

Youth Service Bureau

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The Youth Service Bureau exists to help ensure children, youth, and families have every opportunity to reach their full potential.

Objective: Utilize our connections within the University to increase the number of student volunteers for Big Brothers Big Sisters

Rationale: The three best ways to connect to Penn State students are through specific colleges within the university, student clubs, and classes themselves



Colleges



Clubs



- Partnered with the Schreyer Honors College to promote the mission of community involvement
- Held a guest speaker event with Schreyer **Student Council to** recruit student volunteers and promote Big Brothers Big Sisters as well as other programs
- Facilitated future opportunities with the College of Education

- Reached out to three different categories of clubs: philanthropic organizations, business fraternities, and unique organizations.
- Combined efforts with philanthropic organizations, such as Sunny State and the Youth **Empowerment Group**
- Partnered with a business fraternity, Alpha Kappa Psi, and helped to put on an information session
- Created a relationship with unique organizations, such as **Students Restorative** Justice Initiative and the Music Service Club

- Identified Penn State classes as a way to market YSB to the student body
- Targeted classes utilizing leadership based projects while emphasizing community service and volunteer work
- Established relationships with professors in the college of Health & Human development to aid in spreading YSB resources to students
- Initiated guest speakers and distributed YSB documents to students

Support

Social media consistency

"How did you hear about us?" on BBBS application

Continue to build relationships

Fall Involvement Fair

Post-Engagement

SCNO PENN STATE

