Center for Community Solutions
West Chester University
2017 - 2018 Annual Report

The link between the University and the Community.
The Center for Community Solutions helps local organizations that are in need of assistance in these areas and many more:

- Business Development and Marketing
- Community Health Initiatives
- Consultations
- Data Archival
- Economic Development and Impact Studies
- GIS Services
- Graphic Design
- Internships
- Referrals
- Small Course Design Services
- Social Media and Digital Marketing
- Strategic Planning and Development
- Surveys
- Translation Services
- Transportation Services
- Volunteers
- WCU Services
- Website Development / Enhancement

“It was fantastic to have one point of contact to help us benefit from the knowledge base of the entire University.”

Mark Yoder
President, Greater West Chester Chamber of Commerce
Engagements

- ABC Early Learning Center
- AlottaJava
- Baroni Estate Planning & Elder Law
- Borough of West Chester
- Borough of West Chester, Mayor’s Office
- Borough of West Chester Planning Commission
- Carrie Casin’s Dog Training
- Chester County 2020
- Chester County Community Collaborative
- Chester County Emergency Services
- Chester County Health Department
- Chester County Historical Society
- Chester County Immunization Coalition
- Chester County Infant & Toddler Early Intervention Program
- Chester County Managers Consortium
- City of Coatesville
- Clinical Hypnosis for Wellness
- Community Warehouse Project
- Daemion Counseling Center
- Friends Association for Care and Protection of Children
- Greater West Chester Chamber of Commerce
- Hagley Museum and Library
- Henderson High School

- KALY Clothing
- Kennett Area Park Authority
- Local Yoga Cafe
- Lower Merion Township
- March Forward Consulting
- Melton Arts and Education Center
- Pipeline Safety Coalition
- Renew / Restart Your Life
- Schmata Productions & Community Youth Theater
- Sierra Club
- SOS Group, Inc.
- Spectrum Financial Group
- St. Maximilian Kolbe School
- Tasty Table Catering
- Uptown! Knauer Performing Arts Center
- West Chester Area School District
- West Chester Area Sports Association
- West Chester Dance Works
- West Chester Food Co-op
- West Chester Rotary Club
- West Chester Sustainability Committee
- West Chester University
- Westminster Presbyterian Church
Types of Requests

**Nonprofit**
- Assistance for Sector Meetings
- Blogger
- Committee Assistance
- CRM Controls
- Education Marketing Campaign
- Flyer Design
- GIS Services
- Grant Writing
- Logo Design
- Marketing
- Press Releases
- Public Health
- Social Media
- Speaker
- Strategic Planning
- Student Outreach
- Student Volunteers
- Surveys
- Volunteer Coordinator
- Website Creation
- Website Enhancement
- WCU Partnerships

**Education**
- Mascot History Project
- Student Interns
- Student Volunteers
- Strategic Planning

**Government**
- Economic Impact Study
- Grant Application Assistance
- GIS Services
- Legal Research & Assistance
- Logo Design
- Marketing
- Press Releases
- Service Learning Class
- Social Media
- Student Interns
- Student Field Placements
- Student Volunteers
- Video Production

**Profit**
- Blogger
- Brochure Design
- Career Statistics
- Develop Marketing Plan
- Event Planner
- Faculty Hiring Information
- Grant Writing
- Graphic Design
- Internship
- Marketing
- Public Relations
- SEO
- Social Media
- Speakers
- Speaker Referral
- Student Placement
- Student Volunteers
- Website Enhancement

**Types of Requests**

- Education: 44%
- Government: 16%
- Nonprofit: 33%
- Profit: 7%
Collaboration with WCU

College of Business and Public Management

Dean’s Office
  Chester County Mangers Consortium
  Speaker for January 2018 Meeting

Kennett Area Park Authority
  Marketing / Public Relations Intern

Department of Economics and Finance
  Greater West Chester Chamber of Commerce
  Economic Impact Study, Benchmark Twilight Cycling Classic

Department of Geography & Planning
  City of Coatesville
  GIS Inventory of Rental Units
  Chester County 2020
  Development of Transportation Unit, Master Planner Program
  PLN 302 & 525

Borough of West Chester Planning Commission
  Student Intern

West Chester Sustainability Committee
  Westminster Presbyterian Church
  GIS Planning and Mapping

Department of Marketing
  SOS Group, Inc.
  Marketing Plan
  Baroni Estate Planning and Elder Law
  Marketing Plan – MKT 425 Spring 2018

Uptown! Knauer Performing Arts Center
  Daemion Counseling Center
  Melton Arts and Education Center
  Marketing Plan

Master of Public Administration
  Friends Association for Care & Protection of Children
  Strategic Planning for Nonprofit Organizations

West Chester Sustainability Committee
  Strategic Planning

College of Arts and Humanities

Department of Communication Studies
  Chester County Historical Society
  COM 252 Service Learning Class
  ABC Early Learning Center
  Student Referral
  Daemion Counseling Center
  Internship
  March Forward Consulting
  Speaker Series

Department of English
  ABC Early Learning Center
  West Chester Dance Works
  Grant Writer

Department of History
  Hagley Museum and Library
  Oral History, Kennett Square
  Mushroom Industry

Department of Theater and Dance
  Uptown! Knauer Performing Arts Center
  West Chester Dance Works
  Internship / Student Placement
  Schmata Productions and Community
  Youth Theater
  Theater Coaching and Partnership

Alexander Marsella
  Thomas Ragone
  Todd Randolph
  Brittany Smeltz
  Allyson Zimmerman

Economic Impact Study
  Greater West Chester Chamber of Commerce

The Economic Impact of the Benchmark Twilight Cycling Classic

Presented by

Friends Association for Care & Protection of Children
Brittany Smeltz
Allyson Zimmerman

Master of Public Administration
  Friends Association for Care & Protection of Children
  Strategic Planning for Nonprofit Organizations

West Chester Sustainability Committee
  Strategic Planning
Collaboration with WCU

College of Education and Social Work
Department of Graduate Social Work
Partnership between WCU Student Health Center and Chester County Health Department
Medical In boarding Requirements

Department of Early and Middle Grades Education
ABC Early Learning Center
Student Field Placement

College of Health Sciences
Master of Public Health Department
ABC Early Learning Center
Student Speakers

Immunization Coalition
Grant Application Assistance

WalkWorks ChesCo ALE I & ALE II
Student Interns

How Did You Hear About the CCS?

“We couldn’t aspire to serve our municipalities’ evolving needs without the support of the Center for Community Solutions and the contributions of Drs. Osgood and Katirai and their students.”

William J. Stevens, III
Chester County 2020
Collaboration with WCU

Career Development Center
March Forward Consulting
Student Employment Coaching

Career Development Website
AlottaJava
Daemion Counseling Center
Tasty Table Catering
Internships
Student Employment

Career Development Center
Carrie Casin’s Dog Grooming
Professional Coaching

Continuing Professional Education Office
West Chester Rotary Club
Speaker

Digital Media Center
Chester County Infant & Toddler Early Intervention Program
Video Production

Enterprise Services
Uptown! Knauer Performing Arts Center
Web Design Career Information

Financial Aid Office
Community Warehouse Project
Financial Aid Information

Human Resources Department
Spectrum Financial Group
Faculty Hiring Information

Office of Service Learning and Volunteer Programs
Student Volunteers
ABC Early Learning Center
City of Coatesville, Antique Car Race, Friars Society
Chester County Historical Society
Chester County Community Collaborative
Community Warehouse Project
Friend’s Association for Care and Protection of Children
Sierra Club
St. Maximilian Kolbe School
WCASD/Henderson High School
West Chester Dance Works

Student Employment
WCASD/Henderson High School
Academic Intervention Program

Service Learning Class
Sierra Club

Office of New Student Programs
AlottaJava
Student Outreach

Youth United for Change Program
Student Intern

Amanda Saleh - Logo Design
March Forward Consulting

Annae Wetherhold - Logo Design
Community Warehouse Project

Amanda Saleh - Flyer Design
City of Coatesville
“There is definite interest in continuing to collaborate...”
Simon, WCU Economics and Finance Department
Greater West Chester Chamber of Commerce

“She has gone above and beyond in every way possible. The student has become an integral member to Henderson High School staff and her presence will be missed when she completes her coursework and moves into a teaching position . . .”
Morgan, School Counselor
West Chester Area School District

“I will be very happy to work with you and your firm for the benefit of you and my marketing class . . .”
Yong, WCU Marketing Department
Baroni Estate Planning and Elder Law

“The student did a great job and did the tasks professionally and in a timely manner . . .”
Sarah, All About Events
2nd Annual Coatesville Invitational Grand Autp Prix

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“Polly, Owner
KALY Clothing

“Michael obviously has far more technical skills than required to take our meeting minutes, and has offered his GIS and other computer skills to provide us with helpful visual images of site proposals and building architectural comparisons.”
John Theilacker, Chair
West Chester Borough Planning Commission

“Glenda, Owner
Community Warehouse Project

“We have presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We have presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“There are so many struggling businesses in the downtown area that could benefit from the bidding edge information that the students have regarding commerce, marketing, and social media . . .”
Polly, Owner
KALY Clothing

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“My experience and results far exceeded my expectations. The assistance I received is priceless and very meaningful to the mission of our nonprofit organization...”
Glenda, Owner
Community Warehouse Project

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
Maternal and Child Health Consortium

“We presented our work at the American Counseling Association National Conference in Atlanta GA in April 2018. Myself and Alli (the GA that the CCS funded) presented data about the women's wellness group via a poster presentation. We had 30 minutes to present and had around 30 counselors that we talked to about the project.”
Cheryl Neal-McFall, WCU Department of Counselor Ed.
“I enjoy seeing students work through their assignments independently because it shows initiative and responsibility over their learning.”

Allison, West Chester Area School District
Academic Intervention Program

“This was a great experience, I learned a lot and would recommend to anyone who wants more real world experience . . .”

Tara
SOS Group, Inc.

“Working with WCU’s Center for Community Solutions provided me with an amazing opportunity to learn so much about Marketing, Social Media, and the importance of communicating with others. CCS helped me to gain real-life experience in Public Relations and made me to realize what I want to do in my future career.”

Zoe
KALY Clothing

“This was my first time drawing up a formal marketing plan and it helped me learn how to format and write one in a professional setting . . .”

Annae
2nd Annual Coatesville Invitational Vintage Grand Prix

“The CCS has fully prepared me to enter the real world and I’m so happy to have this experience . . .”

Amanda
KALY Clothing

“I found the experience to be very rewarding in both a personal and academic context. I am confident that I was able to provide a service for the planning commission that allowed them more time and flexibility in their workflow. From my perspective, it was mutually beneficial, as I hopefully enabled members to focus on analysis while I was able to provide the detailed context. In turn, I gained valuable experience observing and participating in a professional environment and workflow.”

Michael
West Chester Borough Planning Commission

Working with the CCS was an incredible and enriching experience. For the first time, I’m working with people who really care about issues affecting the community, and they put every ounce of themselves into everything they do. Not only did I get valuable experience for my career, but I finally felt like I got to HELP for real . . .”

Jeff
Community Warehouse Project

“Working on this project was nice because I was able to better learn how to communicate over the phone for different businesses and look into a different aspect of event planning.”

Samantha
Uptown! Knauer
Performing Arts Center

“This was my first time drawing up a formal marketing plan and it helped me learn how to format and write one in a professional setting . . .”

Annae
2nd Annual Coatesville Invitational Vintage Grand Prix

“The CCS has fully prepared me to enter the real world and I’m so happy to have this experience . . .”

Amanda
KALY Clothing

“I found the experience to be very rewarding in both a personal and academic context. I am confident that I was able to provide a service for the planning commission that allowed them more time and flexibility in their workflow. From my perspective, it was mutually beneficial, as I hopefully enabled members to focus on analysis while I was able to provide the detailed context. In turn, I gained valuable experience observing and participating in a professional environment and workflow.”

Michael
West Chester Borough Planning Commission

Working with the CCS was an incredible and enriching experience. For the first time, I’m working with people who really care about issues affecting the community, and they put every ounce of themselves into everything they do. Not only did I get valuable experience for my career, but I finally felt like I got to HELP for real . . .”

Jeff
Community Warehouse Project
From Classroom . . to Practice . . to Career

Students

Michael Baxter
Sarah Budzik
Allison Cox
Richard Forcey
Ali Gatta
Matthew Govannicci
William Hendel
Sarah Henry
Adam Hickey
Jeffery Kapochus
Michael Lowrey
Alexander Marsella
Zoe Olenik
Stephanie Oyler
Dianta Pryer
Amanda Rainer
Thomas Ragone
Todd Randolph
Christa Rivers
Natalie Riviello
Amanda Saleh
Brittany Smeltz
Abbigail Stevens
Nicole Strunk
Tara Shachter
Annae Wetherhold
Deonte Wynn
Samatha Zimniski
Alyson Zimmerman

Classroom Hours
- COM 252
- MKT 425
- PLN 301 & 525
- PPA Class / Dr. Turner

Total Student Experience

1,786.66 Hours Worked Outside of the Classroom
Sarah began working with the Center for Community Solutions in the last semester of her senior year at WCU. In addition to being a full time student and an intern with CCS, Sarah was also juggling another part-time job, was a member of the Honors College and President of the National Communications Honors Society. This was no small feat but for Sarah it was a piece of cake! I knew right away that she was an excellent student and was going to be an excellent addition to the Center for Community Solutions!

It was very lucky for the CCS that Sarah decided to remain connected to WCU following her undergraduate graduation by entering the Masters of Public Administration Program. When it came time to interview candidates for the new CCS Graduate Assistantship, Sarah’s pleasant demeanor, amazingly strong attention to detail, her personal interests in being organized and always following through as well as her experience in graphic design, marketing, social media and web sites set her apart from the other applicants.

As a Graduate Assistant, Sarah’s responsibilities shifted from working on projects to administrative tasks such as helping to create and develop policies and procedures for the CCS. These tasks were essential to the success of the CCS. At the time we were less than a year old and already having growing pains. It was important to frame the mission of the CCS and work to reach the community, both of which were achieved thanks to Sarah’s contributions. Sarah was also instrumental in setting up spreadsheets, tracking data, managing multiple projects, and continually working with me to prioritize goals and objectives. This insured that students, faculty and the organizations we were working with were satisfied. Actually they were more than satisfied. Being a student, Sarah was able to relate to students working on CCS projects. She understood their preferred ways to communicate and the ups and downs that students experience throughout a semester! The organizations we worked with were always impressed with Sarah’s outgoing nature, her skills, her well-written (and frequent!) correspondence and her genuine enjoyment working with them to accomplish goals.

But as we know, sometimes good things come to an end. It is now time for us to extend our congratulations to Sarah on her May 2018 graduation from the Master of Public Administration Program and her induction into Pi Alpha Alpha National Honor Society. We wish her much happiness and many accomplishments as she moves on from West Chester University.

Sarah, we appreciate all you did to help make the WCU Center for Community Solutions a success. We know you will be successful in whatever you set your heart and mind to in the future!

Fondly,

Susan
Susan Argentieri
Liaison, Center for Community Solutions
Connect with the CCS

610-425-7431
www.wcupa.edu/ccs
communitysolutions@wcupa.edu

“If you have a university in your community, the first question you should be asking when a problem surfaces is, I wonder how our university can help us.”

Michael G. Gartner, Keynote Speaker
International Town and Gown Association’s Annual Conference