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Spring 3-11-2016

OTTERTHON

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Recommended Citation

Jones, Brooke; Anderson, Ashley; and Pyles, John, "OTTERTHON" (2016). *Senior Year Experience Student Projects*. 14.

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OUR OTTER-LEGACY: ENGAGE. EDUCATE. PROMOTE

Ashley Anderson, Brooke Jones, John Pyles

SYE 4900-EV1: Spring Semester 2016

Rationale:

- ❑ Brooke interned at Nationwide Children's.
- ❑ Other members interned with kids too.
- ❑ We all have a passion for giving back and want to use our talents to create a legacy for the children.
- ❑ With these similar backgrounds, we knew OTTERTON would be the perfect fit.



“Dance for a day, give
Hope for a lifetime”



Why we Dance!

- ❑ FTK (For The Kids)
- ❑ A little background:
<https://youtu.be/HIV-w9IaE4k>
- ❑ Incredible mission, but
PR/Communications are lacking...
which is where WE fit in!



Project Description

- ❑ Served as volunteers and active participants the night of the event.
- ❑ Communication: Met with Leslie Calvin (Director for Community Engagement on campus), Victoria Timmons and Regan Donohue (co-presidents) to identify internal needs, and how WE CAN contribute.

Description Continued

- ❑ Methods of Advertisement: 4 custom flyers, social media blasts, emails, phone calls, follow up surveys and word of mouth.
- ❑ Reached out to local boy/girl scout troops, church youth groups, and sports teams (stakeholders).

Narrative Account

❑ Our Journey began as volunteers...

> participation > engagement > ownership!

- ❑ We began as regular *participants*; eager to help, but still hesitant and needed direction.
- ❑ Started gaining more confidence and taking initiative. Through continued *engagement*, we found personal connections to the mission.
- ❑ Finally, our concrete outcomes and efforts as a team began to reflect *ownership*, pride and self-motivation.

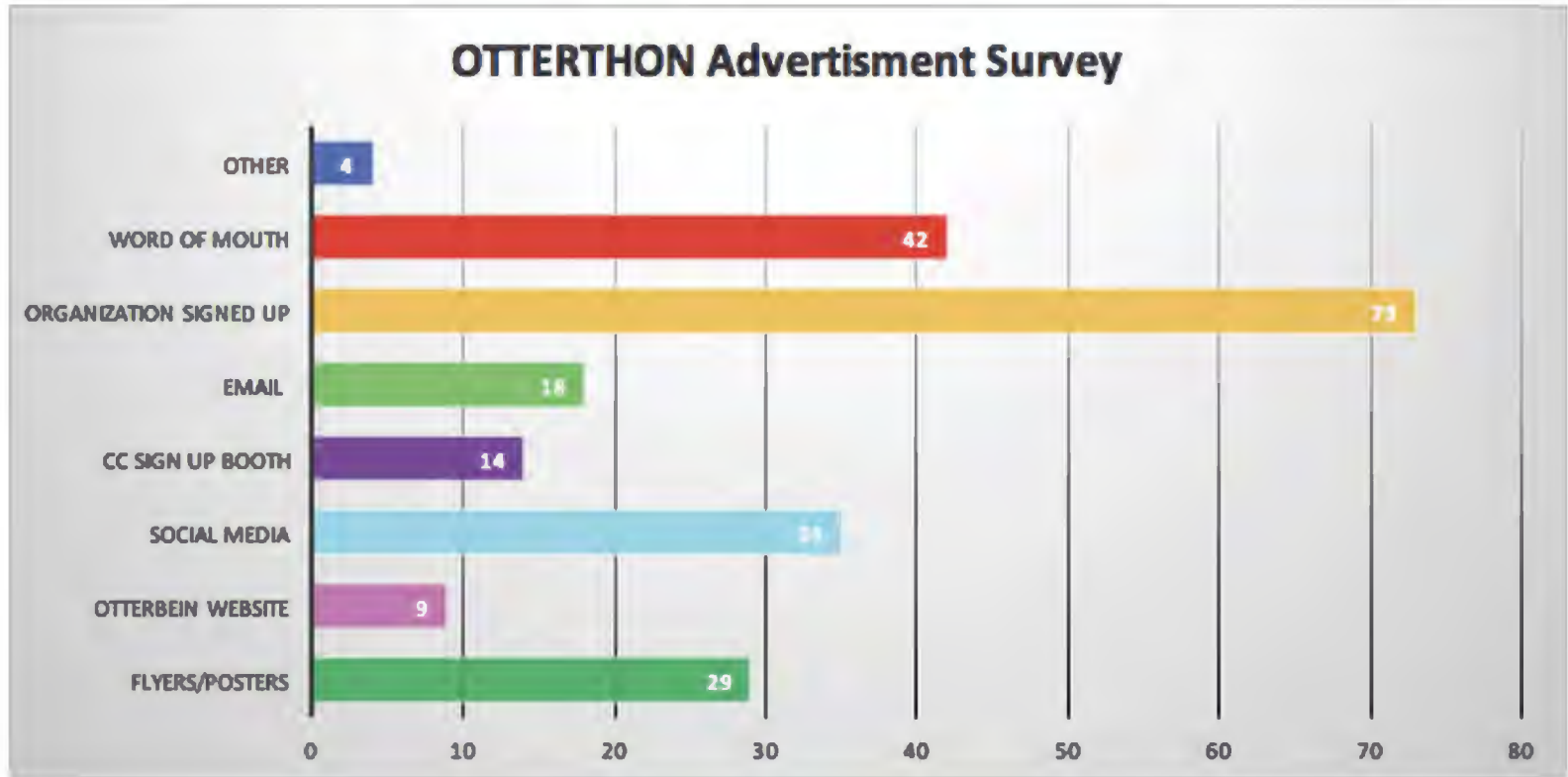
NA Continued

□ Goals / Objectives:

To increase participation through community engagement; more specifically, to involve and unite Westerville youth groups (Boy/Girl Scout Troops and sports teams) with the children receiving care from Nationwide Hospital.

Spread awareness about the 4 families being featured at this year's event.

Documentation



Our Champions

Our 2016 Poster Design Templates (displayed all over campus the week of the event):

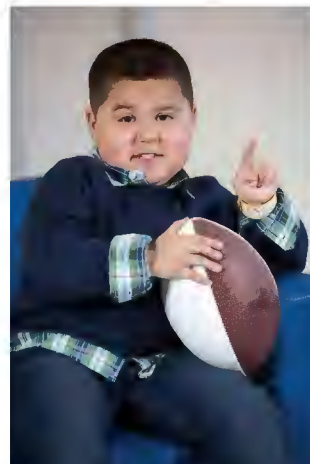
<https://drive.google.com/open?id=0B2KngHxIJUExck8wLXJ0eGJwSk0>



Rayne McCann



Reagan McGee



James DeSantis



Osh Bryant

BEHIND THE SCENES

(getting approval before hanging)







Featured from left to right: John Pyles, Rayne McCann,
Brooke Jones and Ashley Anderson

Results

- ❑ 2015 - 220 participants attended/total funding amount of \$12,787
- ❑ 2016 - 363 participants attended/total funding amount of \$18,852
- ❑ OTTERTHON increased its participation by 60% and funding by 68%! This significant change indirectly correlates to our success as a group in achieving our mission.

Our OTTER-Legacy

- ❑ Together, we created a Digital folder, via Google Drive, to share with future students and Otterbein's Director for Community Engagement

This rich document includes: local youth organization contacts, participation survey results, original poster design templates, current stock photos, newspaper ad template, State Street banner display application for 2017, personal evaluation and recommendations.

Effect

❑ Individual perspectives/statements:

Ashley: Greater appreciation for my internship and Nonprofit orgs! Moving forward, I'm excited to engage in future service projects after Otterbein.

Brooke: Nationwide Children's internship connection and experience

John: Gained knowledge and valuable experiences.

Thank

You!



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