



Montana | Campus Compact

Program Branding

In our ongoing work to make the Campus Corps AmeriCorps program a long-term solution to some of Montana's most challenging problems, it is important to consider several things:

- 1) When and wherever possible, share the good work that your members do. Be specific, talk about real impacts that our college students have in communities, and explain how service can benefit communities, as well as students' learning. Talk about your campus's commitment to the community, and to creating engaged student leaders, and talk about your own office's commitment to ensuring students' success and meeting community needs.
 - Remember that spreading the word is important both on and off campus, and sometimes campus audiences need just as much, or more, evidence that students do efficacious service, make an impact, and meet community needs, in addition to completing the learning objectives of their course work.
- 2) Use the name Campus Corps to describe the program. This is the only national service program in Montana through which college students serve, and our strength comes when we have support from across the state and country. When your office, or your partners, talk about members' service in your publications, on your website, or in public, mentioning Campus Corps helps to expand our collective name recognition and helps Campus Corps to become better recognized for its accomplishments. Example: "MSU-Bozeman Campus Corps members address community needs in education, the environment, public safety and health."
 - Using the specific term "Campus Corps" helps clearly identify this unique program, and helps to build statewide and national awareness of the program, your institution, and the idea that higher education has a responsibility to serve community.
- 3) Likewise, please use the Campus Corps logo in publications, on your website and to identify the program's participants at service projects and at partner sites. If there's an opportunity to brand the work your students do, please utilize the logo. Example: Monthly newsletter, website, service projects, and partner newsletters.
- 4) Use the term AmeriCorps to describe the members, our main funding source, and the National Service connection, and to explain how the work of Campus Corps members ties in to that of other AmeriCorps members around the state and country. Without AmeriCorps, there would be no Campus Corps, and all of our members are AmeriCorps members. That nuance is important, because the long-term strength and success of Campus Corps depends greatly on AmeriCorps, and when participants' and their supporters are clear that they have served with and benefitted from AmeriCorps, then they are more likely to advocate for the program's strengthening and expansion. Example: "*Campus Corps is an AmeriCorps program through which Carroll students serve a variety of the Helena community's needs, including teaching in local schools, serving patients in local hospitals, and coordinating volunteers with local nonprofits.*"

- 5) Montana Campus Compact is the organization that campuses join, and through that affiliation become part of the national network of campuses that support service and civic engagement as a central part of higher education. Use the term Montana Campus Compact to discuss your campus's overall commitment to its civic mission, and use the Montana Campus Compact logo to display the fact that your campus puts its support behind the state and national Campus Compact movement. Example: *“Dawson Community College is a member of the Montana Campus Compact, an organization that promotes community service and civic engagement as key parts of higher education.”*

Frequently Asked Questions

Q: What is VISTA?

A: VISTA (Volunteers in Service to America) is an antipoverty National Service program that began in the 1960s and is now a part of AmeriCorps. The MTCC network hosts the MTCC VISTA program, and VISTAs help communities address homelessness, hunger, school performance and disaster preparedness through the powerful vehicle of campus-community partnerships. VISTA members are AmeriCorps members, and they serve full-time for one calendar year. They live at the poverty level, and their work builds a community's capacity to address a poverty problem long-term.

Q: Can we just call it all AmeriCorps and let people sort it out?

A: No. Being specific both about what makes us similar (AmeriCorps) to other programs, and what sets us apart (Campus Corps) is very helpful in telling the complete story of what our campuses and student members do. It's not an easy job, but spending time on that nuance is very important!

Q: Should my members know that they are Campus Corps AmeriCorps members?

A: Yes, that should be the first thing they learn during their orientation, and it should be how they introduce themselves in their service capacity!

Q: If we've got space for just one logo, which should it be?

A: Depending on the purpose, different logos have different uses. Campus Corps is the unique program, and should therefore be used to describe members, and their program. AmeriCorps is our federal funder, it falls under the Corporation for National and Community Service umbrella. Campus Compact is the organization that your campus and CEO affiliate with, and which also supports the Campus Corps program. We ask that you consider which is the best fit, and make the call, and the MTCC network office is happy to answer questions.

Q: As a Campus Corps supervisor, is it important for me to tell local civic leaders, legislators, and our congressional delegation about members and our team's accomplishments?

A: Yes, very. Your advocacy is incredibly important to expand state and national knowledge of and support for the AmeriCorps program and Campus Corps in particular.