Community Engagement Forum
Undergraduate Research and Engagement Symposium

Saturday April 16, 2016
Mundelein Center
11AM-4:30PM
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Symposium Introduction

Community Engagement Forum Presentations

As part of the Undergraduate Research & Engagement Symposium (URES), students who have been involved in a community engagement project during the 2015-16 academic year are invited to present their work in one of two ways, either through an oral presentation or through a poster/table/multimedia display as part of the Community Engagement Forum (which will run concurrently with the undergraduate research poster presentation session). Any Loyola undergraduate involved in a community engagement project—whether through a service-learning course, an academic internship course, or a campus-community partnership—is welcome to present their work.

ALL PRESENTERS MUST REGISTER to present at the 2016 URES by Friday, March 15, 2016.
To register for the Symposium, click here.

General Guidelines for Community Engagement Presentations

Unlike traditional research presentations, which primarily aim to substantiate new knowledge by explaining connections to established findings, community engagement presentations have three major goals:

1. To educate the broader community about key social issues that were core to the project or work completed, and to which the project hoped to respond;
2. To inform the audience about the project or work, including its specific goals, strategies, methods, partnerships, and impacts;
3. To empower and inspire further responsive action on the part of audience members, so that the project’s goals can continue to advance.
Community Engagement Forum Presentation Guidelines

Products of community-based projects or community-engaged scholarship do not necessarily lend themselves to conventional academic presentation formats.

The Community Engagement Forum (CEF) offers students the chance to present their work through a wider variety of media/formats. Previous years’ presentations and interactive displays have included:

- **Video montages** chronicling a community-based project’s development and outcomes;
- **ePortfolios** (displayed on laptops so that participants can interact with the e-folio);
- **Photo essays** (printed as posters or on cardstock/foam core for display) accompanied by “artists’ statements” that provide context for the images;
- **Tabletop displays** of resources produced for a community site or as part of a community-based project (e.g. pamphlets, booklets, marketing materials, etc.);
- Laptops set to **project-developed websites or blogs** chronicling students’ experiences;
- **Posters or display boards** providing context for a project, educating the community about the issues the project responded to, exploring the methodology pursued, etc.
- **Sign-up sheets**, announcements of upcoming events, and other resources allowing participants in the Forum to become involved in the project or its sponsoring community-based organization as volunteers, donors, etc.

Again, the goal of these presentations is not only to educate and inform, but also to *engage* participants in the great work that student presenters have done.

CEF Poster Preparation/Printing Guidelines

CEF presenters may choose to prepare and print large (42”x42”) academic posters to help communicate about their issue and to add visual appeal to their presentations. The Center for Experiential Learning will provide financial support for the printing of one poster per CEF presentation. Posters should be prepared using a single PowerPoint slide, and submitted to the Digital Media lab for printing by **11:59 p.m. on Friday, April 8, 2016**.

Detailed guidelines and instructions for Poster Printing can be found [here](#).
Tips For Presenting

Dress for Success

- Business attire is strongly recommended.
- Hint: dress as you would dress to an interview because you are presenting in a professional setting.

Provide Handouts When Necessary

- Need to give out information? Feel free to provide handouts or other supplementary material pertaining to your presentation.

Prepare Your One-Minute Pitch

- This pitch should be your conversation starter, not just a stand alone! Use it to start dialogue with symposium participants and attendees.
- Use this time to introduce yourself, your role, your organization and a brief overview.
- Encourage your audience to get involved!
- Use one minute pitch worksheet on the next page to help you.

Prepare to Answer (and Ask) Questions

- Know your project, and any next steps that you have in mind.
- Consider your experience, and future plans.
- Ask about their, the audiences, work, and why they are interested.

Draw People in and Engage Them

- Smile, make eye-contact, and prepare “hooks”
- Be sure to address everyone nearby; don’t focus on a particular person.

Have an Eye-Catching Presentation

- If you are showing a poster, or presenting anything with words, make sure fonts are easy to read.
- Use only one or two font types and colors (you don’t want your presentation to be too busy!).
One-Minute Pitch

You should introduce your project with a one-minute pitch that can sometimes stretch a bit longer than one minute. You don’t want to “give everything away” so to speak, but rather capture the audience’s interest, introduce yourself and the project, and spark a dialogue. It can be difficult to cram an entire project’s worth of information in your one-minute pitch. Instead, imagine it more like introducing yourself and then setting up the main question, issue, or objective of your community engagement project. It’s an introduction, not a summary. You can always follow up with the details as the discussion goes forward.

There are three basic steps you should follow in putting together your one-minute pitch. Take a look at the following steps, and then try putting your own pitch together. On symposium day, you should be able to give your pitch effortlessly without notes or relying on your materials.

Hook
This is a sentence or two that you use to get people’s attention and draw their interest. It could be a question or a statement that introduces the topic and its importance.

Introduction
After you deliver the hook, it is crucial that you explain who you are (name, year, major), who you worked with (course faculty(s)? community partner? other undergrads? etc.), in what capacity you did this work (course? fellowship? service learning? internship? etc.), and what your role was, particularly if it was part of a bigger project.

Set-Up/Take Action
After capturing their attention and introducing yourself, you want to quickly indicate (if you haven’t already) why your issue is important and how your activities addressed a need, hopefully sparking the audience to take action.

Practice
Ok, now try writing a draft of a one-minute pitch for your Community Engagement Forum presentation. Then rehearse it for your friends or in front of a mirror before your conference. And remember, it’s ok to gesture toward your materials during this one-minute pitch, but you should primarily look at your audience as you start the conversation.

Hook:

Introduction:

Set-Up/Take Action:
Poster Presentation Guidelines

Community Engagement Forum Poster Preparation
Many Community Engagement Forum (CEF) presenters choose to prepare and print large (42”x42”) posters to help communicate about their issue and to add visual appeal to their presentations. The Center for Experiential Learning will provide financial support for the printing of one poster per CEF presentation. Posters should be prepared following the guidelines listed below, and submitted to the Digital Media lab for printing by 5 p.m. on April 8, 2016.

Please consider the following guidelines when preparing/printing posters:
- Use PowerPoint to create your poster.
- Create the poster using a SINGLE PowerPoint slide.
- Before entering information, change the dimensions of the slide to 42” x 42”.
  - PP 2007: Design → page setup → set dimensions
- Suggestions to...
  - Educate the community:
    - Introduction/Context: defines the social problem to which this project responded; explains the purpose or goals of the community-engaged project in relation to this social issue
    - Methods: describes the work that students did, and how they went about it
    - Results/Impacts: describes and explains the impacts of students’ work, both on the community and on themselves
  - Inform the audience:
    - Title of community engagement project
    - Name(s) of primary student presenter(s), faculty/staff mentors, and community partners involved
    - Abstract/Summary: provides a brief synopsis of the community-engaged project, including a description of the social justice issue to which it responded
  - Empower/inspire action:
    - Discussion/Looking Forward/Get Involved: discusses the longer-range implications of the project and suggests ways that the work/partnership with the community could be carried forward by others, including CEF attendees
    - References and Citations: lists any relevant references and citations
- NOTE: Images/charts/diagrams are often more effective ways to communicate information concisely!
- Logos: Download official Loyola University Chicago logos at http://www.luc.edu/logo/download.shtml. This image must be included in the bottom right corner of the poster. Presenters should also download and use the official logos of any community-based organizations with which they partnered for this project.
Reminders & Suggestions
When creating your materials, you are highly encouraged to use:

- A **standard, easily readable font**, such as: Arial, Times New Roman, Helvetica, etc.
- Ensure that you use a **font size** that will be easy to read. Suggested font sizes for a poster are 60pt for the title, presenter names, and institution. Subheadings should be at 30-48 pt. All body text, including figures and tables, should be approx. 30pt. All text should be large enough to read from several feet away.
- **Use text boxes** to delineate your information and sections.
- **Use color**, but only sparingly, to highlight information or to direct attention to a specific section.
- **White space**- You want to have adequate text to describe your project but enough white space to keep it readable. Remember that the poster is meant to be supplemented by you, answering questions and filling in the details during the Forum itself.
- **Include high-resolution images** to complement the text (charts, tables, figures, graphs, or photos). When inserting images, do not copy & paste. Instead, save the image first, and then insert it directly onto the slide. (This will help preserve its quality.)
Video Montages Presentation Guidelines

Community Engagement Forum Preparation
While many students do not choose to create a video montage, in some scenarios, this may be the best way to present a project. Students may create a video montage chronicling a community-based project’s development and outcomes throughout their engaged learning experience.

Tips on Completing a Video Montage

Know your audience
- Remind yourself who you will be showing this montage to, and target the video towards that audience.

Shorter is Sometimes Better
- Think of how much is necessary to show in this video montage. The entire thing does not need to be just a video, but can also include you talking to your audience during the symposium.

Choose Quality Photographs
- The better the photographs, the more engaged your audience would be in your presentation.

Add in Music
- If your montage is just a slideshow of pictures, include music to set the scene for your video so that your audience is engaged.

Test it Out!
- Remember to test out your video before the symposium to make sure everything runs smoothly!
ePortfolio Presentation Guidelines

Community Engagement Forum Preparation

ePortfolios are a great way to engage your audience in your engaged learning experience. To ensure that your audience is able to navigate through the portfolio, please be sure to have a laptop or tablet with you!

Creating an ePortfolio

Taskstream, Loyola’s ePortfolio system, allows you to create your own ePortfolio through a simple and easy process. For tutorials on creating an ePortfolio, click here.

For further questions on ePortfolio’s, please visit the ePortfolio site.
Photo Essay Presentation Guidelines

Community Engagement Forum Preparation
A great way to showcase your experience is through a photo essay presentation. This presentation should not only include various pictures, but context should also be provided for the images to show the artists’ experience.

Tips for a Photo Essay Presentation

High Quality Photographs
- Make sure that all pictures are visible to the audience, so that they too can engage through your experience.

Use Technology if Necessary
- Another way to showcase a photo essay is through technology. Using a slide show to tell your story, or another type of media is a great way to present. Don’t feel limited to just printing pictures out with captions.

Remember to Tell a Story
- Choose significant pictures that meant something to you during this experience. Make the captions relevant and meaningful.

For more tips on how to create a photo story, click here.
Table Presentation Guidelines

Community Engagement Forum Table Preparation
A table presentation is a great way to get out your ideas, while continuously engaging with your audience. One way you can have a table presentation is by showcasing resources produced for a community site, or as part of a community based project. This can include any booklets, brochures, pamphlets, marketing materials, etc. Another way to engage your audience in a table presentation is through the use of sign-up sheets for a community site. Through this, the audience can be informed about upcoming events, and how they too can volunteer to be a part of this organization.
Contact Us

Community Engagement Forum Preparation
Have questions? Feel free to contact the Center for Experiential Learning if you have any questions regarding the Spring 2016 Undergraduate Research and Engagement Symposium.

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