diana Koo recruited 165 volunteers, the most in GNI history, for the Fall Walk-Around and newly branded “Community Cookout.” Students made up 80% of the volunteers for the Community Cookout and nearly half of the volunteers in total between the two events. GNI also expanded its pool of partner organizations into the Greek community. Five new Greek organizations partnered with the GNI, incorporating the events into their recruitment and community service hours.

Five hundred people made up of student neighbors, volunteers, long-term residents, elected officials, town staff, and award-winning actor Danny Glover (this actually happened) gathered for an evening of fun, food, and fellowship. The weather was perfect and a textbook manifestation of the Jackson Center’s student engagement ethos. Senior Lucy Russell could not help but notice the unity in the community: “I noticed a diverse group of individuals who came together with one shared relationship: being neighbors.”

GNI NEAT (Neighborhood Education and Advocacy Team) continues to be a successful initiative that spreads GNI messaging throughout the entire year. Reaching 1000 students traveling in and out of the neighborhood during large party nights and popular athletic events, student volunteers remind their peers to be mindful of their noise and trash as they travel in and out of the neighborhood. They simultaneously mitigate high risk behaviors that come from excessive alcohol consumption by providing sobering resources (water and PB&J sandwiches) to students who pass their table. This year NEAT succeeded in expanding its reach to resident leaders of the Cameron-McCauley neighborhood.

UNC Junior and GNI volunteer Michelle Chen was a first time volunteer with the Good Neighbor Initiative. She first learned about Northside in middle school and continued learning more this year.

*I was first introduced to the Marian Cheek Jackson Center in middle school, when we took a field trip to (Northside) and ate at Mama Dip’s for lunch. It was the first time I’d learned about gentrification and the Civil Rights Movement in my hometown of Chapel Hill. [In college] I took up the opportunity to participate in the Good Neighbor Initiative because local community involvement is important to me. It was a more enriching experience than I had imagined. I enjoyed how it taught me the importance of connecting and supporting our communities and gave me community role models to look up to.*

## 10 student organization partners

- Alpha Kappa Delta Phi
- APPLES
- Alpha Pi Omega
- Carolina for the Kids
- Campus Y
- Kappa Phi Lambda
- Lambda Phi Epsilon
- Omega Psi Phi
- Phi Sigma Nu
- Student Government





**Intergenerational celebrations, like the 2019 Holiday party, provide essential ways for students to connect with neighbors they have served.**

# 2019 HOLIDAY PARTY



# Porch Revival Tour

**T**his year, student residents continued to rise in leadership by being hosts for 75% of the Porch Revival Tour celebrations, a 25% increase from last year. Over 200 intergenerational neighbors attended these small block gatherings. We were on track to surpass our attendee record from last year but had to cancel two planned porch celebrations in March and April due to the coronavirus pandemic.

The beauty of the PRT is that the gathering each house hosts is completely different. One household may want to do a full blown cookout while another desires a story circle with light refreshments. Kayla Dehoniesto, a 2019 Summer Fellow who stayed on as an intern in the Fall, was the lead organizer in turning each resident's vision into a reality. She brought her admirable work ethic, creativity, and experience in event planning to the table. For each celebration she recruited the resident hosts and collaborated with them in creatively transforming their porch or front yard space. Kayla's leadership combined with an abundance of student volunteer support and a second year of grant funds from the UNC Parents Council, allowed several Craig St neighbors the ability to host the second annual multi-porch Halloween Block Party-fulfilling these neighbors desires to have this event become another Northside tradition.

*It was really great to see people of all ages come together and enjoy each other's company. It really goes to show how Northside is a strong and connected community. And for me, it was a great way to catch up with people I haven't seen for a while.*

**UNC Senior and Sykes St neighbor**



# Spearheading *Critical Projects*

## Northside Digital Commons

**L**ast summer we hired Kathryn Wall as the new Oral History Project Manager. Kathryn hit the ground running, involving the most students we have ever had working with the community oral history trust. Undergraduate and graduate students, UNC faculty and MCJC student staff, devoted hundreds of hours to preserving Northside's history and cultivating a dynamic digital platform where residents can share their history, in their own words, to the world. Below, Kathryn reflects on the critical role students played in turning the Northside Digital Commons into a reality.

*It would be impossible to overstate how important the hard work and creativity of student service partners were to the success of the Jackson Center's oral history program in 2019-2020. Student volunteers were particularly critical in two major grant-funded initiatives – the effort to create a new digital platform for our oral history trust (tentatively known as the Northside Digital Commons) and a deep exploration of work and labor in the Northside community through our project Teachers, Artisans, and Entrepreneurs: Black Community and Work in a Southern Town.*

*Students in Professor Della Pollock's Communication Studies 262 class assisted us with processing a backlog of oral history interviews to make them as accessible to members of the community as possible. They also completed short "audio postcard" mini-documentaries that drew from the oral history trust. Finally, they facilitated a community-wide oral history "potluck" that invited*

*neighbors to bring in scrapbooks, newspaper clippings, and other documents related to the history of the community for digitization and storytelling. The full day gathering resulted in eleven new interviews for our oral history trust and well over 200 newly digitized documents and photos, all of which will be incorporated into the Northside Digital Commons.*

*Wyatt Woodson, a junior Anthropology major and Bonner leader, rose to leadership as the Oral History Fellow. Working semi-full time, Wyatt provided critical leadership in reviewing the work of student service partners and accessioning new materials into our Oral History Trust. Wyatt, with guidance from senior staff, created a new oral history processing training plan. He also took the initiative to develop new skills in GIS mapping to enhance our ability to reflect back the history of the transformation of Northside to the community.*



**Lloyd street neighbor Janie Johnson shares family history at History Potluck.**



**Oral History Fellow, Wyatt Woodson**

# Northside News

**T**his year students have been involved more than ever before with the Northside News. 2019-2020 saw:

- All MCJC student staff curated articles and assisted with the production schedule.
- Fifteen students, the most in MCJC history, wrote full articles about the relationships they built with their neighbors.
- Students spent 200+ hours delivering the newsletter on foot.
- 950 households, including over 2,000 student residents, received the paper each month (20% increase!)

Overseeing the Northside News is a joy for MCJC Director of Education and Communications, Andrea Wuerth.



Student Service Partners deliver hundreds of newsletters on foot.

Read her reflection on her experience witnessing students invested in community journalism:

*“As the editor of the Northside News, I look forward to one moment in the publication process more than any other: when the new issue is being printed and student volunteers are gathered around the conference table, each folding a stack of newspapers, preparing them for delivery. For me, the real thrill is not in realizing that my part of the production process has been completed, but it comes from watching a group of students load up their purple delivery bags, study their maps, and head out into the neighborhood. It isn’t an exaggeration to say that many are embarking on a very eye-opening adventure.*

*When they return from their routes, students often eagerly share anecdotes about their experiences with anyone who happens to be around. These impromptu opportunities for self-reflection and connection deepen the students’ sense of the importance of service and its transformational impact and seems to intensify their commitment to community-building work.”*

*Director of Education and Communications  
Andrea Wuerth*



# Student Leadership: Navigating Change

**“Working with The Jackson Center has given me incredible insight into what true community engagement and community building work should look like. Coming into my Master's in Public Health program at UNC, I knew I wanted to learn more about community-based program development, advocacy, and participatory research. I've not only been able to explore and develop these skills through working with The Jackson Center, but I've learned so much about the rich history of Northside and the amazing folks who live here.”**

**Simone Frank**

**MPH candidate in Health Behavior and  
Student Leadership Group member**



# Student Leadership Group

***The Student Leadership Group is a community team of student residents and partners dedicated to realizing and sustaining the power of the UNC Student Body to connect, engage, and mobilize shared interests of Northside Neighbors. This year we met our goal and doubled the size of the group with students who will serve for multiple years. The internal structure and expectations the group crafted over the past two years made the recruitment process more efficient than in years past. Returning members did targeted recruitment of Sophomores and Juniors who had participated or led engagement opportunities in Northside for at least one semester. The SLG also thrived in recruiting student tenants to host porch gatherings as part of the Porch Revival Tour series. Led by Kayla Dehoniesto, 75% of porch party hosts were student residents. The group capitalized on new digital communication channels created by Diana Koo and used MCJC social media to do broad based communication to invite their peers to porch celebrations, the Good Neighbor Initiative Community Cookout, and the MCJC Holiday party- increasing student turnout at each event.***

***Unfortunately, the pandemic halted multiple projects that the SLG was planning to roll out in late March/early April. Marguerite Leak and Kate Shurtlef were collaborating with two UNC faculty who were planning to host class discussions around the challenges students face with wanting to be involved while knowing they are the population that is changing the make-up of the neighborhood. Caroline Englert and Aisha Booze-Hall were organizing a benefit night at the new pizza restaurant and night spot Downtime. Proceeds from the evening were going to go towards the Northside Festival. Speaking of the Northside Festival, the SLG was not able to perform one of their key roles as festival hosts. Every year the team facilitates building relationships between hundreds of long-term residents and students who gather on the lawn of St. Joseph C.M.E. to celebrate the history, traditions, and hard won rights of Northside.***

***Fortunately, the group's strategic recruitment of younger members means that the majority of the SLG is returning next year and will be ready to hit the ground running in the Fall.***





# Student Staff

This was a year of growth through retention. Our student staff increased by 40% compared to last year. Five of six summer fellows continued on as interns during the 2019-2020 academic year. Undergraduate interns led critical projects for our oral history archive, recruited and managed hundreds of student service partners, and organized monthly porch celebrations. Graduate interns managed the graduate student living learning house on N. Graham St and did targeted outreach to elderly homeowners who had not received home repairs through our critical home repair program. The Jackson Center was fortunate to have two UNC Bonner Leaders (undergraduate students with work study placements at community organizations) return for their second and third year. We also brought on a sophomore Bonner who transferred from another organization because he wanted more experience in community organizing and event planning. Our Bonners managed housing data, devised content for our communication platforms, and took lead organizing critical event logistics (street closure permits, event registration, entertainment management, etc.) for the Northside Festival before the event had to be cancelled due to COVID-19.

This Summer six Fellow will lead critical projects at the Jackson Center. As Kathryn Wall stated in her statement, three Oral History Fellows join the team this summer. Undergraduates Karis Price and Amy Grace Williams are working with graduate student Erin Davenport as three Mellon Research Fellows this summer.. They have hit the ground running and adjusted to a Fellowship that is working remotely. You can read more about what these fellows will be leading in “Spearheading Critical Projects” on page 12. You may be wondering- wow, this report looks better than in years past. That’s because it is being designed by the uber talented Alaa Suleiman. Alaa is a rising junior at Elon University studying Computer Science. She is a digital artist who has designed this report and will be shortly adding her talents working with the Learning Across Generations program. We are excited to see Alaa become a part of the Jackson Center Family,

This summer three new Mellon Research Fellows, one graduate student and two undergraduate students, join us (remotely). They will be supporting the soft launch of the new Northside Digital Commons website, planning community oral history potlucks to resume when public health measures allow, continuing the GIS work that Wyatt Woodson started, preparing materials to support the creation of fifteen new oral history interviews for our oral history trust, and continuing to conduct research in the trust and elsewhere on labor in the Northside community to support our curriculum and exhibit development work.

Diana Koo and Aisha Booze-Hall are leaders and creative problem solvers. They are integral parts of the Northside community. In May they became the first ever MCJC Senior Fellows- devising a new food security initiative to provide food and resources to elders and families most affected by the COVID-19 pandemic. We are excited to see their growth in this next year. The sky’s the limit.



*From top right to left: MCJC student interns Anna Patterson, Saradine Piere, Kayla DeHonesto, Veda Patil.*

# Students Supporting Neighbors During Covid - 19

The coronavirus pandemic brought rapid change to our community. Northside is a community where we gather in fellowship all the time. It is a community where church services make Sunday “the best day of the week” and it would be insulting to greet someone without giving them a full body hug. Students have been integral to our effort to safely address the needs of elderly black residents forced into isolation and faced with new challenges in accessing basic needs such as food and protective equipment. Senior Fellows Diana Koo and Aisha Booze-hall have called on dozens of their peers to help their neighbors. They built and managed a completely new food distribution system, re-purposing the St. Joseph Fellowship Hall, which normally houses the Heavenly Groceries Food Ministry, as the distribution site. Every week hundreds of pounds of food are safely distributed to shut-in elderly neighbors and low income families who struggle to access food distribution sites. The majority of the student volunteers have been involved for at least six months and have been dependable and flexible in regards to new safety regulations and policies. A few are even driving long distances from their homeplaces outside of Chapel Hill in order to support Northside. They are leaders in community justice, showing up and doing what is necessary during a time of crisis. If that’s not the Carolina Way, I don’t know what is!

“College isn't always just about the in-class learning, tests, and papers. It can be about hands-on learning about the hardships and disparities present in the community and service learning experiences such as this one widened my understanding.

*UNC Senior and MCJC Service Partner* ”



# Student Neighbor Spotlight

## Joyce Yao's Cooking with Neighbors Project

Joyce Yao is a UNC senior and Northside neighbor living on Sykes St. She is a member of the Student Leadership Group and volunteers with almost every service team. Over the past three years of living in Northside, Joyce has been able to bridge the divide between the campus and the Northside neighborhood in rooted and creative ways. She deepened her engagement during her Junior year, when she was invited to join the Compass Group- the group of neighbors who guide and lead the housing justice work in Northside, Pine Knolls, and Tin-Top. This year, supported with an APPLES Engagement Grant, Joyce continued to connect with her neighbors through the language of food! Her hope was that "the neighbor shares the meaning of the dish/meal with me as we cook it together, and hopefully the dish/ is meal will be a conduit to a conversation that extends beyond food." Joyce worked side-by-side with some of the best cooks in Northside, learning how to make pound cake, cookies, chicken and dumplings, and more! Connect to Joyce's blog postings at [jacksoncenter.info/blog/freedoms-journal](http://jacksoncenter.info/blog/freedoms-journal).



Joyce Yao and Ms. Lane Council, daughter of Chapel Hill icon Mama Dip

Below Joyce reflects on what the Jackson Center has meant to her as a UNC student and Chapel Hill native.

"It's hard to sum up the journey that the Jackson Center welcomed me into with open arms 4 years ago. The Jackson Center has been a family to me and so many others, teaching us invaluable lessons about being a neighbor, community member, and human in a time in our lives when it's easy to focus on ourselves. These lessons come in many creative forms, from service-oriented education and storytelling to town hall meetings and line dances at neighborhood celebrations. The Jackson Center was integral to me developing a deeper understanding of the deep history and current landscape of the town that I grew up in, which was essential in contextualizing the role and obligation of students in a vibrant and historical community. Not only do they offer such an education, but they also share with students ways to find and fill those roles."

## Tai Huynh Northside Neighbor and Newest Chapel Hill Town Council Member

UNC students have been fighting for community justice alongside Northside residents for generations. The local Civil Rights movement in the early 1960's was led by black youth at Lincoln High School and supported by UNC student activists. Students stormed Chapel Hill Town Council beside long-term residents in 2011, gaining a moratorium on development that was critical to the formation of the Northside Neighborhood Initiative. Tai Huynh, is a student resident on Church St who is continuing this legacy. This Fall, during his senior year, Tai was elected to the Chapel Hill Town Council. He will continue to live in Northside post graduation and has become a critical member of the Northside community- advocating for the shared interests and well being of the community he calls home.

"I have worked with the Jackson Center through volunteering for the GNI door-to-door walk, hosting a porch party, volunteering at the annual Northside Block Party, and attending a few community meetings organized by the Center. These experiences have always brought such joy to me as a Northside neighbor and as a student. They give me the opportunity to interact with community members that I don't usually get to interact with as a student. My broadened community perspective, thanks to the work of the Jackson Center, plays a key role in how I approach community issues as a Town representative."



Chapel Hill Town Council member and Church Street neighbor Tai Huynh

# UNC Learning Goals and Evaluation:

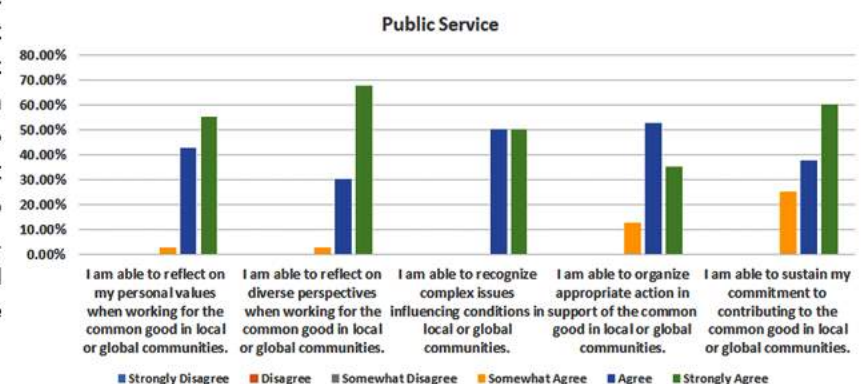
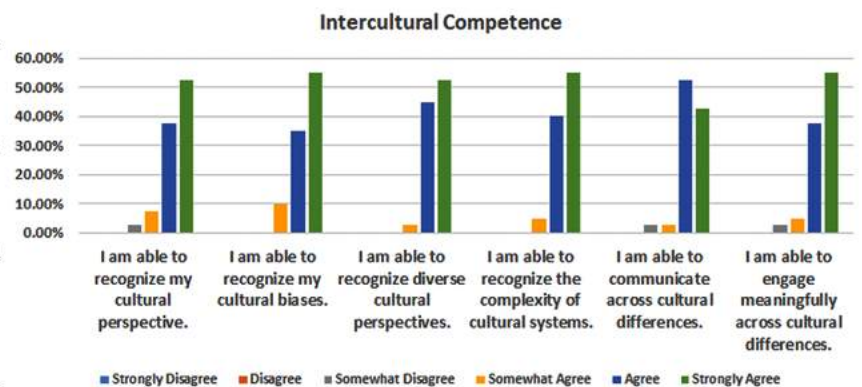
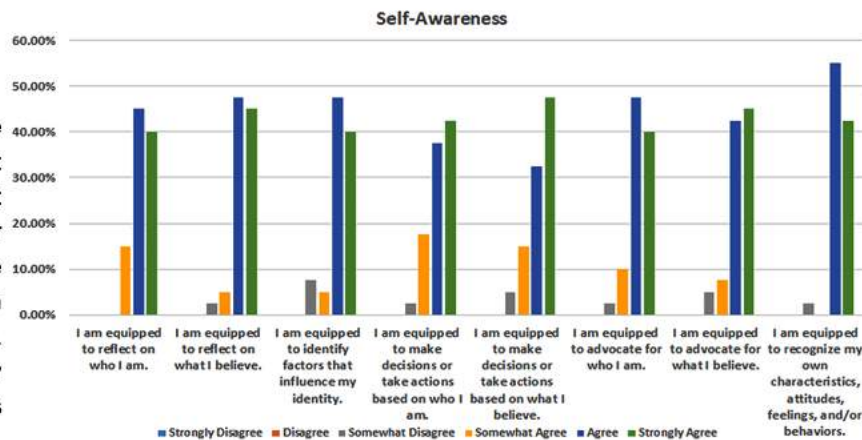
## Public Service, Intercultural Competence, Self Awareness

This year we enhanced the evaluation of student engagement in Northside. We intentionally worked to increase our sample size in order to collect more accurate data. Through student leadership, we almost quadrupled the number of student volunteers, student residents, and student leaders who participated in our evaluation survey. Overall, students are gaining the necessary skills through their engagement to make them competent in Self Awareness, Intercultural Competence, and Public Service. The highlighted data and graphs below illustrate the dynamic learning that the Jackson Center is making possible for students in Northside.

### Highlights from the Data:

- 93% of students responded with Agree or Strongly Agree that they gained the skills to be Self-Aware through their MCJC engagement experience.
- 93% of students responded with Agree or Strongly Agree that through they gained the skills to be Interculturally Competent through their MCJC engagement experience.
- 78% of students responded with Agree or Strongly Agree that they gained the skills to be Self-Aware through their MCJC engagement experience.

We also wanted to evaluate if there was any significant difference in responses depending on the engagement opportunity. We found that there was no significant difference in skills gained between the specific engagement opportunity or the number of engagement opportunities a student participated in. For example, a student who participated in only Heavenly Groceries for the year did not report on gaining more or less skills than a student who participated in the three different engagement opportunities. Take a look at the graphs below to see a visual representation of the skills students are gaining while engaging in Northside.



*[I gained] the ability to interact with members of different communities and [view] perspectives other than my own. The knowledge to understand the interplay of the student population and those who have historically resided in Chapel Hill, particularly in the Northside.*

UNC Junior and MCJC service partner

# Student Double Feature:

## Diana Koo

Diana Koo, a recent graduate with degrees in Public Policy and Political Science from San Jose, California, stayed on staff all year following her 2019 Summer Fellowship with the Jackson Center. During the summer, she blossomed as a rock star volunteer coordinator, recruiting the most volunteers in the history of the Good Neighbor Initiative. In the Fall she stayed on as an intern managing the highest number of students doing 30 hours of service in a single semester. As a result of her leadership, the Northside News was delivered to over 900 households faster than ever before, Heavenly Groceries had a full roster of volunteers every weekday, and no event was ever understaffed.

Diana is a community builder. She led the charge in building community amongst student service partners by creating new communication platforms for them to interact and organized the first ever service partner appreciation dinner in November. Below is a highlight from a recent reflection Diana wrote about her time working at the Jackson Center after her summer fellowship.



*"I stayed on during the school year as the Service Partner Coordinator and as a member of the Student Leadership Group. I was grateful for the opportunity to continue working at the Jackson Center and honored by the increase in responsibilities, ... When COVID-19 affected North Carolina in March and all of the course partnerships were cut short, my role at the Jackson Center shifted. Aisha and I worked together to organize a food-relief program for elderly and/or food-insecure households. Student and community members gave their time to sort, pack, and deliver boxes of food weekly to over 40 households! I was grateful to see how people rallied together to support each other over the past several months.*

*Working at the Jackson Center has made me more invested in my community and taught me the importance of keeping up with local issues. I have seen the power of grassroots activism, and the beautiful relationships that are built on a "Hello" and a smile. Wherever I head next, I hope that I can find a community where neighbors know each other by name and help each other out."*

# Student Double Feature:

## Aisha Booze-Hall

Aisha Booze-Hall is a recent graduate of UNC with two degrees in African American and Diaspora Studies and Environmental Studies. Her journey began as a student resident on Whitaker St her Junior year. She would routinely pass the Jackson Center on the way to the bus stop wondering “what kind of work was being done there?” That Spring, she would begin to find out. She worked with several other students in Prof. Molly Demarco's Nutrition 245 course Sustainable, Local Food Systems Intersection of Local Foods and Public Health. The group served directly at Heavenly Groceries food ministry and developed a sustainable food gleaning partnership with Panera Bread on Franklin St. After that semester, she rooted herself even more in Heavenly Groceries. In the Fall of 2019 she did over 40 hours of direct service and ethnographic research alongside the St. Joseph volunteers (whom she calls the “Angels”), because she believed that these women were “... doing something beyond just providing for their community”.

When it became clear that the Jackson Center needed a Heavenly Groceries coordinator, someone to recruit, train, and manage dozens of student volunteers in the daily operations of the St. Joseph C.M.E. food ministry, Aisha was the perfect fit. It was clear that she understood Heavenly Groceries was “more than food” and she had

the relational spirit and organizational skills to thrive in the role. And thrive she did.

*Below is a portion of her reflection on her journey at the Jackson Center.*



*“On a personal level, when I started being a service partner here in January 2019 I just began to love learning again. I was also relearning what I cared about, who I wanted to be and the kind of careers that would lead me in the right direction. Interacting with people in the neighborhood has also been important, because it has allowed me to build unique relationships. Students like Joyce Yao and Angela Velasco work to ensure that its mission is completed through being active members of the community. There are also service partners who come from a variety of backgrounds and chose to spend their time caring for others and facilitating their access to foods.*

*Doing this work while also being a full-time student inspired my course work and gave it a deeper meaning while also pushing me to appreciate my aspirations. Working at the Jackson Center opened my eyes to sustainable food efforts and how being present can empower individuals and communities.”*

*You can read more of Aisha's writing, including her article on Juneteenth, on the MCJC Blog Freedom's Journal:*  
<https://jacksoncenter.info/blog/freedoms-journal>

# 2020-2021 *Goals*

**Empower student led stewardship that results in raising \$8000 for ongoing emergency assistance for isolated elders and low income families who are struggling with basic needs due to COVID-19.**

**Retain 75% of student organizational partners who volunteer at the Good Neighbor Initiative throughout the entire academic year.**

**Adapt the Porch Revival Tour in order to connect 300 student and long-term residents via small outdoor social distance gatherings and virtual events**

**Double the amount of students participating in the LINK program to support elderly residents aging in the community.**

**Decrease noise and nuisance violations by an additional 20% and create collaborative strategies with UNC that decrease racially biased policing in the neighborhood.**

**Intentionally build 5 new partnerships with student organizations whose members are primarily people of color.**

**Build a sustainable volunteer recruitment pipeline for service opportunities with ten organizations.**

**Educate 500 more students on the history, values, and traditions of Northside through MCJC digital communication, virtual lessons and workshops, and social media.**

**Mobilize and distribute monthly communication, education, and outreach efforts by students from the Gillings School of Public Health, orienting all student residents to the safety needs of our community in the midst of the COVID-19.**

**Develop new GNI communication projects and branding, with a focus on racial equity, to reach more students than ever before.**

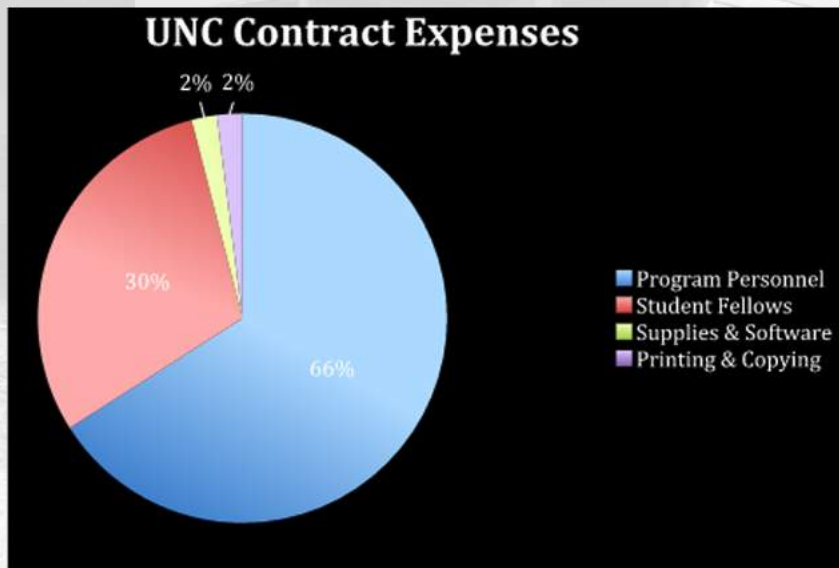
**Enhance Carolina Excellency in action evaluation metrics to COVID-19 Emergency Assistance Initiatives.**

# Program Expenses

## Jackson Center Student Engagement & Off-Campus Support Program Expenses

| Expenses   | UNC Contract Funds | Other Funding Sources | Total Program Expenses |
|--|--------------------|-----------------------|------------------------|
| Program Personnel:<br>High Impact Learning: Service Placements & Support | \$18,535           | \$22,653              | \$41,188               |
| Program Personnel:<br>Off Campus Housing & Student Education Program     | \$12,528           | \$15,312              | \$27,840               |
| Program Personnel:<br>Impact Analysis                                    | \$1,893            | \$1,893               | \$3,786                |
| Student Engagement Fellows Program                                       | \$15,012           | \$16,512              | \$31,524               |
| Program & Event Supplies   | \$620              | \$1,093               | \$1,713                |
| Software & Online Services   | \$585              | \$340                 | \$925                  |
| Contract Services:<br>Data & Consulting                                  | --                 | \$750                 | \$750                  |
| Printing & Communications  | \$827              | \$2,481               | \$3,308                |
| Program % of Operations & Facilities Costs                               | --                 | \$4,634               | \$4,634                |
| Training & Professional Dev.   | --                 | \$537                 | \$537                  |
| Insurance  | --                 | \$669                 | \$669                  |
| Other  | --                 | \$420                 | \$420                  |
| <b>Total:</b>  | <b>\$50,000</b>    | <b>\$67,294</b>       | <b>\$117,294</b>       |

## UNC Contract Expenses





# Jackson Center Service Model

**Connect:** Students introduced to the neighborhood through direct service.

- Service partner volunteering
- Good Neighbor Initiative walk-around, block party, and NEAT
- Northside News distribution & census data collection
- Northside Festival and ongoing event participation
- Northside History Soundwalk & Northside tours

**Discover:** Students foster in-depth knowledge, skill development, & relationships with community.

- Course Partnerships
- Teaching and Training
- Critical project leadership
- Porch & block gathering organizing

**Transform:** Application of knowledge through lived experience.

- Multi-year service partner leadership
- Student Leadership Group
- Student Summer Fellowships
- Bonner Leader Interns

\*JC Service Model Chart