

Indiana University Kokomo

**Experiential Learning Outside the Classroom:
How to Recruit, Maintain, & Fund Community Partnerships**



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Presentation Overview

- Intro to Dr. Doss's Social Media Campaigns Course
- Discussion of community partner recruitment
- Lessons learned when working with community partners
- Intro to the KEY Center for Innovation





Social Media Campaigns Course

- Designed for experiential learning
- Students assigned to small groups (3-5 per group)
 - Each group has a community partner
- Students create an 8-week SM campaign
 - Responsible for each step of the process
- Grade includes evaluation from partner



Community Partner Recruitment

- 2023 Partners
 - Bona Vista – approached me about interns
 - Frankfort Times – connected through IUK Chancellor
 - Haverstick Designs – contacted by alum’s spouse
 - IUK Media & Marketing – personal invitation
 - Kokomo Urban Outreach – personal invitation
 - Lucky Lemon Bakery – personal invitation

Previous partners: YMCA, Literacy Coalition of Howard County, Project Access, Kokomo Farmer’s Market, Kokomo Rescue Mission, Family Service Association, Coordinated Assistance Ministries, New Leaf Mentoring, United Way, IUK Correspondent, IUK Podcast Festival, IUK School of Humanities & Social Sciences



Lessons Learned

- Always be looking for community partners
- Recruit partners early, but not too early
- Be clear about expectations
- Create/sign MOU with students and partners
- Organize assignments/make decisions for students
- Check in with students and partners regularly
- Don't be afraid of conflict
- Be aware of campus/community resources



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KEY Center for Innovation Partners are KEY

- Hoosier Heartland ISBDC
- Greater Kokomo Economic Development Alliance
- Kokomo Chamber of Commerce
- Ivy Tech
- Various Grant agencies
- Individual Donors



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KEY Center for Innovation Sample of Prior Clientele

- **City of Marion**
- Alford Cleaning Company
- Unabiker
- KCI
- GKEDA (2)
- KHC Public Library
- Tipton County Schools
- Fulton County (FC) Hope
- Kokomo Symphony
- Kokomo CC
- Wildcat Creek GC
- J. Edwards
- Sound of Music
- Main Street Café
- One More Gym
- The Experience
- Kokomo Speedway
- Diana Theatre



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Questions

