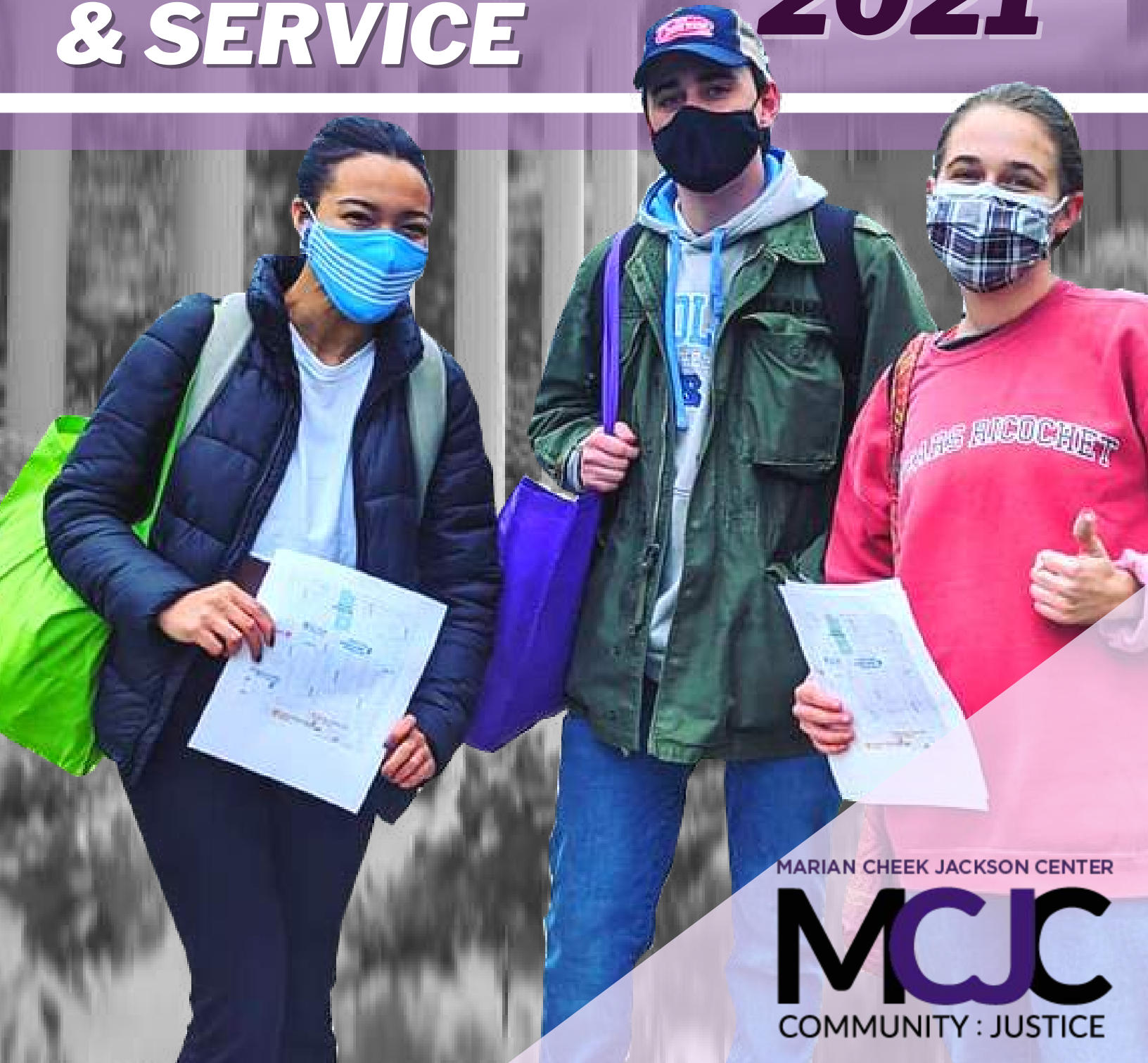


ANNUAL REPORT:

STUDENT ENGAGEMENT & SERVICE

2020- 2021



MARIAN CHEEK JACKSON CENTER

MCJC
COMMUNITY : JUSTICE

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A WORD FROM OUR EXECUTIVE DIRECTOR

In July 2020, I became the Executive Director of the Jackson Center. From day one, I have intentionally worked to pass down the knowledge, radical hospitality, and love that many Northside residents have shown me since I was a student at UNC.

Over the past seven years, I've been transformed by learning at the knee of Northside elders and families. They have taught me how to live with integrity and rely on faith. And, they have brought me into the legacy of standing up for what is right, coming together, arm in arm with your neighbor, in the pursuit of community justice. One of the people who has been a major teacher, mentor, and friend, is Ms. Keith Edwards.

I first met Ms. Keith Edwards, a life-long resident of Northside, when volunteering with the Center as a UNC senior in 2014. Ms. Keith is a history maker! When she was in seventh grade, she became one of the first Black students to attend the newly integrated Chapel Hill High. Years later, as a UNC campus police officer, she won a ten-year-long court battle against UNC Police for their discriminatory denial of promotion because of her race and gender. In almost all our conversations, she tells me, **"Young people are the smartest generation yet. It is y'all's moment** to hone your intelligence, social awareness, technology, and creativity to make significant changes to this world—changes my generation hoped you all never had to see."

This year, I've seen Ms. Keith's words amply realized.

**IN THE FACE OF THE WORST PUBLIC
HEALTH CRISIS IN A CENTURY
(NOT COUNTING THE PUBLIC HEALTH
CRISIS OF SYSTEMIC RACISM)
A GROUNDSWELL OF YOUNG PEOPLE
USED THEIR PASSION, SKILLS, AND
THE PRACTICE OF LISTENING TO
ENSURE THE HEALTH AND SAFETY OF
HUNDREDS OF BLACK ELDERS AND
FAMILIES.**



In this year's report, we share **how students showed up in a time of crisis**. You'll witness the strength of student action and the transformative power of intergenerational, relationship-based service partnerships.

To begin, we will hear from Diana Koo, an MCJC Senior Fellow and 2020 graduate of UNC-Chapel Hill. Diana, who began her work at the Center as a Summer Fellow in 2019, rose to the moment to lead our student engagement initiatives. This year alone, she has recruited and managed over 200 service partners (volunteers), cultivated a deep relationship with Gillings School of Public Health, and led the MCJC Student Leadership Group in one of its most successful years yet! We're thrilled Diana will continue to head these efforts, next as our new Student Engagement and Communications Coordinator!

Diana, take it away!

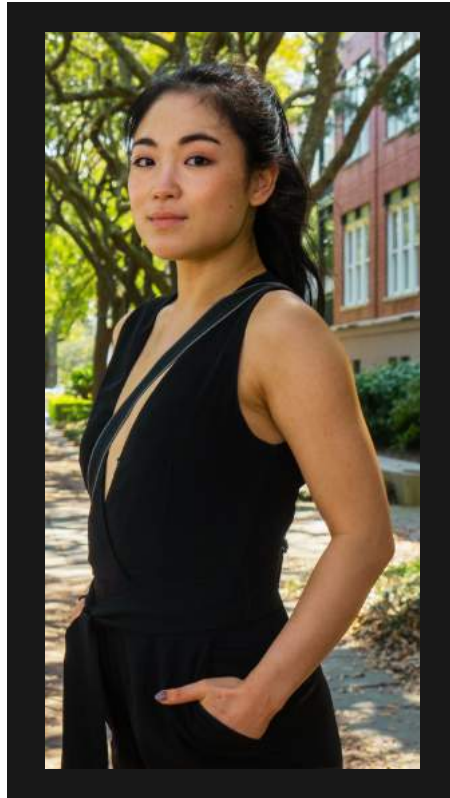
ANNUAL REFLECTION

In Spring 2020, I was a second-semester senior figuring out what I wanted to do after receiving my degree from UNC. I knew that I would continue working at the Jackson Center over the summer, but beyond that, my life was one big question mark. When the pandemic began spreading throughout the country, my already hazy plans for the future were further complicated by the pandemic's impact on job opportunities, travel, and every other aspect of life. I have never been the type of person with a one, five, and ten year plan. That was helpful last year because the turmoil of the pandemic did not disrupt a neatly laid out plan for the future. Instead, I just focused on taking things one day at a time, one week at a time. This oriented me to the aspects of my life that felt important in my heart, and I made those my priorities.

One thing that quickly rose in prominence was my work at the Jackson Center. Because the neighbors we serve were especially vulnerable to the health and socioeconomic impacts of the pandemic, our organization needed to quickly adapt to maximize our responsiveness to their basic needs.

LIKE WHAT I DID IN MY PERSONAL LIFE, THE JACKSON CENTER EVALUATED WHAT WE HAD TO PRIORITIZE TO BEST SERVE OUR COMMUNITY AT THAT TIME.

This resulted in us taking on more work that directly mitigated some of the impacts of the pandemic, like the delivery of weekly grocery boxes and bi-monthly hot meals directly to neighbors' doorsteps. We also took a proactive approach to protecting the health of our community, creating special COVID-19 editions of the Northside News to keep our neighbors informed with up-to-date information, and later taking on a major effort to get 100+ elders registered to receive their vaccinations. The work that we did during this time was especially meaningful and instructive to me, as an example of all that is required for purposeful community outreach, and ensuring that as many people as possible have access to vital information and resources.



Throughout it all, I was blown away by the response from our student service partners in supporting our neighbors through the pandemic. In addition to helping us provide basic necessities for our most elderly households, students helped with voter outreach in the fall and vaccine registration in the spring. With COVID-19 complicating both of those activities, the extra support from our student service partners was critical, for example, Masters students from the Gillings School of Public Health assisted elderly residents in securing vaccine appointments. Dozens of undergraduate student service partners continued volunteering past the end of their semester course requirements, allowing us to continue our direct service through the summer, fall, and the spring semesters because of this extra capacity. They took on new leadership roles and responsibilities and spearheaded critical projects. One student who fully embodied this call to action was Bergen Murray, a first-year undergrad

who helped pack boxes of food every week in fall 2020. She joined our Student Leadership Group the following semester and then organized our first virtual auction that raised \$850! That semester, I delegated oversight of the food box packing shift to her, and I watched her train and lead other student volunteers for that shift.

THE PANDEMIC DID NOT RESTRICT STUDENT ENGAGEMENT; IT JUST CHANGED IT.

Similar to many organizations in our community, we adapted the majority of our programs and operations to virtual platforms. We took this as an opportunity to engage students in more deeper listening work and direct collaboration with MCJC staff. For the first time, we offered several completely remote engagement opportunities, such as processing materials for oral histories and facilitating virtual workshops with the Craig/Gomains St. Boys and Girls Club. The Student Leadership Group organized our first virtual fundraisers and students raised more money for Northside than ever before. We achieved our 2020-2021 goal of growing a deeper partnership with the School of Public Health and utilized student expertise of social media to create opportunities where student leaders educated and held their peers accountable to being good neighbors during an unprecedented public health crisis. Through all of these changes, we continued our core practice of educating hundreds of UNC students on the history, values, and traditions of Chapel Hill and Carrboro's historically Black neighborhoods.

OVER THE PAST YEAR,

I witnessed the students of Northside take responsibility for their community. With the Black Lives Matters protests and social media campaigns emphasizing the importance of being an ally for change, students serving in Northside have stepped up as advocates and leaders. As I continue my work at the Jackson Center, I am excited to support a new group of students to listen, learn, and grow roots in this community.

2020-2021 GOALS

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.

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

Empower student-led stewardship that results in raising \$8,000 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.

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

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

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

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

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

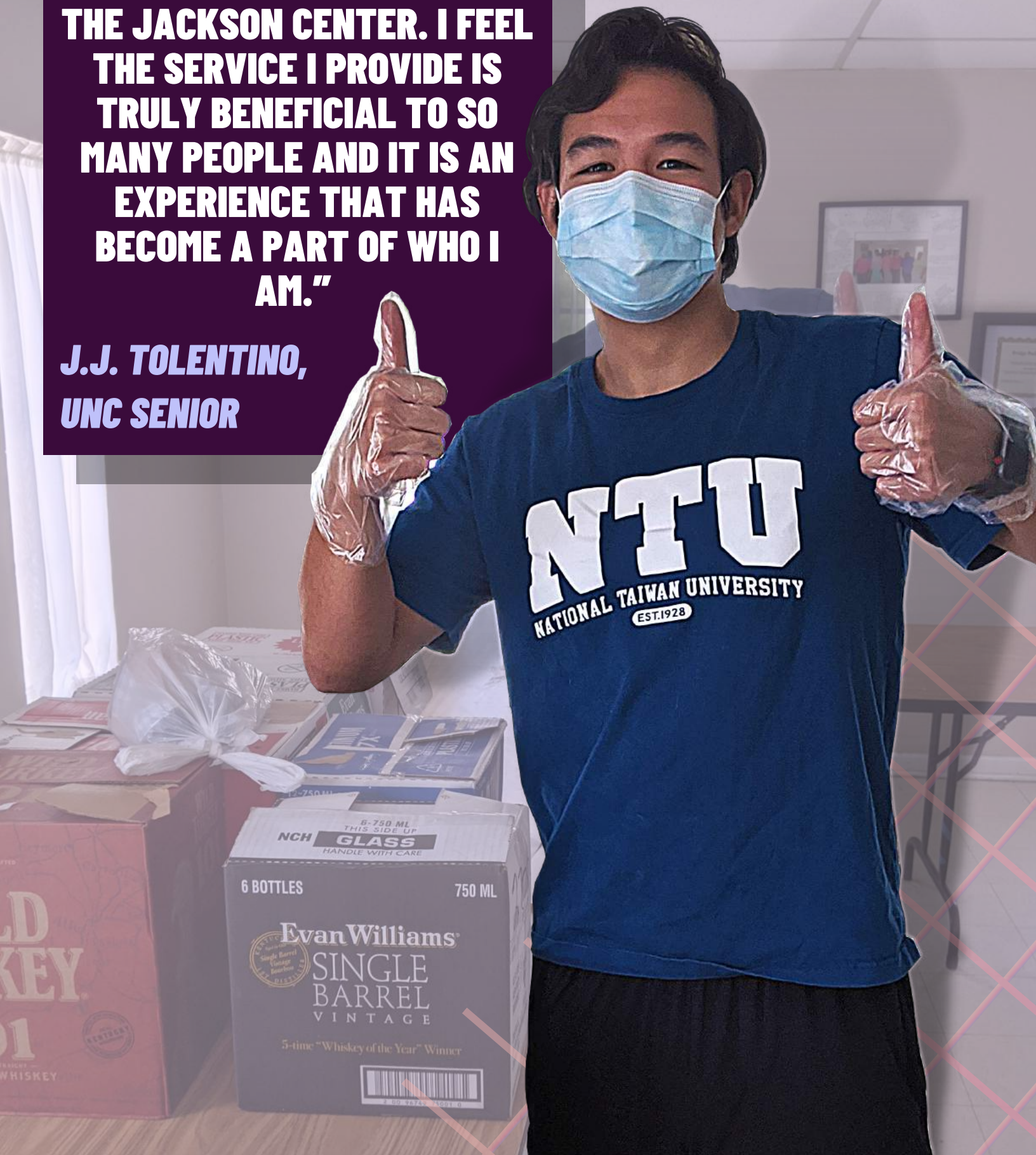
Intentionally build 5 new partnerships with student organizations whose members are primarily students of color.

UNEXPECTED SUCCESSFUL GOAL:

Enhanced Carolina Excellency in action evaluation metrics by collecting responses regarding COVID-19 Awareness before students began their service learning experience to compare to their responses at the end of the semester.

"I FEEL AS IF I HAVE FOUND A HOME AND A PURPOSE WITH THE JACKSON CENTER. I FEEL THE SERVICE I PROVIDE IS TRULY BENEFICIAL TO SO MANY PEOPLE AND IT IS AN EXPERIENCE THAT HAS BECOME A PART OF WHO I AM."

**J.J. TOLENTINO,
UNC SENIOR**



STUDENTS SUPPORTING NEIGHBORS DURING THE COVID-19 PANDEMIC

In an unprecedented year, students were the “boots on the ground” leaders in implementing many of the Jackson Center’s programmatic pivots. Since March of last year, our programs have adapted to meet the basic needs of over 100 households, ensuring the health and safety of the most vulnerable residents. Students stepped up! They filled critical gaps, spearheaded innovative public health activities tailored to long-term resident and student neighbors, led effective communication campaigns on the intersection of race and public health, and raised thousands of dollars amongst their peers with a focus on sustaining the diverse, intergenerational neighborhoods of Northside, Pine Knolls, and Tin-Top. As a result of their efforts, we were able to expand our COVID-19 direct support beyond the geographic boundaries of our established service neighborhoods, strategically meeting the immediate public health needs of surrounding communities facing increased challenges to accessing vital resources.

Over the past year, UNC graduate and undergraduate students have:

- Spent **759** hours picking up donations and sorting and packing food
- Delivered **2418** boxes of groceries and **153** gift cards to neighbors, providing weekly food assistance to **70** households, including residents of public housing
- 80** student service partners provided over 1000 total hours of virtual tutoring and workshops to children at our local Boys and Girls Club and students in the Chapel Hill-Carrboro City School system
- Packed **350** care kits containing masks, bottles of hand sanitizer, and a pamphlet reminding students to be good neighbors
- Created and distributed **100** holiday cards to primarily Black elders
- Directly distributed thousands of informational leaflets about voter registration, the election, COVID-19, and public health information, to isolated Black elders and families, through old-school community based organizing strategies such as door-to-door communication
- Organized and facilitated intergenerational conversations between long-term residents and students about the intersectional impacts of the pandemic and student behavior



Student service partners Caterina D'Ambrosio and Bergen Murray sort through food donations and pack grocery boxes.

STUDENT SUPPORTING NEIGHBORS THROUGH COVID-19 CONTINUED...

Over the past three years we have prioritized retaining engaged students through shifting our model to create increasing levels of engagement and ownership. This groundwork wound up paying off during a year of non-stop crisis response. Many student service partners from course partnerships in the Spring and Fall of 2020 **stayed involved beyond the end of their courses**. As a result, many students had already built relationships with the residents to whom they were delivering food boxes or care kits. Those relationships continued to strengthen throughout the year because students usually performed direct service to the same households every week. When resident received a food box or a gift card it was coming from a familiar face. This may seem insignificant, but it was **essential to sustaining the well-being and spirit** of over 100 elders who were forced to remain isolated from their regular social networks and families.

OUR WORK IS BUILT ON THE FOUNDATION OF DEEP, LONG-TERM RELATIONSHIPS.

When the Jackson Center, and the globe, began to shift to shelter-in-place, we knew that staying connected to our residents was the foundational strategy to preserving the future of Northside—no matter the length of quarantine. The community of long-term engaged students were the primary infrastructure that allowed us to pivot our programs to direct service and implement the crisis response strategy of maintaining deep connections to our community. This helped ensure the The Jackson Center did not lose its identity, but rather, lean more into it. Our years of **intentionally increasing the retention rate of student service partners** to remain involved beyond one semester paid off during this time of crisis. It was an unexpected outcome and one we plan to continue growing as we shift to our new normal.



Student service partner and Northside neighbor **Elias Irving** helps pack boxes of groceries every Wednesday.

PUBLIC HEALTH PARTNERSHIP

One of our 2020-2021 goals for was to *mobilize and distribute communication, education, and outreach* efforts by students from the Gillings School of Global Public Health.

Our partnership began at the start of the fall semester. During the second week of class, we met with over a dozen Masters of Public Health students, Professor Kurt M. Ribisl (Chair of the Health Behavior Department), and other UNC staff to devise ways in which students could ensure positive health outcomes in the neighborhoods. Following conversations, strategy sessions, and direction from Northside leaders, the cohort of graduate students concluded that the best way they could use their skills and passion to support Northside during the pandemic was through a **neighborhood-specific public health education campaign** geared towards students living off-campus in Northside. Building from the BLM

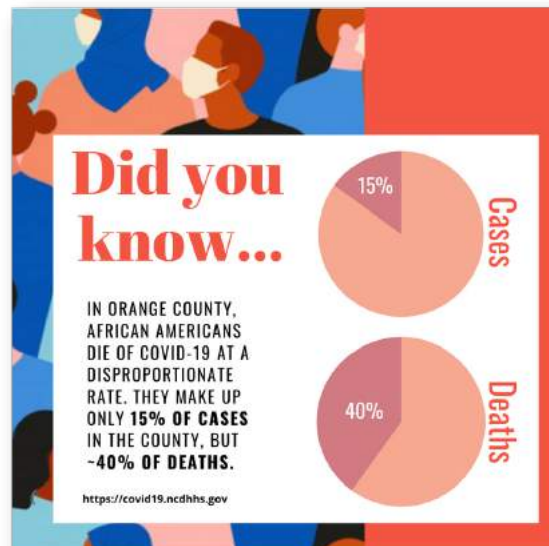
movement and social uprising of the summer, the public health students focused their messaging on guiding young people on how they could be anti-racist allies by following CDC guidelines and holding their peers accountable to do the same. One of the projects was "Community Health Wednesdays" (pictured below), a social media campaign featuring racial disparities of COVID deaths in Orange County, common mask mistakes, and vaccination sites. We look forward to continuing this partnership in the upcoming academic year and implementing in-person health promotion initiatives throughout the neighborhood!



Public health student picking up COVID care kits to distribute to elders on her route.



First social media post introducing Community Health Wednesday's



Community Health Wednesday post featuring racial disparities of COVID deaths in Orange County

STUDENT ORG HIGHLIGHTS

STUDENT ORGANIZATIONS CONTRIBUTED TO OUR WORK THROUGHOUT THE YEAR, FROM PROVIDING CONSISTENT SERVICE PARTNERS TO FUNDRAISING.

Alpha Phi Omega (APO) and Alpha Epsilon Delta (AED) organized a virtual “Race Against Racism” that raised \$4,267 for the Jackson Center during the summer of 2020. The event featured 257 runners from 17 different states. Caroline Le, co-President of AED, shared that the organization doesn’t normally hold events in the summer, but felt compelled to take more action in supporting local Black communities, beyond putting out a statement in support of Black Lives Matter. Members of AED and APO continued to serve with the Jackson Center throughout the entire year; supporting our newly formed food box delivery program that emerged in response to providing food security for isolated elders.

Another organization that rose to lead was alpha Kappa Delta Phi (aKDPH). They began volunteering with us in fall 2019 at the Good Neighbor Initiative door-to-door walk and the Community Cookout. This relationship has continued to blossom, with sisters from the sorority delivering weekly grocery boxes to neighbors since April 2020. This spring, the chapter organized a benefit night at Epilogue (pictured top right). This relationship has now deepened with one of their sisters, Erin Lee (pictured right), recently becoming a 2021 MCJC Summer Fellow. She will be collaborating with our community partners and the UNC Office of Off-Campus Life and Community Involvement to plan the Good Neighbor Initiative.

We are excited to see students from diverse backgrounds continue to root themselves in one of Orange County's most diverse neighborhoods!

UNC aKDPH sisters Jenny Lee, Julia Yeh, and Thuy Nguyen at Epilogue during the benefit night they organized for the Jackson Center.



(left) Natalie Gauger loading grocery boxes into her car to be delivered to elderly neighbors.
(right) Erin Lee, one of our 2021 Summer Fellows



"This experience affected the way I see service learning in the sense that I now realize that one of the most important elements of service learning is making personal connections with the communities you are serving."

UNC Senior, Student Service Partner from POLI 209

COURSE PARTNERSHIP

Despite the University's switch to remote learning, we pressed forward with in-person and remote service opportunities for undergraduate, graduate, and professional students.

THIS YEAR, 104 STUDENTS FROM 7 COURSE PARTNERSHIPS PARTICIPATED IN OVER 2,000 HOURS OF ENGAGED SERVICE IN NORTHSIDE.

We adapted our service partner orientation, which usually takes place on-site at the Jackson Center, into an interactive online workshop. This adaptation created an opportunity to include more audio clips from neighbors' oral history interviews and historic photos of residents leading the local Civil Rights movement in the early 1960's. As a result, students engaged in a more dynamic learning experience in an earlier part of their service-learning journey. With travel and weather no longer posing barriers, several long-term residents were also able to join these orientations and directly share their history with participants. Consistent with previous years, students gave overwhelmingly positive feedback on the virtual orientations, with a majority sharing that they had never known any of our community's history, even those who had grown up in the area!

One student commented that his favorite part was

“LEARNING ABOUT THE HISTORY OF CARRBORO BECAUSE I NEVER KNEW THE CULTURAL ORIGINS AND ROOTS OF THE CITY THAT I'VE BEEN LIVING IN THE PAST TWO YEARS.”

One partnership that stood out this year was a community-based research project with a group of graduate students from Professor Geni Eng's course *Health Behavior 720: Leading for Racial Equity*. The team of seven public health and nursing students examined direct service programs such as food assistance, rent/utilities assistance, and childcare services. They reached out to representatives from 13 local governmental or nonprofit organizations to collect information on what COVID-19 resources they distributed and who was receiving assistance. The conversations with these representatives focused on how resources were being delivered, guidelines for receiving assistance, and the role equity plays in emergency assistance.

Their work culminated in a presentation and white paper that addressed how previous racial inequities may be exacerbated during the COVID-19 crisis. From their interviews and research, they identified several themes: color blindness, power dynamic shifts, lack of historical acknowledgement of the black neighborhoods in Chapel Hill, and use of CARES Act funding. When they asked each organization if they focused on distributing resources to the Black neighborhoods in Chapel Hill, many of the organizations had not heard of the Northside, Pine Knolls, or Tin-Top neighborhoods, nor did they have a plan to target these communities. The team recommended that organizations who do not currently work with the Jackson Center should connect with us to better serve our communities. They also connected us with organizations that had expressed a willingness to work with the Jackson Center to bridge existing gaps in awareness of resources/services through targeted outreach to the neighborhoods we serve.

THEIR PROJECT DID NOT SIT ON THE SHELVES OF ACADEMIA. IT DIRECTLY ADVOCATED AND MOBILIZED EMERGENCY ASSISTANCE TO A PART OF THE COMMUNITY THAT IS OFTEN FORGOTTEN AND THAT HAS EXPERIENCED A HISTORY OF DISINVESTMENT BY LOCAL GOVERNMENTS AND ORGANIZATIONS.

HBEH 720 is a prime example of the powerful work our course partnerships did during a year of major hardship. As the rest of the report shows, students in other courses were directly engaged in community justice ranging from property valuation inequities, food insecurity, and historical preservation. More than ever, our course partnerships acted as pipelines for students to learn and engage with real social justice efforts in their local community.

2020-2021 Course Partnerships:

HBEH 720 Leading for Racial Equity: Examining Structural Issues of Race and Class (Dr. Geni Eng)

2 sections of POLI 206 Race and the Right to Vote (Dr. Lucy Britt, Dr. Andreas Jozwiak)

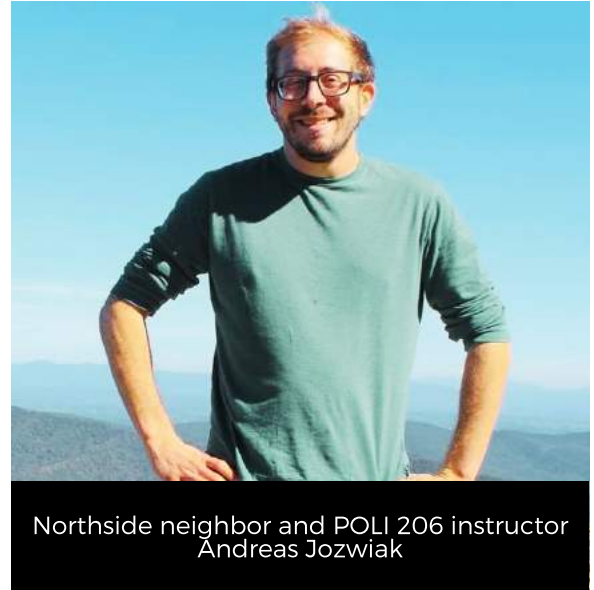
3 sections of EDUC 615 Schools and Community Collaboration (Dr. Esther Ohito, Dr. Kristin Papoi, Dr. Dionne Francis)

NUTR 245 Sustainable Local Food Systems: Intersection of Local Food and Public Health (Dr. Molly DeMarco)

“IT CAN BE HARD TO FIND COMMUNITY GROUPS LIKE THIS ONE, AND I HOPE THAT WHEREVER I LIVE IN THE FUTURE I CAN FIND PEOPLE THAT ARE JUST AS PASSIONATE AND AWARE OF THEIR COMMUNITY. THIS IS THE TYPE OF COMMUNITY I DREAM OF LIVING IN AND HELPING TO BUILD.”

FACULTY SPOTLIGHT

This year we are highlighting two faculty partners who are also Northside neighbors, **Lucy Britt and Andreas Jozwiak**. The fall and spring semesters were our third and fourth consecutive semesters working together to facilitate dynamic learning beyond the four walls of the classroom. The previous spring, Lucy and Andreas began collaborating with Diana Koo on their course "Race and the Right to Vote." Our staff worked with them for several months to plan service learning opportunities that would be both meaningful and safe. Lucy and Andreas volunteered with us over the spring and summer, engaging in some of the activities their students would later be responsible for, like delivering grocery boxes and the Northside News (our monthly newsletter that is distributed to over 850 households, schools, and businesses in Northside, Pine Knolls, and Tin-Top).



Northside neighbor and POLI 206 instructor
Andreas Jozwiak

BELOW, LUCY AND ANDREAS REFLECT ON THE PARTNERSHIP AND WHAT THEIR STUDENTS GOT OUT OF THEIR EXPERIENCES:

The Jackson Center has been fantastic to work with from the year-long planning of this course to its implementation for the past two academic years.

Students remarked to us throughout the semester how instrumental the Jackson Center service experience was in helping them become better neighbors, more conscientious members of the Chapel Hill-Carrboro community, and more thoughtful citizens when it comes to issues around housing, racial justice, and food security. In students' reflections on the service part of the course, several of them mentioned 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.

We appreciate that the Jackson Center has a great infrastructure for teaching about the neighborhoods in Chapel Hill (some of which students live in) and turning their energy and enthusiasm into service in the Northside community. Students worked with the community at different events, including Heavenly Groceries, the oral history archives, and the Northside News, to name a few of the recurring programs. This arrangement allows students to be placed where they are most needed while respecting the community and its residents.

As instructors, we have learned a great deal about what it means to teach and collaborate with those outside a university setting and how to be responsible and respectful partners. We found that the Jackson Center was always there to iron out issues or to develop creative solutions to the practical issues we faced in teaching this class.

TESTIMONY FROM ONE OF THEIR STUDENTS

"Making these personal connections with Ms. Shirley Edwards, Ms. Anna Gattis, and Ms. Sherry Bone, just to name a few, really influenced how I thought about the experience... I did not feel like I was working on a school project. Instead, **I felt as if I was one of their neighbors, and that I was responsible for making sure that they got the groceries that they needed.** On more than one occasion, I made specific requests to the Jackson Center for the items or food that specific residents asked for. It made me feel as if I had developed a trusting relationship with these residents. They felt comfortable enough to confide in me, a young college student, for things that they needed or desired. I felt honored to be able to help them attain the amenities and groceries that they needed."

- UNC Senior, POLI 206 Service Partner



Northside neighbor and POLI 206 instructor
Lucy Britt

EDUCATION BEYOND WALLS

Our Learning Across Generations (LAG) program is inspired by the words of our namesake:

“
**Without the past, you
 have no future**
**Mrs. Marian Cheek
 Jackson**
 ”

Offered to K-12 classrooms throughout Orange County and beyond, our LAG educational curriculum consists of themed history workshops that incorporate the stories of our Northside community elders and veterans of the civil rights movement. We want to bring Northside history to every classroom and to give every student the opportunity to visit Northside and learn first-hand about civil rights landmarks. This year, in lieu of in-person workshops, UNC students supported our adaptations of the LAG program to remote-learning formats. Dozens of students packed and distributed **500 themed activity boxes for Northside Elementary students.**

Students also contributed to our work with the local Boys and Girls Club in Northside. In previous years, students visited the Boys and Girls Club in person to assist children with homework and engage them in community building activities. In the Fall of 2020, we partnered with Dr. Esther Ohito's EDUC 615 Schools and Community Collaboration course to offer virtual learning opportunities at the Boys and Girls Club. Senior Fellow Aisha Booze-hall guided students in developing weekly clubs offerings for the Boys and Girls Club. Through this partnership, we provided different club meetings each day. Students prepared materials and created virtual presentations to share their love of science, art, performing arts, and music. One club even provided tutoring!



Goodie bags that were distributed to children at the Boys & Girls Club.

Service partner Irene Norman and Jackson Center staff member Brentton Harrison organizing the Boys and Girls Club end-of-year celebration.



We continued this partnership into the spring, this time working with 60 students from two EDUC 615 sections. After talking to the head of the Boys and Girls Club, Aisha discovered that many of the students were struggling with school and wanted to get tutored on subjects like science and math. Seeing an opportunity, Aisha reached out to Chapel Hill-Carrboro City Schools (CHCCS) to connect the EDUC 615 students who wanted teaching opportunities with K-12 students who needed extra educational support. Thanks to her leadership and initiative, she created a new **partnership between the UNC School of Education and CHCCS.** The 60 student service partners were paired with students in the district, prioritizing those in the Boys and Girls Club, and provided 1-2 hours of tutoring each week. We are happy to have provided this generation of future educators the unique opportunity to mitigate the inequitable impacts of the pandemic and virtual learning on students.

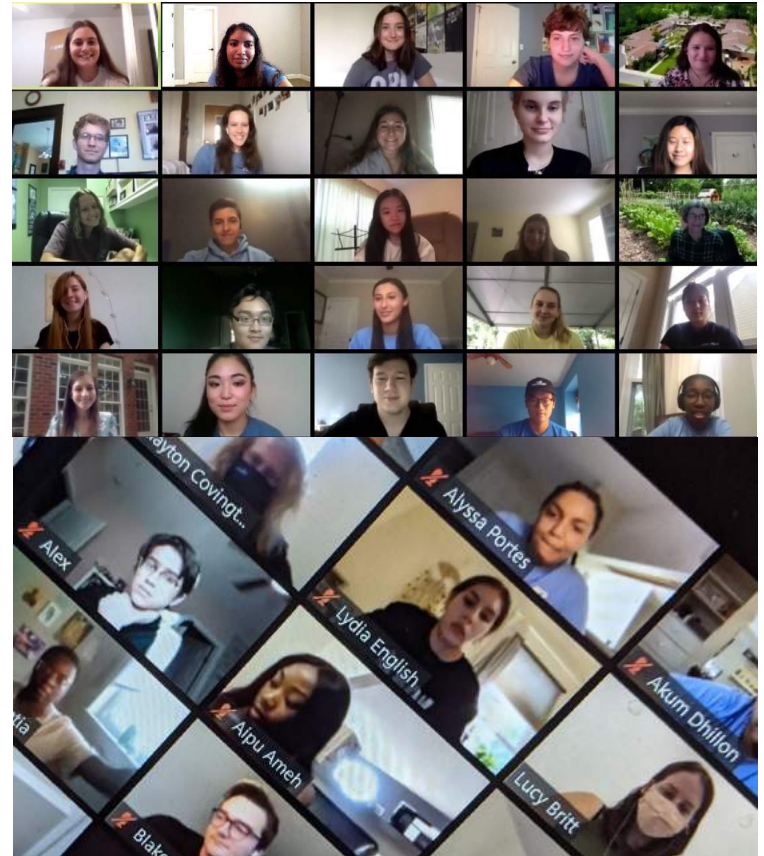
"MY GROUP RAN THE PERFORMING ARTS CLUB. I CHOSE THIS CLUB BECAUSE I HAVE BEEN PLAYING GUITAR FOR OVER 12 YEARS NOW AND I ABSOLUTELY LOVE MUSIC. IT MADE ME SO HAPPY TO BE ABLE TO SHARE MY SKILL AND KNOWLEDGE WITH THE STUDENTS, AND I'M SURE THEY ENJOYED IT A LOT AS WELL. ONE OF MY MOST MEMORABLE EXPERIENCES WAS WHEN I FIRST BROUGHT OUT MY ELECTRIC GUITAR. THE KIDS WERE SO INTRIGUED BY IT, THEY THOUGHT IT WAS SO COOL. THE MOMENT I BEGAN TO PLAY, THEIR FACES LIT UP. IT'S ALMOST AS IF THEY COULD HARDLY BELIEVE WHAT I WAS DOING WAS REAL. I WILL NEVER FORGET THAT."

**UNC SENIOR, EDUC 615
 SERVICE PARTNER**

TEACHING AND TRAINING

HIGHLIGHTS

- Completed our 8th consecutive year presenting to first-year students for APPLES Service Learning Initiative, this time via a virtual panel
- Gave 5 online workshops on the history of Northside, from Emancipation, to Reconstruction, Jim Crow, Civil Rights struggle, desegregation, and current community justice initiatives to new student service partners and neighbors
- Provided 6 oral history workshops, introducing students to our public history website and community archive, *From the Rock Wall*
- Consulted with ENGL 304 students on their proposals for strengthening relationships between Carolina student residents and their neighbors in historically African American neighborhoods in Chapel Hill (project proposals for UNC Off-Campus Student Life)
- Gave a workshop, *Northside history, gentrification and displacement in the current period* to students in AAAD 290
- Presented alongside State Senator and Jackson Center Board Member Valerie Foushee at a UNC Young Democrats meeting in March



FEEDBACK FROM STUDENTS

“

“IT WAS REALLY INTERESTING TO SEE JUST HOW MUCH NORTHSIDE HAS CHANGED AS A RESULT OF THE STUDENT HOUSING INVASION. I DIDN'T KNOW IT WAS AS BAD AS IT WAS AND HOW QUICKLY IT HAPPENED AND IT WAS EYE-OPENING.”
-UNC SENIOR

”

“

“THE IMAGE OF THE KKK IN CARRBORO REALLY STUCK WITH ME AS A CALL TO ACTION. IT IS SO STARTLING TO REALIZE HOW RECENTLY THESE TERRIBLE THINGS HAPPENED IN OUR OWN COMMUNITY AND IT IS A CALL TO ACTION FOR US TO MAKE POSITIVE CHANGES MOVING FORWARD.”
-UNC SENIOR

”

“

“I LOVED GETTING TO HEAR ABOUT THE COMMUNITY MEMBERS INDIVIDUALLY AND SEEING WHERE THEIR LIVES FIT INTO THE BIGGER IMPACT AND COMMUNITY OF NORTHSIDE.”
-UNC JUNIOR

”

SPEARHEADING CRITICAL PROJECTS: LAUNCH OF NEW ORAL HISTORY WEBSITE, *FROM THE ROCK WALL*

When COVID-19 struck and public health considerations required the Jackson Center to suspend community events and in-person oral history interviews, UNC students played an essential role in enhancing and developing our public history program despite the pandemic.

Summer 2020 Mellon Fellows

In Summer 2020, three summer fellows, Erin Davenport, Karis Price, and Amy Grace Williams, worked remotely with the public history team to advance key parts of our *Teachers, Artisans, and Entrepreneurs* project, supported by the Mellon Foundation. Our fellows grounded themselves in the oral histories of the community in three ways: listening to recordings of community leaders, processing interviews to make them more readily accessible to the community, and listening to a sample of interviews from across the Jackson Center's collection of over 250 oral histories to identify those that discuss aspects of the project's key themes, work and labor.

Erin Davenport conducted an interview with local restaurateur and community-builder Vimala Rajendran. She also combed the digital collections of local archives for information about local businesses and key topics in the labor history of the community, including healthcare, agriculture, custodial work, funeral homes, and more.

Karis Price prepared background information and robust interview packets for seven future interviews, which will save valuable time as our interviewers return to the field this summer and fall.

Amy Grace Williams laid the foundation for a GIS map of Black-owned businesses in Chapel Hill for publication on our website, *From the Rock Wall*. You can find the map, which will continue to grow, here:

<https://fromtherockwall.org/gis-dynamic-map-of-northside>



ORAL HISTORY PROCESSING THROUGHOUT THE YEAR

What is processing? In regards to the Jackson Centers foundational practice of "Saving and Making History", processing oral histories is essential to ensuring that every interview that is shared and recorded has complete documentation. The portfolio of documents include transcripts, biographies, consent forms, and several other items that honor that person's history. These documents are critical tools for helping community members, their families and friends, teachers, students, researchers, and Jackson Center staff alike, as we all work to understand what each interview contains and which interviews will best illuminate the parts of community history that the listener is in search of. A dozen committed students did the onerous yet highly important labor of making these valuable interviews accessible and more readily usable by the public. Their contributions made an immediate impact and are currently visible on *From the Rock Wall*.

Students were deeply impacted by working with community oral histories. Clay Morris, a young black man in his Sophomore year at Carolina, spent many hours listening to the abundant history of black folk in Southern Orange County. He eloquently witnessed back to us, "Everybody has a story. The lives lived, the triumphs celebrated, and **the history I've learned via oral history processing often makes me think that these people, who many will never know, should be world-famous just for being themselves and what they've meant to their community.**"

WHEN STUDENTS LISTEN TO THE STORIES OF LONG-TERM RESIDENTS, IT BUILDS BRIDGES BETWEEN THEM, AND ENCOURAGES THEM TO THINK ABOUT CHAPEL HILL BEYOND THE BOUNDARIES OF THE UNIVERSITY, BECOMING MORE RESPONSIBLE, SELF-AWARE, AND RESPONSIVE CITIZENS OF THIS DIVERSE COMMUNITY.



Northside neighbor shares family history during an oral history interview with students.

AS UNDERGRADUATE CLAY MORRIS PUTS IT,

listening to so many stories from the community **"PUSHES ME DAILY TO THINK ABOUT HOW I CAN BE A BETTER COMMUNITY MEMBER, AND TO ENCOURAGE MY CLASSMATES (SOME OF WHOM LIVE IN HISTORICALLY BLACK NEIGHBORHOODS) TO THINK ABOUT THE IMPACT OF THEIR PRESENCE IN AN EFFECTIVE AND PROACTIVE MANNER."**

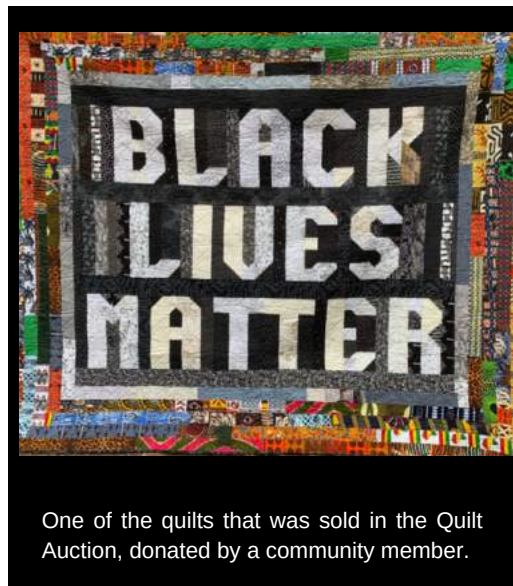
STUDENT LEADERSHIP GROUP

The Student Leadership Group (SLG) 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, the SLG provided critical support for Jackson Center projects, like our **voter outreach** efforts in the fall and our **vaccine outreach** in the winter/spring.

They also mobilized and led a team of students to distribute **COVID care packages** to 250 student households in Northside. Despite the challenges raised by the pandemic, the SLG came up with creative ways to support and engage with the community. They hosted **three extremely successful fundraisers** to raise money to support our COVID-19 relief work: an Instagram BINGO fund fundraiser, a virtual Quilt auction, and a benefit day at Brandwein's Bagels!

The SLG also organized and moderated our very first Community Unity Panel, a listening session for students and community members featuring 3 long-term residents. The panelists shared their stories of living in the neighborhoods before, during, and after the pandemic. Creating spaces for intergenerational conversation has been a long-term goal for the SLG, and we plan on continuing these events in upcoming years!



One of the quilts that was sold in the Quilt Auction, donated by a community member.

Student Leadership Group members also joined in the legacy of civic action. They were inspired by Northside's history of having high voter turnout every election year and being the home place for legislative leaders like NC State Senator Valerie Foushee. The SLG knew that the 2020 election would be the most important election of their lifetime. They also knew and heard directly from neighbors, that young college students were a critical voting population. SLG members rose to the moment and reached out directly to hundreds of student residents through the community newsletter the Northside News. Below is an excerpt from an article that they wrote for our October 2020 Get Out the Vote issue to encourage Northside's student residents to vote:

Welcome to North Carolina, where your vote may be the most important in the entire nation. As I prepare to vote in my first ever presidential election, I am constantly questioning if my vote actually "matters". It seems everywhere I look I am reminded that I have to vote, but how much value does my vote as a 20-year-old college student hold? .

How can the youth vote affect this margin and the election as a whole? Well after meeting with Diane Robertson, the Political Action Co-Chair of the Chapel Hill-Carrboro NAACP and long-time Northside activist, the impact of young voters became clear. Mrs. Robertson emphasized how NC was the only state in the country where the youth vote made a difference in the 2008 presidential election. With history likely to repeat itself, the NC youth vote, once again, will play a vital role in determining who our next president is.

On November 3rd, young college students just like us will be able to make history in determining what the future of this country will look like.

SLG MEMBER SPOTLIGHT

One member we would like to highlight is Amanda Rietti, a second year Master's candidate in the Gillings School of Global Public Health. Over the past two years, she has delivered hundreds of grocery boxes to long-term residents and recently conducted a community-based research project on the impact of student behavior and policing on long-term residents. She also led a team of public health students to develop and implement health promotion strategies in Northside, such as distributing care kits to elderly residents and creating a social media series, "Community Health Wednesdays", featured earlier in the report. Finally and most importantly, Amanda built a close relationship with an elder whom she checked up on throughout her time in school. Through joining the Student Leadership Group, she was able to deepen her involvement in the community and mobilize other students to support new initiatives in response to the pandemic and community policing.



SLG member and service partner Amanda Rietti

**HAVE A PLAN.
GO VOTE.
MAKE A DIFFERENCE.**

GOOD NEIGHBOR INITIATIVE

This year, it was not possible to do the Good Neighbor Initiative door-to-door walk and Community Cookout in its usual capacity. However, we were clear that the GNI served a major role, arguably more than ever, in educating students living off campus on good neighbor practices. Therefore, we focused primarily on virtual and socially distanced methods of spreading awareness. Senior Fellow Diana Koo spent the summer connecting with leaders of student organizations. Her mission was to educate leadership and other members about the Good Neighbor Initiative, share messaging particular to the current context, and invite student organizations to partner with the GNI by doing the following:

- 1) Sharing GNI messaging with their organization's members.
- 2) Keeping their members regularly informed through sharing subsequent updates throughout the academic year.
- 3) Posting curated GNI social media content on their organizational pages and/or their personal social media pages.

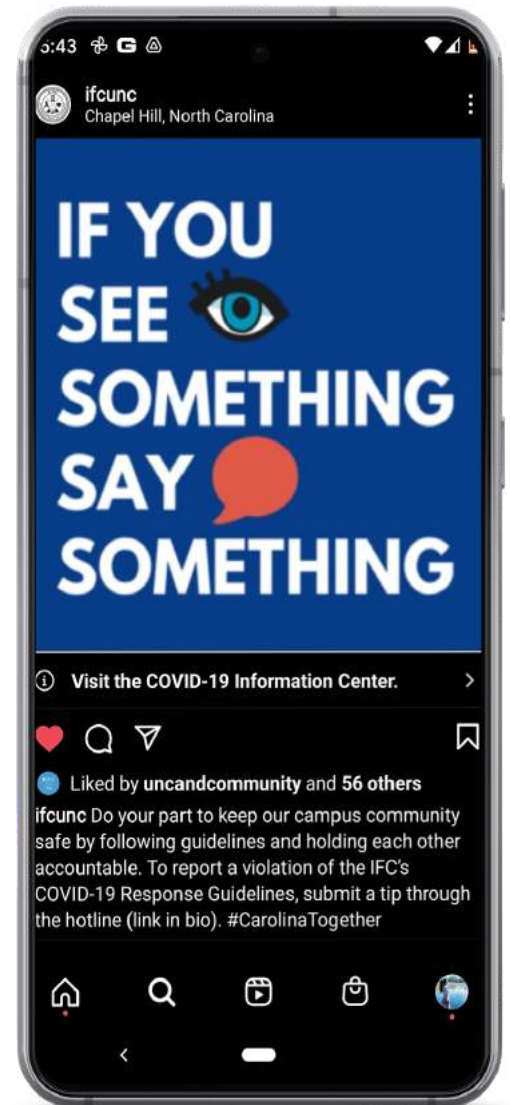
This adapted communication strategy was coupled with the Jackson Center intentionally incorporating more GNI messaging in our student engagement programs than ever before. We infused this messaging in welcome strategies, service orientations for new student volunteers in Northside, and grassroots outreach strategies to Northside residents, one of which was the distribution nearly 100 yard signs encouraging students living off campus to follow the 3 W's

2020-2021 GNI Messaging with a three pronged focus:

- Be Kind, Be Mindful, Be a Good Neighbor (self-awareness and relationship building)
- Do your part to keep other people in the community healthy and safe (public health safety)
- Be an anti-racist ally, which involves speaking up and holding your peers accountable for their actions in the neighborhood (racial equity)



Halloween night GNI NEAT event outside of Pantana Bobs on the corner of Church and Rosemary St.



A GNI post on the UNC Interfraternity Council's Instagram page.

SUSTAINING GNI NEAT

On Halloween and the last day of classes, two of the largest "party" nights of the year, the team produced two GNI Neighborhood Education and Advocacy Team (NEAT) events. Jackson Center staff, student service partners, and our long-time community partner the Downtown Partnership, distributed 400 masks and bottles of water to students via thoughtfully designed distribution methods. As well, we were aware that downtown hot spots, usually packed with students looking to have a good time, would not be as populated as in years past. Our response was employing the Student Leadership Group to distribute 300 COVID care kits to student households in Northside. From GNI NEAT alone, over 1,000 young people received central GNI messaging, reminding them to "be kind, be mindful, be a good neighbor!"

NORTHSIDE RESIDENTIAL FELLOWSHIP

THE NORTHSIDE RESIDENTIAL FELLOWSHIP (NRF) IS AN INTENSIVE YEAR-LONG, COMMUNITY-CENTERED LIVING-LEARNING EXPERIENCE CO-HOSTED BY THE JACKSON CENTER AND THE UNC PARTNERSHIPS IN AGING PROGRAM (PIAP).

This year, the program retained two fellows, Anna Suk and Molly Remch, and welcomed a third member Crystal Collins. These three women spent their fellowship year living in the NRF house on N. Graham St, learning the history of the Northside community, and contributing to the neighborhood through direct service.

In addition to managing the residence, the Jackson Center and UNC PiAP worked closely together to coordinate its three primary elements. Fellows completed a curriculum covering issues of aging, housing, and racial justice. Each fellow was also paired with a community member, with the purpose of building a mutually-supportive connection and becoming acquainted with the neighborhood from a relationship-based perspective. In addition, the Northside Residential Fellows partnered with local organizations to complete weekly service projects, as a way of giving reciprocally to a community that gives to them.

I APPRECIATED THE INTENTIONALITY AROUND BUILDING COMMUNITY AMONG THE GROUP," SHARES CURRENT FELLOW CRYSTAL COLLINS, WHO IS AN MBA CANDIDATE AT KENAN-FLAGLER BUSINESS SCHOOL. "THE NRF PROGRAM CREATED A SPACE THAT MADE ME FEEL LIKE I COULD BE UNFILTERED AND I WASN'T AFRAID TO MAKE MISTAKES.



Left to Right. NRF's Anne Suk, Molly Remch, and Crystal Collins

Collectively, Fellows have completed 265 hours of service-learning this year:

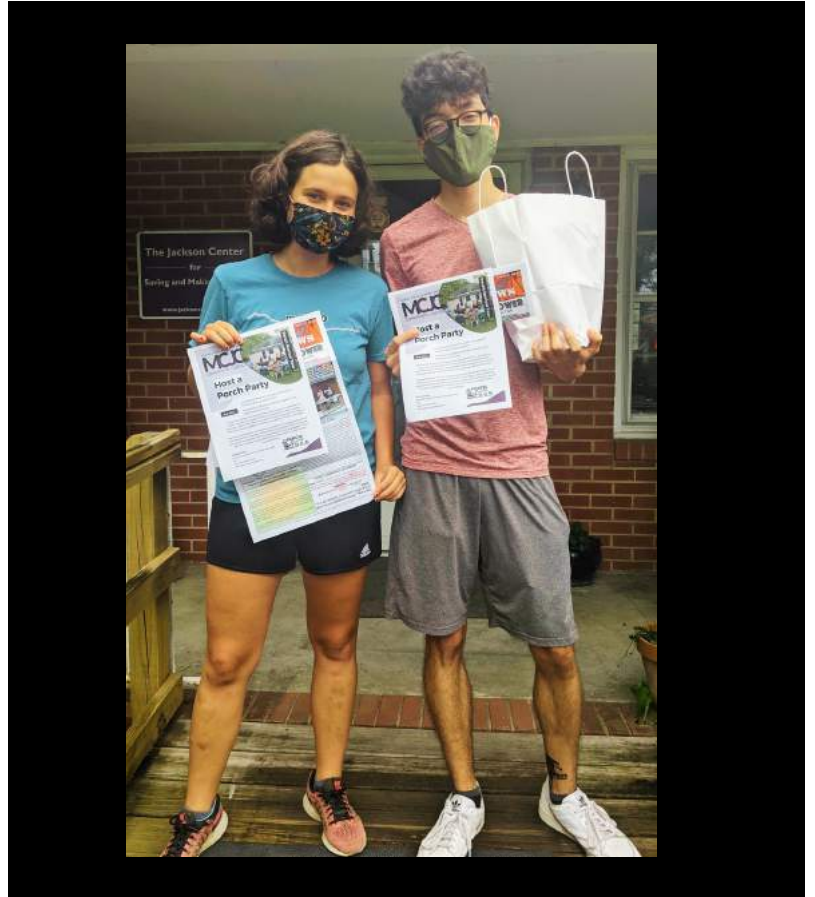
- **225** hours of direct service
- **8** units through the community-based curriculum
- **40** hours of relationship-building time to support neighborhood elders' health and wellness.

Aisha Booze-hall, who coordinated this program at the Jackson Center, describes the program's unique qualities: "This experience allows students to develop a **closely knit relationship with a community elder**. It allows Fellows to do more than simply live in a place, but to become a part of what helps it to function properly. Fellows leave more well-rounded and conscious of the experiences of those surrounding them. In particular, they are better neighbors!"



LINK

The LINK (Linking Generations in the Northside) Program offers students the opportunity to learn about and engage with local historically Black communities through building reciprocal and abundance-based relationships with elders in the Northside, Pine Knolls, and Tin Top communities of Chapel Hill and Carrboro. Like the Northside Residential Fellowship, LINK is a year-long program coordinated jointly between the UNC Partnerships in Aging Program and the Jackson Center. Students and elders explore the histories, experiences, and work of community initiatives focused on aging, housing, and racial justice. Students are also asked to incorporate content from their graduate coursework into discussions in order to expand their understanding of how these communities manage and support housing, aging, and racial equity. The programs' goals are to cultivate multigenerational relationships that integrate an age-embracing and equitable view of elderhood and community development. This year, the program welcomed 15 graduate students who supported our neighbors in crucial ways. Students checked up on their paired neighbor bi-weekly throughout the school year, providing some much-needed companionship for elders who have been cooped up inside for the better part of a year. In total, LINK students completed 300 hours of phone calls this year. They also completed an eight-session intergenerational community curriculum covering topics that ranged from race, aging, and place.



WHAT WE HEARD FROM LINK STUDENTS:

“

"I FEEL VERY LUCKY THAT I WAS MATCHED WITH AN ELDER I HAVE SO MUCH IN COMMON WITH. IT GENERALLY DOESN'T FEEL LIKE A CHECK-IN OR CHECKING A BOX, IT FEELS JUST LIKE PHONING A FRIEND WHO I'VE HAD FOR AWHILE. I AM SUPER APPRECIATIVE OF LINK AND PARTNERSHIPS IN AGING FOR BRINGING THIS RELATIONSHIP TO MY LIFE—IT'S VERY REWARDING AND I LEARN A LOT FROM HIM EVERY TIME WE CHAT!" - CAITLIN

”

“

"I REFLECT ON HOW GRATEFUL I AM TO HAVE MET MY COMMUNITY PARTNER AND FOR THE RELATIONSHIP WE HAVE. EVERY TIME WE SPEAK, SHE BRINGS INSIGHT OF HOPE AND WISDOM INTO CONVERSATION." - MARY BETH

”

“

"IT IS ALWAYS A PLEASURE TALKING TO MY ELDER. EVEN WHEN I DON'T FEEL MY BEST, I CAN ALWAYS FEEL HER WARMTH AND HAPPINESS THROUGH THE PHONE. I REALLY CHERISH OUR BOND AND LOOK FORWARD TO OUR MEET UPS/PHONE CALLS." - MICHELLE

”

BY THE NUMBERS

**200 STUDENTS
ENGAGED IN CRITICAL
CRISIS RESPONSE
SERVICE
THROUGHOUT THE
PANDEMIC**

**200% INCREASE IN
LINKING
GENERATIONS IN
NORTHSIDE (LINK)
STUDENT PARTNERS**

**2000+ GROCERY
BOXES PACKED
AND DELIVERED
OVER THE PAST
YEAR BY
STUDENTS**

**400 CARE KITS
DISTRIBUTED TO
STUDENT & LONG-TERM
RESIDENT HOUSEHOLDS**

**80% OF
VOLUNTEERS
ASSISTING WITH
COVID EMERGENCY
ASSISTANCE ARE
UNC STUDENTS**

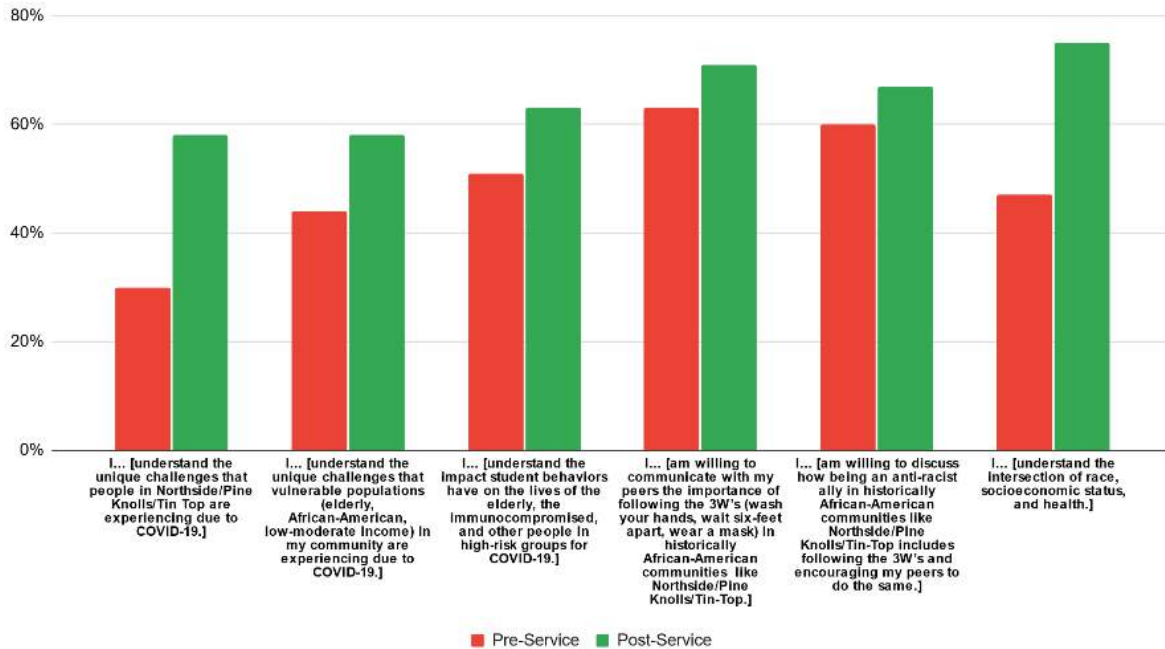
**4584 HOURS OF
STUDENT
ENGAGEMENT**

**128 HOURS OF ORAL
HISTORY PROCESSING BY
STUDENT SERVICE
PARTNERS**

**3200 PEOPLE REACHED THROUGH
ADAPTED GNI OUTREACH**

UNC LEARNING GOALS AND EVALUATION

COVID-19 Awareness: "Strongly Agree" Responses



WE WITNESSED YOUNG PEOPLE WRESTLE WITH THE REAL LIFE IMPACTS THAT THEIR BEHAVIOR, RACE, PRIVILEGE, AND LABOR HAD ON A COMMUNITY OUTSIDE THE WALLS OF THE UNIVERSITY. THEY HAVE BEEN DEPENDABLE AND FLEXIBLE WITH EVOLVING COVID-19 SAFETY REGULATIONS AND POLICIES, EXERCISING AWARENESS OF THE POTENTIAL IMPACTS OF THEIR ACTIONS ON AN ELDERLY BLACK COMMUNITY.

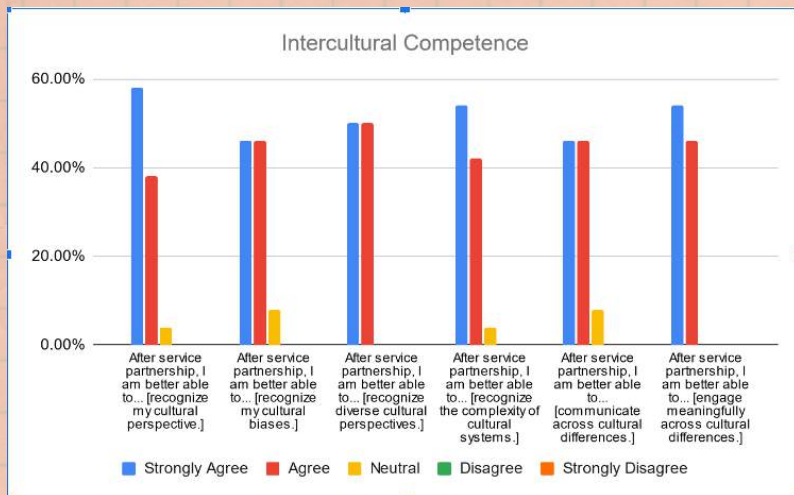
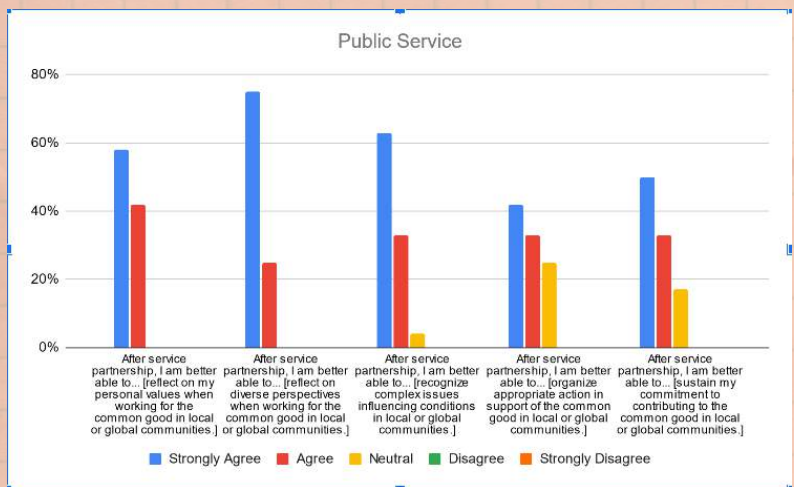
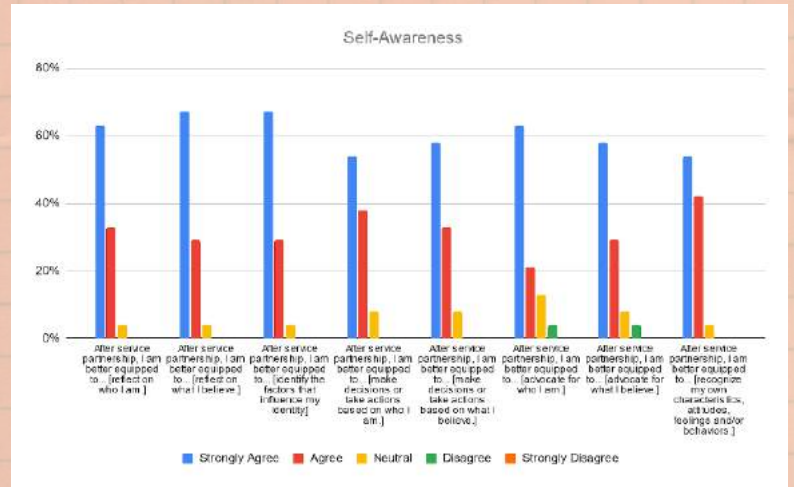
This year we enhanced the evaluation of student engagement in Northside in two major ways. We developed 6 measures for "COVID-19 Awareness" and collected data to measure students' understanding of how the pandemic was impacting other populations and their willingness to influence the behavior of their peers. We also surveyed them on COVID-19 Awareness before and after they began their service experience. Overall, students are gaining the necessary skills through their engagement to make them competent in Self-Awareness, Intercultural Competence, and Public Service. The graphs on the following page illustrate the dynamic learning that the Jackson Center is facilitating for students in Northside. Take a look to see a visual representation of the skills students have gained!

COVID-19 AWARENESS HIGHLIGHTS

- Percentage of students who responded with Strongly Agree that they gained the skills to be COVID-19 aware increased from 49% to 65% post-service
- 28% more students "Strongly Agreed" post-service that they understand the unique challenges that people in Northside/Pine Knolls/Tin-Top are experiencing due to COVID-19
- 28% more students "Strongly Agreed" post-service that they understand the intersection of race, socioeconomic status, and health
- 95% of students responded with Agree or Strongly Agree that they gained the skills to be COVID-19 aware through their MCJC engagement experience

CAROLINA EXCELLENCE MEASURES

- 92% of students responded with Agree or Strongly Agree that they gained the skills to be self-aware through their engagement experience
- 91% of students responded with Agree or Strongly Agree that they gained the skills to in meaningful public service through their MCJC engagement experience
- 96% of students responded with Agree or Strongly Agree that they gained the skills to be interculturally competent through their MCJC engagement experience



STUDENT FEATURE



JJ Tolentino is a rising Senior studying Public Policy, Political Science, and Social and Economic Justice at the University of North Carolina at Chapel Hill. He first became involved with our work in January 2020 through an

APPLES service-learning partnership. He spent several hours a week serving with the Heavenly Groceries “angels,” elders from St. Joseph CME Church who managed the food ministry. Although he was no longer required to complete his service hours when the University transitioned to virtual learning, J.J. continued serving with us every week through that spring semester and the summer, driving to Chapel Hill from Durham to deliver grocery boxes to elderly neighbors.

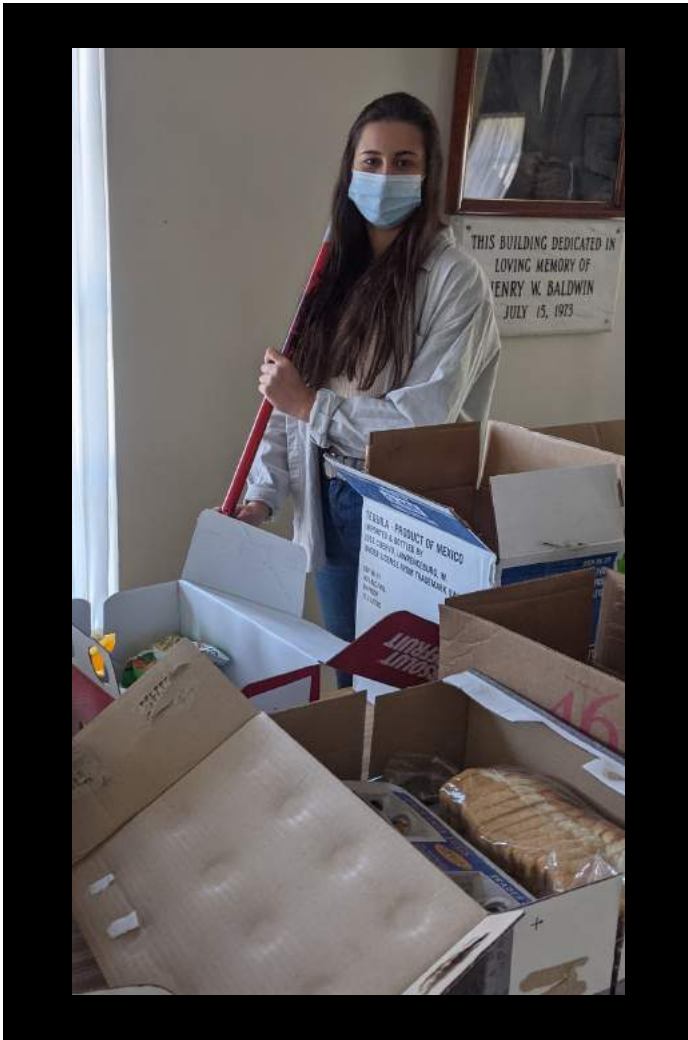
We were ecstatic when J.J. joined the Student Leadership Group for the 2020-2021 school year, having shown us how deeply he cares about the Northside community and making a positive impact during his time as a student. He took on the complex task of creating a space for intergenerational conversation. After reaching out to community leaders Quinton Harper at Inter-Faith Council and Christine Abernathy at Habitat for Humanity for support in organizing a community panel, J.J. ended up joining Living Legends, a program that empowers high school students to become the next generation of grassroots leaders. He used these connections to organize our very first virtual Community Unity panel, featuring three long-term residents who talked about their experiences living alongside students before, during, and after the pandemic.

BELOW IS A PORTION OF HIS REFLECTION ON HIS JOURNEY AT THE JACKSON CENTER.

*“Being involved with the Marian Cheek Jackson Center has had a profound impact on my undergraduate experience. The MCJC has allowed me to find a **community that empowers me as an individual**. By providing me with an outlet to help others, I have found a passion to serve and a purpose in the Chapel Hill community outside of academics. Originally, I joined the MCJC as a Community Service Partner through an APPLES Service Learning Course and was quickly captivated by the organization and the community it serves. Despite my time as an APPLES Community Service Partner being unfortunately cut short by COVID-19, the Jackson Center had already captured my dedication to community service. Through the pandemic I continued to work with Heavenly Groceries, delivering boxes of food to neighbors in Northside and Pine Knolls. As my service continued I was soon asked to join the Student Leadership Group at the beginning of the 2020 fall semester, which I gratefully accepted. As a*

member of the SLG I have found the confidence and support to take on larger community outreach projects. Currently, I am planning a community panel event to bridge a communication gap in the community as it looks to turn the corner of the COVID-19 pandemic. This event has been a massive undertaking I would not have been able to pull off without the Jackson Center. The Jackson Center has truly transformed my UNC experience. Not only have I found a new appreciation for the Chapel Hill-Carrboro community, but I have also grown incredibly as a student, advocate, and professional thanks to the Marian Cheek Jackson Center. The growth I have experienced through the Jackson Center has manifested a new sense of confidence to reach out and connect with all different communities and individuals of different backgrounds. I am able to organize more effectively, communicate more efficiently, and advocate with more confidence and determination.”

STUDENT FEATURE



Bergen

Murray is a rising Sophomore who began volunteering at the Jackson Center in the fall as part of a service-learning course. She continued volunteering with us past the end of the course, and also joined our Student Leadership Group in the spring. She has deepened her engagement with our work in several ways, from training other service partners to organizing a successful fundraising event. We are excited to continue to facilitate her growth as a student leader in Northside!

HERE IS A REFLECTION OF HER TIME AT THE JACKSON CENTER:

"Since returning to volunteer for this second semester, I joined the Student Leadership Group for the Jackson Center that allowed me to become even more involved in the community service I had previously completed. I was able to help organize the auction of two handmade quilts for Black History Month, raising over \$850 for the Jackson Center and most recently, I have begun to lead the Wednesday afternoon food packing shift!

*My work at the Jackson Center has provided me with some **perspective on the greater Chapel Hill community**, helping me to understand that there is a lot more to the city than the UNC campus. Much of the*

*African-American community in Chapel Hill has become disenfranchised over the years as UNC students have begun to move into the Northside neighborhood. By volunteering at the Jackson Center, I feel that I have been able to give back, even if it is only to a small degree, and it has helped me feel better about my role as a student at UNC who may be indirectly contributing to much of the disenfranchisement of the black community in Chapel Hill and Carrboro. My volunteer work at the Jackson Center has become one of the **most rewarding and enjoyable parts of my week** and I can only hope to further my involvement with the non-profit through my years at UNC."*

2021-2022 GOALS

RECRUIT, TRAIN, AND CULTIVATE A COHORT OF STUDENTS TO CONDUCT ORAL HISTORY INTERVIEWS WITH NORTHSIDE RESIDENTS IN ORDER TO COMPLETE OUR TEACHERS, ARTISANS, AND ENTREPRENEURS PUBLIC HISTORY PROJECT, FURTHER PRESERVING THE HISTORY OF BLACK FOLK IN SOUTHERN ORANGE COUNTY.

RENEW THE PORCH REVIVAL TOUR TO CONNECT OVER 200 STUDENT AND LONG-TERM RESIDENTS AT MONTHLY POP-UP PORCH PARTIES THROUGHOUT THE SCHOOL YEAR.

INTENTIONALLY BUILD 5 NEW PARTNERSHIPS WITH STUDENT ORGANIZATIONS WHOSE MEMBERS ARE PRIMARILY PEOPLE OF COLOR.

BUILD A TEAM OF STUDENT ADVOCATES WHO WORK ALONGSIDE NORTHSIDE LEADERS IN PURSUING SYSTEMIC POLICY CHANGES TO INEQUITABLE PROPERTY VALUATIONS.

HOST SERVICE PARTNER APPRECIATION EVENTS IN FALL AND SPRING SEMESTERS TO HONOR THE THOUSANDS OF STUDENT ENGAGEMENT HOURS COMPLETED ANNUALLY.

COMPLETE THE THIRD ITERATION OF THE NORTHSIDE CENSUS THROUGH BOOTS ON THE GROUND DATA COLLECTION.

EMPOWER STUDENT-LED STEWARDSHIP THAT RESULTS IN RAISING \$9,000 TO SUPPORT ONGOING COMMUNITY JUSTICE IN NORTHSIDE, PINE KNOLLS, AND TIN-TOP.

INCREASE STUDENT INVOLVEMENT IN JACKSON CENTER ELDERCARE INITIATIVES BY 20%

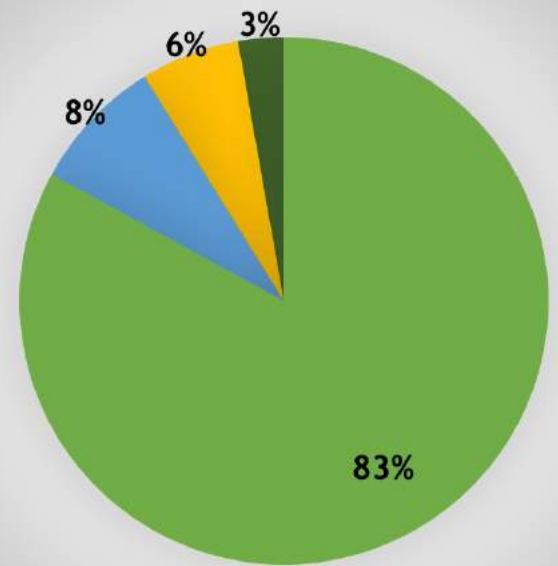
INCREASE OUTPUT OF PUBLIC HEALTH COMMUNICATION AND COLLABORATIVE NEIGHBORHOOD LEVEL PROJECTS WITH STUDENTS FROM THE GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH IN ORDER TO SECURE POSITIVE PUBLIC HEALTH OUTCOMES FOR LONG-TERM RESIDENTS AND STUDENTS LIVING IN NORTHSIDE, PINE KNOLLS, AND TIN-TOP.

PROUDLY SHARE MULTIPLE YEARS OF CAROLINA EXCELLENCY EVALUATION DATA AND THE MCJC STUDENT ENGAGEMENT MODEL WITH THE BROADER COMMUNITY.

JACKSON CENTER STUDENT ENGAGEMENT & OFF-CAMPUS SUPPORT PROGRAM EXPENSES

Expenses	UNC Contract Funds	Other Funding Sources	Total Program Expenses
Program Personnel: High Impact Learning: Service Placements & Support	\$24,026	\$28,921	\$52,947
Program Personnel: Off Campus Housing & Student Education Program	\$14,789	\$20,630	\$35,419
Program Personnel: Impact Analysis	\$2,670	\$2,307	\$4,977
Student Engagement Fellows Program	\$4,104	\$2,736	\$6,840
Program & Event Supplies	\$2,404	\$2,738	\$5,142
Software & Online Services	\$615	\$602	\$1,217
Contract Services: Data & Consulting	--	\$750	\$750
Printing & Communications	\$1,392	\$2,481	\$3,873
Program % of Operations & Facilities Costs	--	\$2,636	\$2,636
Training & Professional Dev.	--	\$63	\$63
Insurance	--	\$215	\$215
Other	--	\$450	\$450
Total:	\$50,000	\$64,529	\$114,529

UNC CONTRACT EXPENSES



- Program Personnel
- Student Fellows
- Supplies and Software
- Printing and Copying

JACKSON CENTER SERVICE MODEL

CONNECT

Students introduced to the neighborhood through direct service.

- Service partner orientation and Northside History Soundwalk
- Service partner volunteering
- Good Neighbor Initiative outreach
- Northside News distribution

DISCOVER

Students foster in-depth knowledge, skill development, and relationships with community.

- Course Partnerships
- Teaching and Training
- Critical project leadership

TRANSFORM

Application of knowledge through lived experience.

- Multi-year service partner leadership
- Student Leadership Group
- Student Summer Fellowships
- Senior Fellowships