



Community Building

What is Community?

We begin the community building process at SOAR with a session called, "Community Expectations." Nearly all current students have participated in discussing what their expectations are and the dialogue should continue in all areas of the campus. Clubs play an important role in building community. Let me refresh your memory on what community is all about. Periodically use the following definitions as a checklist to see how your club is doing as a community builder.

Community is:

- a sense of unity that involves interaction with others in ways to benefit the whole group and common goal.
- a feeling of belonging, fitting in with people.
- sharing and support.
- a group of people with common interests and tastes who interact socially and academically.
- a sense of being "at home" with the group and feeling that you can trust its members.
- being able to voice your opinion safely and to hear other points of view as well.
- respect for others attitudes and lifestyles
- a place to celebrate successes and to be consoled in times of

sadness or disappointment

- learning from people who are different than yourself.

We are asking all campus leaders to continue the Community Covenant that begins during the first year. As a leader, you are expected to be inclusive of all new members and to model the ideals of building a community. Your organization will be stronger because you will find that members are more committed to the organization because they feel valued and important to the success of the organization. Presidents are to sign the Community Covenant and return it by the Fall deadline.

Clubs are the bridge to Community

Clubs and Organizations play a vital role in the development of community here at Western New England College. We are all community builders, but clubs provide a forum for all students to thrive and to discover and to work with a variety of different people towards a

common goal.

Community begins with good communication, when we speak and listen to each other openly and honestly. Each time a club meets and conducts a productive meeting, members have had a chance to voice their opin-

ions and to hear others ideas as well.

Community is viewed more as a process or journey than a product or destination. Again, clubs provide the "bridge" for students to

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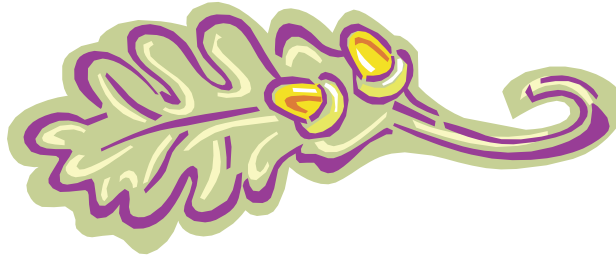
Special points of interest:

- All club leaders are asked to sign the Community Covenant
- All student leaders will be expected to demonstrate community building among their members
- Western New England College values all members of its community
- Community building begins with the individual
- If all share in the process of building community, all will benefit from the experience
- Expectations that have been consistent for years include: "a community that allows me to speak my opinions without ridicule, to keep my property safe and is a place that people will not pre-judge."

Personal Requirements for Community Building

How can you become a positive community builder?

- Self Awareness– know your personal strengths and challenges.
- Be open and flexible. Welcome diversity, don't just tolerate it, share viewpoints and voice different opinions.
- Have a sincere interest in others.
- Be willing to abide by community agreements, Code of Conduct, Community Covenant.
- Be willing to pursue group goals while pursuing your own personal



"It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself." Ralph Waldo Emerson

goals.

- Be willing to assert yourself, confront, disagree with the popular opinion, stand up for your rights and protect other's rights
- Be willing to practice skills that en-

hance community such as conflict resolution, decision making, communications skills.

- Be willing to give and to receive i.e. confront and be confronted, help and to help others, listen and be listened to.
- Be your true self and be willing to have others see the real you.
- Commit to your leadership role and see it through for the year.
- Provide guidance to your club and ask for assistance when you need it, it is not a sign of weakness but rather being an insightful leader and community builder.

Characteristics of Community

How will you recognize the characteristics of Community? In the book, Different Drum, author M. Scott Peck describes Community as one that is inclusive. It contains commitment by members, it celebrates human differences, all decisions are made by consensus. A community is realistic. It does not allow for a "mob mentality." Individuals have different opinions and speak them freely. A

community is contemplative. The group is not afraid to take an objective look at how things are going. When something is not right, members discuss and confront it. Members talk about how things are going. And finally, a community is safe. Members feel wholly accepted. Members are

allowed to experiment with new behaviors. Members are allowed to grow and develop, challenge and be challenged.

"Community is something more than the sum of its parts, its individual members..it is a spirit ...an atmosphere.. A freedom to be who you are and who you want to be"

Again, clubs and their activities foster a terrific setting for members to grow personally and to engage in activities that foster personal and group growth.

Clubs are the bridge to Community (continued)

travel and to experience differences, cultural and attitudinal while developing their own perspective.

Community building calls for objectivity and it calls for constantly challenging our traditions, attitudes, lifestyles, behaviors, preconceived notions, and expectations. Take a look at the range of active clubs and it personifies the variety of different interests and expectations of our

current students. Students are looking to become involved in campus life and clubs and organizations are a way for them to build a life here on campus. Commuters find that clubs are a way of being connected to the campus while resident students may find the feeling of community among their residence areas or hall councils. No matter where one looks on campus, the feeling of community begins with the individual. Clubs begin the out-

reach process at the Student Activities Expo. It is important to have your first meeting time posted so new members know how to take the first step in finding a place to belong with your club.



Clubs provide the "bridge" to building community on campus.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find

“filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web

site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally,

you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

editorial. You can also profile new employees or top customers or vendors.



WESTERN NEW ENGLAND COLLEGE

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
Email: xyz@microsoft.com

Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

We're on the Web!
example.microsoft.com

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to

any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the

month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.