



Bonner Program Handout:

Building a Bonner Team

Bonner Team: Student Leaders

Position	Responsibility	Meetings & Support
Site-Based Team Leader	<ul style="list-style-type: none"> team management at service site issues-based research site project coordinator 	<ul style="list-style-type: none"> Student Handbook Live Student-initiated team meetings
Class Rep	<ul style="list-style-type: none"> represent class on the student leadership team familiarity with the student development model 	<ul style="list-style-type: none"> Student Handbook Live Student leadership team meetings
Congress Rep	<ul style="list-style-type: none"> Represent their Bonner Program to the Network Bringing the Network back to their Bonner program Function as a resource and guide 	<ul style="list-style-type: none"> Summer Leadership Institute Fall Congress Meeting
Senior Intern	<ul style="list-style-type: none"> Plan, facilitate, and supervise Bonner meetings, trainings, and activities Assist staff with general program management Take on special projects 	<ul style="list-style-type: none"> Summer Leadership Institute Fall Congress Meeting

Serve 2.0: Social Media Tools

Tool	Uses
E-mail	file sharing, communication, group e-mail
Facebook, Myspace	community building, networking
Photo Sharing	media coverage, file sharing, memory making
Instant Messaging	quick communication, file sharing
Wiki	web design, file sharing, communication, collaboration
Group Calendar	collaboration, organization
Social Bookmarking	collaboration, organization, resource mapping
Podcast	creativity, collaboration, news media
Google Maps	place-based knowledge, collaboration

Serve 2.0 Implementation: Key Focus Areas & Ideas

1. Recruiting & Publicity

- Blog with entries from current Bonners
- Facebook Group for service center with regular updates
- PR video profiling center, service partners, service opportunities, and events
- Video interviews of students, partners, faculty, etc.

2. Training & Education

- Campus service center wiki with training & education resources
- Blog(s) for reflection, announcements, etc.
- Videos & podcasts of training workshops
- How-to videos and screencasts
- Video profile of issues, partners, place, etc.
- Social bookmarking for issues & other web resources

3. Program Management

- Campus service center wiki with pages for service project teams and other areas
- Facebook Group for service project teams
- Google group calendar for scheduling and coordinating
- Google e-mail discussion list
- RSS feeds to keep up on website(s)

4. Networking

- Campus wiki serving as a hub of information sharing among all campus service programs/courses
- Campus service blog
- Campus service Google group calendar
- Campus service weekly e-mail update
- Facebook Group for campus service center/programs

Social Media Strategy Questions

Using these questions as a guide for brainstorming, complete the social media grid worksheet to help you visualize your Bonner Team, the Serve 2.0 social media tools, and the key program improvement areas as interdependent parts of bettering your Bonner Program.

Recruitment & Public Relations

- What is your Program's recruitment and selection process for student leadership?
- How is your Bonner Program presented to prospective students?
- In what ways are service-related events publicized on campus?

Training & Education

- How are student leaders trained and prepared for their positions?
- In what ways are Bonners trained throughout your Program?
- Are campus or community events parts of Bonner training and education? If so, which types?

Program Management

- How are student leaders involved in programming and management?
- How are Bonner program events, site teams, hour logs, announcements, meetings trips, etc. managed and communicated within the program?
- Are there any programs collaboratively organized by your Bonner Program and other groups on campus? If yes, which ones?

Networking

- How does the Bonner Program coordinate with other service programs on campus?
- Does your Bonner Program include community partners in any training or networking fairs on campus? Does your Program assist community partners in networking with each other?
- Does your Bonner Program network with other Bonner campus and other national organizations? If so, how?