

# ANNUAL REPORT: STUDENT SERVICE & ENGAGEMENT 2017-2018

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THE MARIAN CHEEK JACKSON CENTER

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# TABLE OF CONTENTS

## 03 A Year in Review: Moving Beyond Students in Service to Neighbors in Action

- Reflection from Associate Director George Barrett
- 2017-2018 Accomplished Goals and By the Numbers
- Deepening Our Model

## 06 Carolina Excellence: Recognizes student engagement across three prioritized dimensions:

- Dynamic Learning
- Community Engagement
- Personal Growth

## 17 2018-2019 Goals

## 18 Impact: Showcases an array of statements from student exit interviews that characterize the nature and significant impact of the work.

- Impact Quotes
- Student Spotlight: Aly Peeler
- Photo Collage

### Appendices:

- A) Program Expenses
- B) Completed Scope of Services

"IT IS A BEAUTIFUL THING TO READ ABOUT BELOVED COMMUNITY, TALK ABOUT IT AMONG FRIENDS AND FAMILY, DISCUSS IT IN THE CLASSROOM, BUT BEING ABLE TO WITNESS IT IN ACTION, TO COMMIT TO IT, AND TO ENACT IT IS SOMETHING ELSE. THAT'S INCREDIBLY SPECIAL."

-ALUM '18, FOLKLORE



"THE JACKSON CENTER MADE CHAPEL HILL FEEL LIKE 'HOME,' RATHER THAN JUST A PLACE WHERE I GO TO SCHOOL."

-SENIOR, POLITICAL SCIENCE



"IN 2017-2018, WE SAW STUDENTS SHIFT FROM BEING STUDENTS IN SERVICE TO BEING NEIGHBORS IN ACTION."



## ANNUAL REFLECTION:

In 2017-2018 we saw students across Northside, Pine Knolls, and Tin-Top shift from being students in service to being neighbors in action! These transformations were the result of refining systems and partnership opportunities and restructuring programs to align with our annual goals. This year we expanded and concentrated engagement with the effect of increasing the number of students who have some experience in Northside and deepening the experience of those students willing to commit to short- or longer-term involvement. This reflects a leaner and meaner approach that focuses on more intentional recruitment and direct cultivation of students, classes, and organizations. As you will see, this shift is exemplified in everything from how we changed student service partners' role in distribution of the Northside News to how we cultivated the initiative of the Northside Student Leadership Group.

Similarly, we have strengthened reflective engagement. In one course partnership, students produced digital essays that encompassed listening, service, and discovery. One exceptional project showed the fruit of leadership dedicated to deepening the experience of students who serve at the St. Joseph Food Ministry, Heavenly Groceries/Comida Celestial. Yes, doing food pick-ups, sorting food, and "manning" stations at this unique, daily perishable food distribution site is necessary and welcome. But Heavenly Groceries is a kind of microcosm of Northside. It dramatizes the networks of care, intersections between faith and social justice, commitment, collaboration, great hospitality, and good humour that have long sustained Northside. As the elderly volunteers from St. Joseph we call the Guardians of Heavenly Groceries always say: it's not just about the food. Students from this course dug in. They showed up 2-3 times/week, working alongside the Guardians regularly, and in moments when they weren't needed to hand out tomatoes or bananas, they spent their time listening instead. In the end, they created "Dishing it Up at Heavenly Groceries," a digital humanities project that used photos, poetry, video and other digital technologies to capture the full sensory experience of Heavenly Groceries-- the sights, sounds, and smells-- as well as its ethics, process, and spirit. Their project shows how working with neighbors can mean being welcomed by them with loving and open arms. "Dishing it Up" is a wonderful example of how much students can learn through deeply engaged service. For this, it has now become a teaching tool to further orient student service partners to the riches that await if they are willing to go "below the surface."

This year's report will witness the power of the UNC student body to honor, renew, build, and share the abundance of this community across programming areas and to the power of Northside community to transform student service partners educational experience in kind.

**George Barrett**  
Associate Director



# A YEAR IN REVIEW



## 2017-2018 GOALS

- ✓ Increase retention of student service partners from Fall 2017-Spring 2018
- ✓ Assume greater responsibility for educating students in course partnerships about the history and culture of Northside and ethics of participation
- ✓ Expand service partner orientations, trainings, and general service opportunities to include more direct engagement with community history and contexts of ongoing labor and housing struggles
- ✓ Solidify Late Night Neighborhood Advocacy as a follow up to the Good Neighbor Initiative
- ✓ Continue small neighborhood gatherings with primary leadership from the Student Leadership group and Northside student residents
- ✓ Develop intentional partnerships with UNC organizations and departments that go beyond student living experience, e.g. intergenerational housing and social entrepreneurship
- ✓ Sustain student representation in Community Compass Group
- ✓ Expand student leadership opportunities in the Jackson Center including in the areas of social media, event planning and support, and education
- 🏃 Coordinate with student rental landlords on support for tenant service projects
- 🏃 Establish two intentional student learning/service houses in Northside

## BY THE NUMBERS

- Increase in retention rate of service partners: **30%**
- Pop-up/porch party attendees: **240**
- Soundwalk/orientation participants: **745**
- Total student service hours: **4,771**
- Students reached through Good Neighbor Initiative Strategies: **3,000+**
- Students reached through Jackson Center targeted engagement efforts: **3,437**





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# DEEPENING OUR MODEL

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## 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**

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## Discover:

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

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

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## Transform:

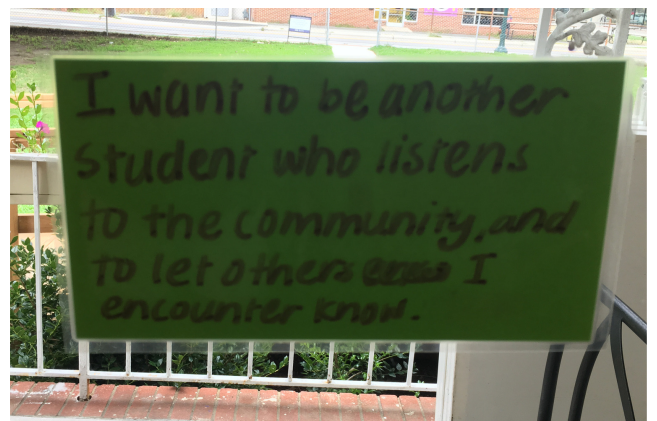
Application of knowledge through lived experience.

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

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"JACKSON CENTER STAFF PUSH MY STUDENTS TO THINK DEEPER ABOUT FOOD JUSTICE AND RACIAL EQUITY ISSUES...IT'S NOT JUST A PLACEMENT WHERE STUDENTS COME AND SPEND A FEW HOURS VOLUNTEERING. THEY ARE DEEPLY ENGAGED."

- PROF. MOLLY DEMARCO





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# DYNAMIC LEARNING

Dynamic Learning is the pipeline to student immersive experiences in Northside/Pine Knolls and Tin Top. The Jackson Center is rooted in dynamic and ethnographic, participatory learning across multiple lines of difference. This year the Jackson Center utilized the experience of over a decade of collaboration with the community to focus on deepening consistent partnerships with UNC faculty who, through co-educational relationships over several years, have become our University neighbors. In turn, Jackson Center staff have worked more closely with faculty partners to develop projects that are more fully integrated into both course objectives and the Jackson Center's mission, conferring more extensively with faculty in advance of course offerings, participating in classroom sessions, serving as site-based mentors, and presenting for APPLES affiliated faculty. This shift yielded a 30% retention rate of student service partners from Fall to Spring semester and stepped up the Jackson Center's role as co-educators in active, community-based learning.

Several teams of students took the extra step to invest in immersive community including:



1) An ongoing series of student resident-hosted events based on vital traditions of porch fellowship



2) The launch of the MCJC Oral History Trust, enabled by developing professional accession skills and engaging neighbors for feedback on the user-friendly interface



3) A food-gleaning initiative, "Heavenly Bags" that draws on neighbors commitment to supporting neighbors in need and provides for long-term sustainability

## 2017-2018 COURSE PARTNERS

Nutrition 245, Sustainable, Local Food Systems: Intersection of Local Food Systems and Public Health, Prof. Molly De Marco

English 271, Mixed Race America, Prof. Laura Broom

Sociology 273, Social and Economic Justice, Prof. Anna Hastings

Communication Studies 262H, Performance and Culture, Prof. Della Pollock

Global Studies 401, Paradigms of Development and Social Change, Prof. Michal Osterweil

Global Studies 382, APPLES Global Course Guanajuato, Prof. Hannah Gil

**"WORKING IN NORTHSIDE HELPED ME KEEP AN EYE ON PRACTICAL APPLICATIONS FOR WHAT I WAS LEARNING IN THE CLASSROOM."  
-SENIOR, PSYCHOLOGY AND WOMEN & GENDER STUDIES**

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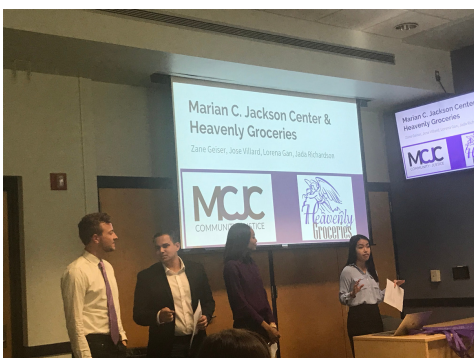
# TEACHING & TRAINING

In 2017-2018, the Jackson Center took up over a dozen opportunities to share out its unique approach to abundance-based community development and to draw students into collaboration. We were fortunate to be able to host organizations and course groups (APPLES, Black Student Movement, 6 classes from Global Studies to DCRP, Center for Public Service Thorp Leadership Fellows, CPAR students and faculty) in immersive workshops in Northside and to facilitate skills-based workshops for UNC graduate and undergraduate students on campus.

For the third consecutive year, we partnered with UNC School of Social Work: Tools for Financial Coaching course to enable students who also serve as advocates at the Community Empowerment Fund (CEF), to supplement their work with individuals transitioning out of homelessness with oral history and listening skills, and strengths-based approach to clients.

We continued our deep partnership with APPLES Service Learning and the Campus Y through service partner orientations with Campus Y Global Gap Year Fellows in July and APPLES First Year Service Core in January, focusing on ethical and sustainable engagement in communities. In August, we enjoyed our fifth consecutive opportunity to host a service day at Heavenly Groceries for students with the Apples Service Learning Initiative. In October, we worked with 30 M.A. students from the UNC Department in City and Regional Planning to create a site plan analysis of a large future development property adjacent to the neighborhood that will inform community planning.

The MCJC has a longstanding commitment to a k-12 curriculum in oral, local, and civil rights history that, this year, we got to share with UNC students. Members of the Black Student Movement hosted UNC alum and Director of Education and Communications and two other members of our staff in a series of oral history-based workshops on local civil rights action. In all, our workshops reached hundreds of UNC students and deepened the connections between their coursework and our community-based work.



**"PARTNERING WITH THE JACKSON CENTER HAS CREATED AN OPPORTUNITY FOR STUDENTS TO LEARN MORE HOLISTICALLY ABOUT ISSUES OF RACE, HISTORY, IDENTITY, AND COMMUNITY.**

**-PROF. LAURA BROOM**



# SPEARHEADING COMPLETION OF CRITICAL PROJECTS

## ORAL HISTORY TRUST

In 2017-2018 students completed 350 hours of processing Oral Histories in order to launch the new Jackson Center Oral History Trust, a community archive of over 200 oral histories on a sophisticated Omeka platform ([www.archives.jacksoncenter.info](http://www.archives.jacksoncenter.info)). The Trust is part of not only preserving but mobilizing Northside history. It ensures that extraordinary accounts of everyday leadership, struggle, and triumph in the University's home community are part of an inclusive, living history of change. Students received professional training, support, and feedback from staff and community mentors.

MARIAN CHEEK JACKSON  
CENTER ORAL HISTORY TRUST

Home People Items Collections Exhibits About Resources



Ruby Farrington (right) and Arthur B. Simons (left) lead a sit-in that paralyzes Franklin Street on February 8, 1964.

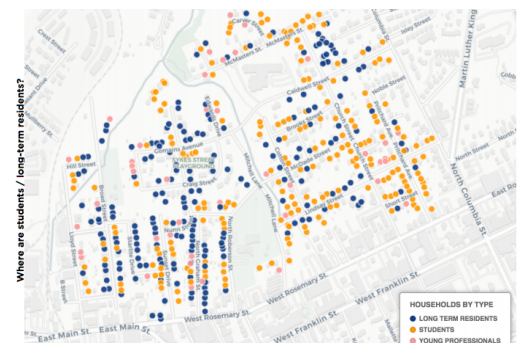
Ruby Farrington (right) and Arthur B. Simons (left) lead a sit-in that paralyzes Franklin Street on February 8, 1964. Ruby and Arthur moved together to Boston, where they were married in 1965; (marriage was still illegal in NC at the time). [Learn more](#)

**“WHAT I’VE LEARNED GROWING UP IN CHAPEL HILL AND EVEN IN MY EARLY YEARS AT UNC IS THAT THE TRUTH OF THE LIVES OF NORTHSIDE RESIDENTS HAS BEEN WHITEWASHED. THE JACKSON CENTER CREATES A SPACE FOR DEEPER INVOLVEMENT WITH THESE COMMUNITIES TO HEAR THEIR STORIES AND TO DEVELOP A DEEPER UNDERSTANDING OF THE SPACE WE AS STUDENTS OCCUPY, AND HOW WE CAN USE OUR PRIVILEGE IN MORE FORMATIVE AND MEANINGFUL WAYS.”**

**-SOPHOMORE, HEALTH POLICY & MANAGEMENT**

## THE NORTHSIDE CENSUS

Demographic maps and data developed by the Center have been critical to the partnership of the town, University, and community in the Northside Neighborhood Initiative, now considered a model for similar communities across the country. In 2017, it became clear that we needed baseline demographics to analyze student housing patterns. Over the past year and a half, with the support of an application specifically designed for the purpose, 20 students engaged in more than 375 hours of census data collection. Using best practices for community engagement they surveyed 549 households (90% of homes in Northside). Jackson Center staff and the community Compass Group have already begun to use the census to strategize engagement efforts based on the census data, such as improving outreach in areas where student knowledge of the Jackson Center and neighborhood history is especially low and siting opportunities for student living/learning communities. The census will provide invaluable information for years to come.





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# COMMUNITY ENGAGEMENT

**“What has sustained this community is the cohesiveness of brothers and sisters working together.”—Rev Troy Harrison, MLK Day Address, 2009.**

Students provide innumerable forms of direct service in Northside. They do home repairs, develop critical data, distribute food daily to the patrons of Heavenly Groceries. They work with neighbors across multiple lines of difference to create and sustain community. More important, they recognize and celebrate each other as brothers and sisters. Students engage with community perhaps most powerfully at events that they have planned, supported, hosted, and enjoyed, events that honor the rare abundance of community in Northside of which they are now a part.

## NORTHSIDE FESTIVAL

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The Jackson Center draws its vision of “Beloved Community,” from Dr. Martin Luther King’s claims for a world of inspired reconciliation. At the 2018 Northside Festival, we got a glimpse of this vision in action. Over 500 residents, service partners, and friends took over lawns of St. Joseph C.M.E. and the Jackson Center and filled W. Rosemary Street (between N. Roberson and N. Graham) on April 28, 2018. Together, we celebrated the history, legacy, and future of Northside, Pine Knolls, and Tin-Top.

One service partner reflected on her experience of beloved community at the festival in this way:



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**“THANK YOU ALL FOR PUTTING THE FESTIVAL TOGETHER, IT WAS AMAZING! EVERYONE I INVITED SAID THAT IT WAS THE BEST THING THAT THEY SAW HAPPENING AROUND TOWN IN A VERY LONG TIME, POSSIBLY EVER. ONE NEIGHBOR GOT EMOTIONAL AND TOLD ME HOW SHE WISHED THIS WAS GOING ON IN EVERY COMMUNITY ACROSS AMERICA... THAT WAS BEAUTIFUL.”**

**– 2018 SERVICE PARTNER**

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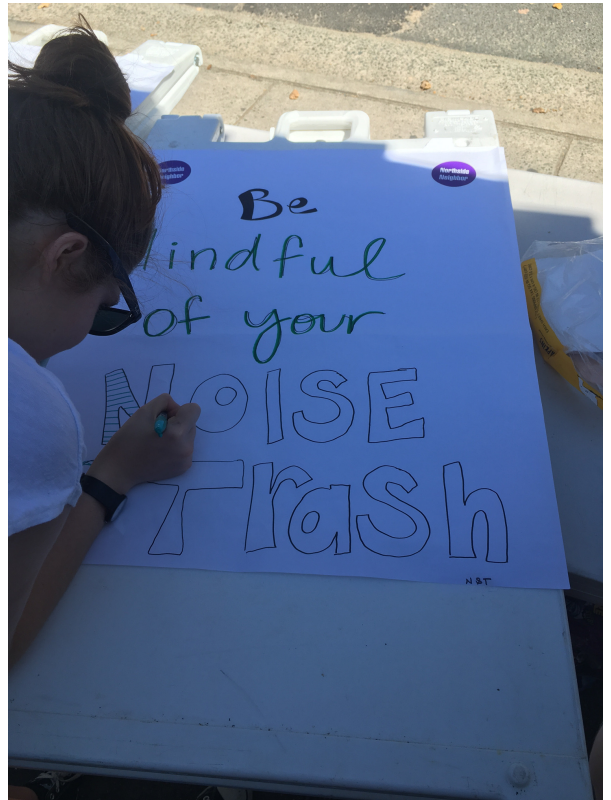
**"WHEN I LOOK BACK ON THE NORTHSIDE FESTIVAL, I'M REMINDED OF THE IMPORTANCE OF AUTHENTIC COMMUNITY AND OF THE RESILIENCE OF THE BLACK COMMUNITY HERE IN CHAPEL HILL." -PHD CANDIDATE, EDUCATION**



**Community Engagement Event #'s:**

- 15+ Events engaging students and long-term residents
- 1440 members of our intergenerational community in attendance
- 190 intergenerational service partners volunteer for events
- 13 UNC organizations and departments involved, including five multi-year partnerships





## GOOD NEIGHBOR INITIATIVE

The Fall of 2017 saw another successful year of the Good Neighbor Initiative. One of the Jackson Center Fellows helped mobilize over 100 student and community volunteers to participate in the Good Neighbor Walk-Around in August, which continued to expand to additional neighborhoods. And over 300 intergenerational members of the community flocked to the Hargraves Community Center in September for the Neighborhood Night Out Block Party, with a half-dozen Jackson Center staff and interns involved in partnership and organization of this annual event.

This year also marked the second year of a multi-partnership neighborhood advocacy and student wellness initiative now known as GNI NEAT (Neighborhood Education and Advocacy Team). Six times throughout the academic year, representatives from the Jackson Center, Downtown Partnership, UNC Student Wellness, UNC Student Legal Services, and the Chapel Hill Police Department, handed out bottles of water and peanut butter and jelly sandwiches, meeting students literally where they were and supplementing print and digital information with direct, personal contact. NEAT representatives interacted with over 2,000 students throughout the year, reminding them about noise and trash ordinances and, more importantly, letting them know something of what it means to live in consideration of long-time neighbors.

**"The growth of the Neighborhood Education and Advocacy Team, to include more campus and local partners and greater emphasis on high risk nights through the academic year, is reflective of our community's intentionality and commitment towards addressing neighborhood concerns. The NEAT initiative sends a clear message that we care about noise, trash, and parking and also students' health and wellbeing while they are out socializing. The receptions of students to the program has been fantastic. They genuinely appreciate the volunteers being there in the community to promote safety and good neighbor practices."**

**- Aaron Bachenheimer, Executive Director, Off-Campus Student Life and Community Partnerships**



# PORCH REVIVAL TOUR

**"THE IMMEDIATE BENEFIT OF ENGAGING WITH THE JACKSON CENTER WAS BUILDING COMMUNITY IN A WAY THAT GOES BEYOND THE UNIVERSITY. BY BECOMING A PART OF THE JACKSON CENTER, ONE IS ABLE TO SEE CHAPEL HILL IN A DIFFERENT LIGHT. WHAT MAKES CHAPEL HILL SO WELCOMING AND WARM AS A TOWN ISN'T THE TAR HEEL SPIRIT, IT'S THE OPEN ARMS AND KIND FACES OF THE LIFELONG RESIDENTS."**

**-SENIOR, POLITICAL SCIENCE**

History happens on front porches across Northside, Pine Knolls, and Tin-Top. Neighbors describe the porch as a restorative space where residents share life history, welcome new neighbors, and celebrate home. They also describe it as a place of inspired action, where teenagers plotted civil rights protests and the community's most esteemed educators mentored local youth. 2017-2018 was a year of renewing the bonds of community through student leadership and the creation of the Porch Revival Tour!

Over the past two years, pop-up cookouts and "hot cocoa on the porch" events (described more fully in the 2016-2017 report) have been successful student engagement strategies at which students connect with neighbors on their block and are then invited to larger neighborhood celebration events such as the Good Neighbor Initiative or the Jackson Center Holiday Party. This year members of the Northside Student Leadership Group took the success of our "pop ups" up a notch. They launched the Porch Revival Tour--an annual series of monthly Friday evening gatherings during which one or more residents host neighbors on their porch, lawn, and/or favorite outdoor space.

Our student leaders did the groundwork for this new initiative. They explored porch culture in Northside, polling neighbors on interest and devised strategies for implementation. They also piloted the program and secured grant funds to support sustainability. A grant secured by the Student Leadership Group has enabled eager neighbors to host five porch parties since as recently as April 2018. The Student Leadership Group will continue to support the Porch Revival Tour, actualizing a longstanding but dormant tradition, honoring residents' wishes to enjoy fellowship with neighbors new and old, and renewing social networks that are at the heart of the community.



# COMMUNITY CELEBRATIONS

## HOLIDAY PARTY

Every year, the holiday party is a joyous occasion at the Jackson Center. This year, we welcomed over 150 neighbors into our small office for dinner, song, and celebration of a year of loss and love. Over a dozen students not only helped recruit, clean, decorate, set-up, pick up food, serve, and host but also modeled lively connection with neighbors with whom they had worked in other capacities. In preceding weeks, student service partners added critical capacity to our winter mailing campaign, stuffing over 400 letters with invitations to the holiday party. The party is also a time when past student service partners and leaders return to celebrate the holidays with neighbors they might not have seen for some time. It is a blessed reunion that depends on and reveals the depth of student investment.



## TINY HOME GATHERING

In October, we enjoyed a fund- and friend-raiser for the new “tiny-plex” in the heart of Northside. Developed in partnership with Pee Wee Homes and Orange Habitat, the ingenious duo of tiny homes (350 square feet each) is permanently affordable at \$250/unit per month. As always, the generosity of student service partners to support the event was critical. Committed students partnered to set-up/break down the event, serve food, and facilitate community-based stewardship. Two student service partners, Xzavian Carter and Joyce Yao, took the opportunity to write reflections on their experience for what would become the Jackson Center blog post, “Tiny Celebration, Big Community” ([www.jacksoncenter.tumblr.com](http://www.jacksoncenter.tumblr.com)). Joyce had this to say about her experience:



**"I AM THANKFUL FOR THESE REMINDERS OF THE STRONG CONNECTIONS BETWEEN THE COMMUNITY AND THE JACKSON CENTER, CEF, AND OTHER IMPACTFUL NONPROFITS IN THE CHAPEL HILL AREA THAT ARE WORKING TO PRESERVE AND UPLIFT THE VALUE OF A COMMUNITY OF COMPASSION AND SOLIDARITY...WORKING WITH THE JACKSON CENTER HAS MADE ALL OF THE MACRO-WORK MORE PERSONAL...WHEN YOU CAN PUT A FACE TO AN ISSUE YOU'RE READING ABOUT, YOU FEEL A GREATER SENSE OF INVESTMENT."**     -JOYCE YAO, SOPHOMORE



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# PERSONAL GROWTH

## STUDENT LEADERSHIP GROUP

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The Student Leadership Group (SLG) are student neighbors and service partners dedicated to realizing and sustaining the power of the UNC Student Body to connect, engage, and mobilize shared interests of Northside Neighbors.

2017-2018 was a year of focused action! The students who make up the SLG rose in leadership through deeper investment in the history, values, and struggle of Northside/Pine Knolls community members. They used their creativity and social networks to engage other members of the UNC student body in realizing neighbors vision for life in Northside. Meeting several times per month in coordination with Jackson Center staff, these students mobilized the following highlights:



- **Turning the corner on living/learning houses:** With a seed grant for \$1500 from the Bryan Fellowship/Campus Y, students planned for a much anticipated, dedicated community engagement house in Northside.
- **Neighborhood Direction Setting:** Two student tenants took charge to join the Community Compass Group, the group of residents from every block in the Northside, Pine Knolls, and Tin-Top who strategize how to retain elders and balance an investor-driven market. SLG students also presented ideas at Compass Group meetings to develop student-led projects.

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**"AS A STUDENT NEIGHBOR, I FELT EXTREMELY WELCOMED BY THE NORTHSIDE COMMUNITY AND ENCOURAGED TO JOIN IN COMMUNITY ORGANIZING SIDE-BY-SIDE WITH LIFELONG RESIDENTS. FEELING LIKE I WAS WORKING TOWARD THE SAME GOALS AS MY NEIGHBORS DESPITE OUR DIFFERENCES MADE ME BELIEVE IN THE POWER AND STRENGTH OF THIS COMMUNITY TO FACE THE MANY AND DIVERSE CHALLENGES TOGETHER." - SLG MEMBER LEAH BALKOSKI**

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- **Student Stewards:** The student leadership group took the lead on organizing the major fundraising event "Northside Students Got Talent"- featuring student bands with roots in Northside, anticipating at least two more fund/friend-raisers this year. They also created the Porch Revival Tour!
  - **Old-school communication:** Student leaders worked with fourth-generation resident Kathy Atwater to optimize social networks and neighbors preferences for direct communication by developing a phone-tree that will quickly connect over 850 households.
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# SERVICE PARTNER STRATEGIES

Our long-term student partners, including those who have come back to work at the Jackson Center after graduation, have credited these strategies-- and the people and histories they learned as a result-- for their ongoing investment.

- **Service Partner Orientation:** All students involved in service work in Northside now participate in a 3-hour training and orientation led by several Jackson Center staff members. This orientation includes a historical introduction, reflexive listening, dialogue about the meaning of service in the context of community, and critical writing.
- **Welcome strategies and block gatherings:** We have shifted focus throughout the year to block-by-block engagement, starting with a series of welcome parties and efforts to introduce student neighbors to the residents and histories directly surrounding them.



- **History Education:** Over 575 students utilized the Northside Soundwalk this year and over 100 came on Northside tours, allowing them to hear the history beneath their feet and reflect on the meaning of change in the community and their role and responsibilities in this change.
- **Broad-based communication:** Our monthly Northside News and weekly Better Impact volunteer emails ensure all student residents and service partner volunteers are up-to-date about all relevant off-campus information, events, and service opportunities. These communications reach hundreds of students weekly and over 2,000 each month.



**"I CAME INTO THE JACKSON CENTER EXPECTING TO SIMPLY CONTRIBUTE THROUGH MY TIME AND ENERGY, BUT IN REALITY I RECEIVED SO MUCH IN RETURN AND THEN SOME. I REALLY CANNOT EXPRESS HOW GRATEFUL I AM TO BE PART OF SUCH A BEAUTIFUL AND DYNAMIC SPACE/COMMUNITY."** -NAOMI ROBALINO,

ALUM '17 AND SLG COORDINATOR '17-'18

- **Structured engagement to build peer & community relationships:** This year we changed our model from ad hoc service partner recruitment to the development of service teams. Northside News distribution is an example: Consisting of a dozen neighbors and service partners, each committed to a delivery route, teams visit the same neighbors each month, and wear down a pathway of deeper and refreshed connection as a fellow neighbor. This team approach has proven an attractive way to increase service partner retention and capacity: delivery team members come back to the Center with stories. They volunteer for other activities. And they seem lit up with the responsibility of belonging to Northside.



# STUDENT FELLOWS

## 2018 SUMMER ENGAGEMENT FELLOWS

This summer marks the third year of the Jackson Center Summer Fellowship program. The MCJC Fellows are paid a modest stipend for 10 weeks at 32 hours/week of program leadership. In the spring of 2018, we selected new Summer Fellows from our largest, most diverse pool of applicants; applications more than doubled from 2017. The fellows selected are taking significant ownership of projects that require and honor student perspectives. These include the Good Neighbor Initiative (developed in partnership with the Office of Off Campus Student Life and Community Partnerships at UNC), two student intentional, living/learning houses to be launched in the fall of 2018, oral histories accessioning into our recently launch trust, mobilization of the porch revival tours, and pilot development of a co-generational eldercare housing plan --including funding, student community agreements, and research on comparable models, in collaboration with Charles House and UNC Partnerships in Aging.

**"THE JACKSON CENTER DEEPENED MY UNC EXPERIENCE AND PUSHED ME TO UNDERSTAND THE COMMUNITIES SURROUNDING THE UNIVERSITY."**

**-2017 SUMMER FELLOW**



ALY PEELER:  
SENIOR, GLOBAL  
STUDIES



ADELE  
HENDERSON:  
2ND YEAR MPH,  
HEALTH  
BEHAVIOR



KALYLN WILSON  
2ND YEAR,  
MASTERS OF  
SOCIAL WORK



KARI HILL,  
SENIOR, HISPANIC  
LITERATURE &  
CULTURE

## 2017-2018 BONNER LEADERS

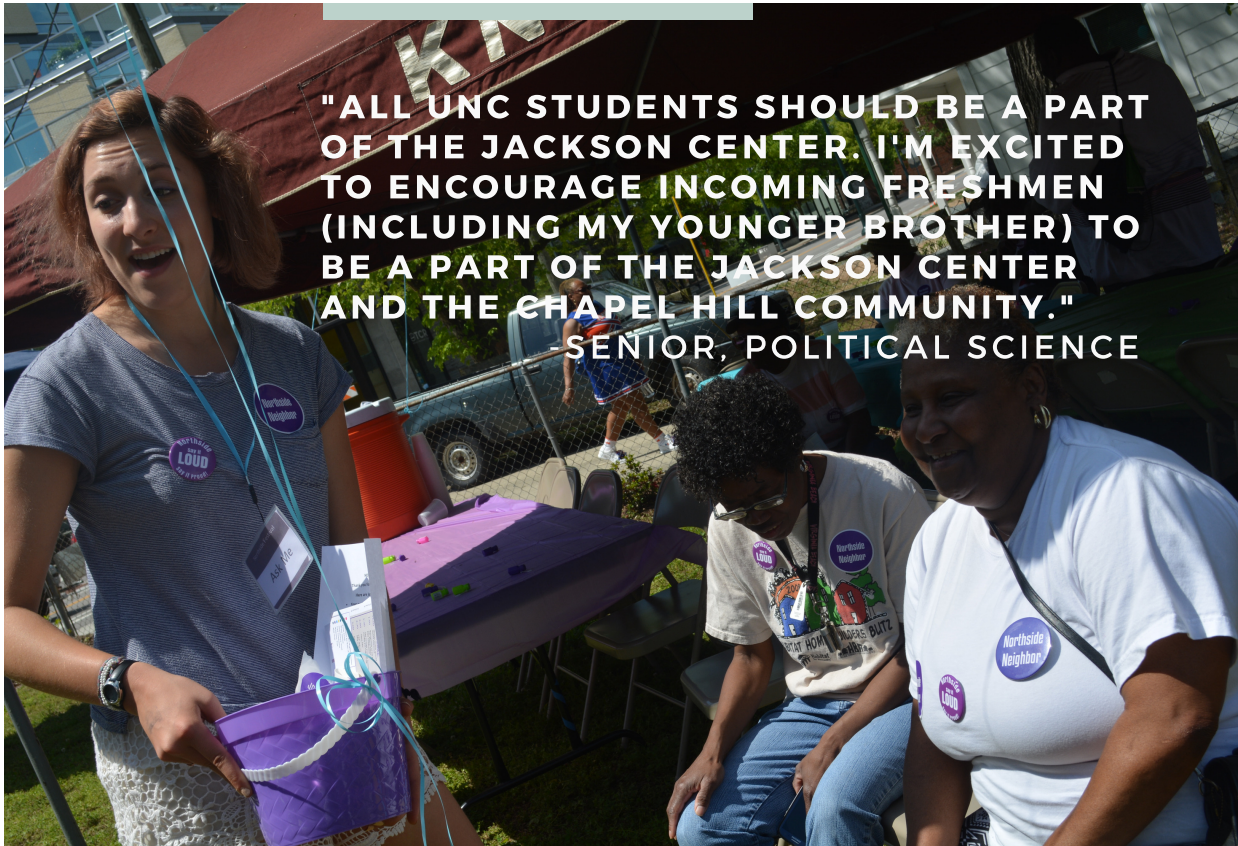
Bonner leaders are essential to fulfilling the mission of the Jackson Center, and the Jackson Center has hosted more Bonner Leaders than any other local organization. As work study students placed at non-profit organizations for four years, Bonner leaders rise in experience from doing direct service their first year to managing essential programs and adding to organizational capacity during their senior year. This past year, the Jackson Center enjoyed leadership contributions from four Bonner leaders across program areas. MCJC Associate Director, George Barrett, offered these comments in recognition of our 2018 seniors, Destinie Pittman and Alexander Peebles:

In Alexander's second year he wrote a Letter of Inquiry to the Oak Foundation that yielded a \$40,000 award enabling Heavenly Groceries Food Ministry to purchase a new van. In his senior year he played a critical role in managing our volunteer system as well as primary coordination of post-home repair satisfaction surveys, organizing these meetings with care, patience, and persistence.

Organizing your closet can be a daunting task, let alone an Oral History archive of over 200 interviews! Destinie has dedicated four years to the management and sustainability of the Jackson Center Oral History Trust. Her role has been essential to the launch of the online Oral History Trust!

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# 2018-2019 GOALS



- 1) Increase retention rate of student service partners from Fall to Spring semester to 50%
- 2) Pilot and evaluate the first two intentional student learning/service houses
- 3) Restructure all Jackson Center Service Partner activities from ad hoc recruitment to service teams in order to further increase service partner retention and capacity.
- 4) Double the amount of small neighborhood gatherings through the Porch Revival Tour
- 5) Increase student stewardship, mobilizing over \$5,000 for student-led community engagement efforts
- 6) Utilize neighborhood phone tree to increase resident turnout at community gatherings and local policy meetings affecting Northside, Pine Knolls, and Tin-Top.
- 7) Continue to engage students in creative opportunities across program areas in collaboration with Jackson Center staff and neighbors
- 8) Enhance leadership of Bonners and Fellows to add critical capacity to service partner, education, and home repair programs
- 9) Incorporate UNC Learning Outcomes into ongoing assessment of Jackson Center student engagement programming, with a special focus on evaluating service partner participation, course partnerships, and the Student Leadership Group



# IMPACT

**"IT HAS ALWAYS BEEN A PASSION OF MINE TO EMPOWER THE BLACK COMMUNITY. WORKING IN THE NORTHSIDE/PINE KNOLLS AREA HAS ADDED FUEL TO THAT PASSION."**

**-ALUM '18, SOCIAL WORK**

**"I GOT TO SEE CHAPEL HILL IN A DIFFERENT WAY THAN I HAD ALL THROUGH UNDERGRAD. I NEVER KNEW THAT A COMMUNITY LIKE THIS EXISTED SO CLOSE TO ME."**

**-SENIOR, GLOBAL STUDIES, MINOR IN MED. ANTH**



**"THE JACKSON CENTER'S APPROACH TO ORAL HISTORY TAUGHT ME A LOT AS A SCHOLAR AND AN ARCHIVIST IN ADDITION TO AS A NEIGHBOR. LIVING IN NORTHSIDE AND WORKING WITH THE JACKSON CENTER HELPED ME SEE HOW THE UNIVERSITY AND EVERYONE ASSOCIATED WITH IT HAS IMPACT BEYOND CAMPUS, AND SHOWED ME HOW TO BE MORE RESPONSIBLE FOR MY IMPACT."**

**-SENIOR, COMP LIT & RELIGIOUS STUDIES**

**What immediate and/or future benefit did engaging as a Jackson Center service partner provide you?**



**"ENGAGING AS A SERVICE PARTNER ENABLED ME TO CONNECT WITH COMMUNITY MEMBERS OUTSIDE OF UNC, AND TO LEARN THE VALUABLE AND RICH CIVIL RIGHTS HISTORY OF CHAPEL HILL AND CARRBORO. IT ALSO ENABLED ME TO MEANINGFULLY INTERACT WITH COMMUNITY MEMBERS OF ALL AGES AND BACKGROUNDS."**

**-GRAD STUDENT, SOCIOLOGY**

**"I CAME INTO THE EXPERIENCE OF LIVING AS A STUDENT RESIDENT OF NORTHSIDE IN A COMPLETELY DIFFERENT WAY BECAUSE OF THE JACKSON CENTER. I WAS MORE AWARE OF MY ACTIONS AND MY IMPACT AND MY POWER TO CREATE AWARENESS AND EDUCATE OTHERS."** -SENIOR, PUBLIC RELATIONS



**"NOW AS A NEW RESIDENT OF  
NORTHSIDE, I WORK TO SERVE THE  
COMMUNITY AND MAKE CONNECTIONS  
WITH OTHERS."**

## STUDENT SPOTLIGHT: ALY PEELER

"I became a service partner during my sophomore year after a service learning course I was taking introduced me to the Jackson Center. Between meaningful lessons on racial equity and listening that I learned through my service, I discovered that there was a certain magic to Northside. There was a certain something that made scrubbing dirt off every inch of the Jackson Center downright joyful, caused a neighborhood party full of strangers to feel like home, and transformed a socially awkward college student into someone who waves at everyone she passes. That something is the fellowship that is at the heart of Northside's community. It has brought me great happiness and forever changed the way I relate with other people.

I want to be careful about what I mean when I call it magic, because I know cultivating a community isn't as easy as waving a magic wand. It is a conscious choice that Northside residents make to welcome, assist, uplift, and protect their neighbors, and it takes work. It takes effort for the ladies at Heavenly Groceries to show up every day without fail to make sure their neighbors get fed. Long-term residents go above and beyond what is expected to introduce themselves to new student renters. Our Office Manager's seemingly effortless way of making each individual feel specifically welcomed and appreciated is a skill she chooses to employ. Still, the end result feels like magic -- unexpected, incredible, transformative. It's addictive. Having discovered the magic, I never want to let it go, and having seen what goes into it, I want to make sure I'm putting in the same amount of work to preserve it and share it with others.

When I finished logging my hours for my service learning class, I knew I wanted to continue working in Northside in meaningful ways, which led to working to establish a Student Intentional House in Northside, both through the Student Leadership Group and as a Summer Fellow. When it was time for my partner and I to find a house to live in, I knew I wanted to live in a neighborhood in which neighbors are as committed to each other and community as Northsiders are. Now a new resident in Northside, I work to serve the community and make connections with others not because I have to, but because I want to do my part to help sustain the magic."

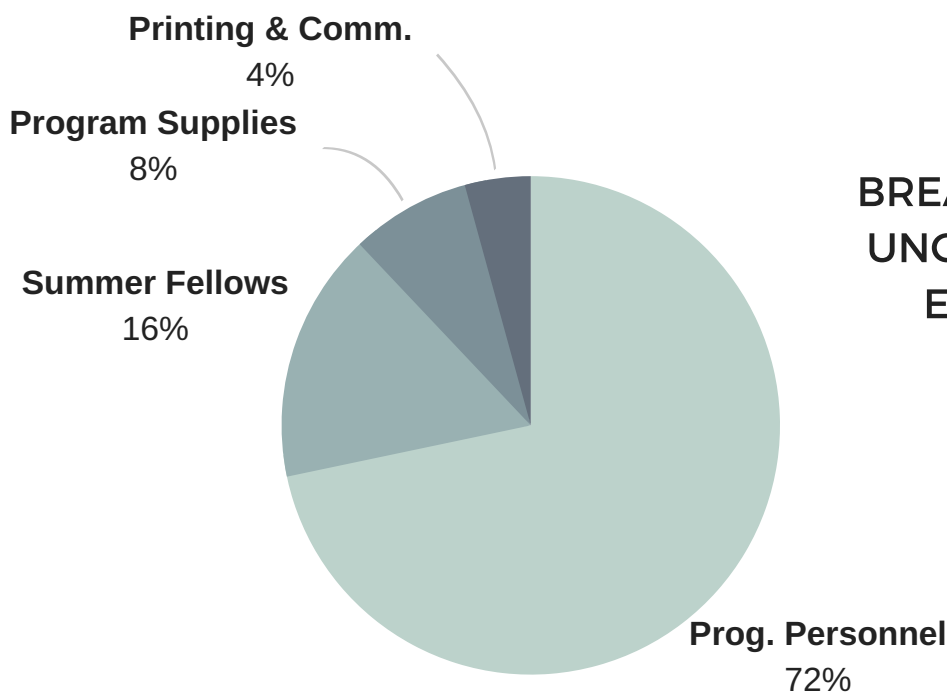






## Jackson Center Student Engagement & Off-Campus Support Program Expenses

Expenses	UNC Contract Funds	Other Funding Sources	Total Program Expenses
<b>Program Personnel:</b> High Impact Learning: Service Placements & Support	\$18,300	\$18,300	\$36,600
<b>Program Personnel:</b> Off Campus Housing & Student Education Program	\$16,125	\$16,125	\$32,250
<b>Program Personnel:</b> Impact Analysis	\$1,425	\$1,425	\$2,850
<b>Summer Student Engagement Fellows Program</b>	\$8,125	\$8,125	\$16,250
<b>Program &amp; Event Supplies</b>	\$3,890	\$1,035	\$4,925
<b>Contract Services:</b> Data & Consulting	--	\$2,795	\$2,795
<b>Printing &amp; Communications</b>	\$2,135	\$1,052	\$3,187
<b>Program % of Operations &amp; Facilities Costs</b>	--	\$4,693	\$4,693
<b>Training &amp; Professional Dev.</b>	--	\$1,250	\$1,250
<b>Insurance</b>	--	\$736	\$736
<b>Other</b>	--	\$1,350	\$1,350
<b>Total:</b>	<b>\$50,000</b>	<b>\$56,886</b>	<b>\$106,886</b>



**BREAKDOWN OF  
UNC CONTRACT  
EXPENSES**



## Student Engagement and Off-Campus Support: Scope of Services Report Period: 2017-2018

Activity	Element	Jackson Center Role	
<i>High-impact learning: community engagement service placements and support</i>	Organize immersion opportunities for UNC undergraduate and graduate students	Place a dozen student interns and 300 student volunteers into multicultural engagement experiences geared toward their professional interest. Train and support interns and volunteers as they gain applied learning skills through experiential education.	✓
	Provide intensive community-based education for students	Design and lead community education efforts within neighborhood and on campus, spearhead community history preservation efforts, connect documentary work to student learning, educate university students and investors about the norms and expectations of the neighborhood	✓
	Mobilize university resources	Recruit university departmental involvement; utilize diverse areas of expertise for partnership, host pro-bono law clinics; assist in UNC coordination of Habitat building support	✓
	Host University research	Continue to serve as a hub for community based research, host undergraduate research programs, serve as site for engaged scholarship initiatives; coordinate at least 10 course partnerships with a range of departments	✓
	Coordinate university partners	Build and maintain close partnerships with varied university offices and departments (Student Affairs, Diversity and Multicultural Affairs, SOHP, Local Relations Office, CD Law Clinic, CCPS, Campus-Community Partnership); coordinate efforts for comprehensive partnership effort	✓
	Implement comprehensive communication strategy	Produce and distribute the Northside News, a forum for students and long-term neighbors to be in ongoing community dialogue; build connections with Northside Elementary & other local k-12 schools; maintain monthly communication with town, university and partners involved	✓
	Host Summer Student Community Fellows Program	Hire, train, and supervise 3-5 paid summer student-community fellows to lead summer engagement projects & spearhead student-neighbor connections	✓
		<b>Conservative Value of Work Above Based on National Models</b>	<b>\$88,500</b>
		<b>Jackson Center Costs To Provide to UNC, 2017-2018</b>	<b>\$25,670</b>
<i>Off-Campus Housing and Student Education Program</i>	Coordinate UNC-Neighborhood Events	Plan and host festivals, forums and events for community renewal and improved student-neighbor relations involving over 1,500 people annually	✓
	Assist the ongoing efforts of the Good Neighbor Initiative & expand small-scale neighborhood investment opportunities	Implement student welcome strategies and block "pop-up parties" that assist students in neighborhood orientation; assist with coordination of annual Good Neighbor Block Party; provide ongoing community-based support to Office of Community Involvement; coordinate ongoing student-neighbor gatherings	✓
	Implement extensive monthly student outreach and communication efforts	Engage thousands of off-campus student residents throughout the year through monthly communication efforts, resident connection projects, and targeted volunteer opportunities	✓
	Train student off-campus housing neighbors	Train off-campus students through neighborhood soundwalk, volunteer orientations and support, and history forums which enable increased connections to	✓

**Student Engagement and Off-Campus Support: Scope of Services  
Report Period: 2017-2018**

		neighborhood and knowledge of off-campus resources	
	Increase safety and health of off-campus housing	Distribute tenant rights information, community health and access education, and prevention conversations which increase health and safety for off-campus students; assist with coordination of weekend water distribution as educational and safety support	✓
	Consolidate and expand student leadership in off-campus housing initiatives	Organize the Northside Student Leadership Group from among engaged student neighbors & involve students on Northside Compass Group & Block Captain efforts	✓
	Provide support for off-campus student involvement in engaged citizenry	Provide ongoing forums, outreach, and opportunities for students to wrestle with the complexity and challenges of neighborhood issues and develop solutions collaboratively with long-term neighbors	✓
		<b>Conservative Value of Work Based on National Models</b>	<b>\$69,000</b>
		<b>Jackson Center Costs to Provide to UNC, 2017-2018</b>	<b>\$22,330</b>
<i>Impact Analysis</i>	Quantitative and qualitative metrics for measuring success	Conduct oral histories on impact of comprehensive neighborhood partnership; gather and analyze housing data; track service-partner engagement through Better Impact, produce annual report on student engagement.	✓
		<b>Conservative Value of Work Based on National Models</b>	<b>\$6,000</b>
		<b>Jackson Center Costs to Provide to UNC, 2017-2018</b>	<b>\$2,000</b>
		<b>Total Value of Work Provided</b>	<b>\$163,500</b>
		<b>Total Jackson Center Costs to Provide Above Services to UNC-Chapel Hill through June, 2018</b>	<b>\$50,000</b>
<b>Total Cost to UNC Student Affairs, 2017-2018</b>			<b>\$50,000</b>