Building Better Communities Fellows

Funded in part by the Lilly Endowment Inc., the Building Better Communities Fellows program provides a framework for Ball State faculty and students to connect with Indiana businesses and nonprofit organizations through immersive learning projects.

**Students benefit** by gaining experience and expertise beyond the boundaries of the classroom.

**Faculty benefit** from project support services and resources that assist in offering a greater diversity of students and an expanded list of community partners.

**Community partners benefit** when students examine their challenges from a fresh perspective.

As part of their fellows experience, students receive professional development training in collaboration with the Ball State Career Center and the Excellence in Leadership program.

Technical training and support for Emerging Media Fellows projects are provided by the Digital Corps, Emerging Technologies, University Teleplex, and the Center for Media Design.
Arts Place—A Brand Image Campaign

Arts Place in Portland, Indiana, serves 15 rural counties in east central Indiana and west central Ohio. Supporting arts appreciation, education, and services for artists, the new marketing plan for Arts Place successfully integrated new locations and broadened awareness, coverage area, and participation in three venues: Portland, Hartford City, Indiana, and St. Marys, Ohio. Students created a brand image campaign for Arts Place to generate synergy across the three venues while maintaining individual community differences.
Ball Memorial Hospital/IU Health—Wellness Inventory for Delaware County

IU Health Ball Memorial Hospital has developed a strategy for cataloging information about wellness programs and initiatives in Delaware County. This project team worked with the hospital to devise a strategy to collect information from as many organizations as could be identified. Students helped the hospital enhance their wellness inventory by developing a comprehensive report of their findings.

COMMUNITY PARTNER
Ball Memorial Hospital/IU Health

FACULTY MENTOR
Jane Ellery
Fisher Institute for Wellness and Gerontology

STUDENTS
Brighid Courtney
Samuel Lopez
Regina Martin
Diane Mitchell
Annette Payne
Shauna Sadler
Blackford County High Riding Art and Equestrian Day Camp

The Blackford County High Riding Art and Equestrian Day Camp project offered authentic experiences for students seeking to design and implement a day camp program. The students in this project studied psychological, environmental, and cultural factors that affect children with mild and moderate disabilities. Working collaboratively with several community agencies and nonprofit organizations, the students planned and implemented a weeklong program for campers with disabilities. The camp included horseback riding and associated equestrian experiences, arts and crafts, physical exercises, science, music, and other enrichment activities.

COMMUNITY PARTNERS
Blackford County Community Foundation
Blackford County School Corporation
Hillcroft Services
Mackey and McCammon Farms

FACULTY MENTOR
Ruth Jones
Department of Special Education

STUDENTS
Lynsey Brucato
Laura Francis
Deidre Henderson
Megan Kalman
Samantha Lamb
Meghan Malmquist
Jason Riley
Natalie Sachs
Samantha Schwarzin
Sarah Stockton
Samantha Tracy-Lynch
Historic Muncie—Preserving Middletown’s Neighborhoods

Historic Muncie—Preserving Middletown’s Neighborhoods chronicles the history of Muncie, Indiana, through an interactive online museum detailing the historic districts of the town. This semester, students produced three additional documentaries and expanded the photo collection to include 12 designated historic districts. Students were also involved in the development of the first Midwest Restoration Festival in the Emily Kimbrough District.

These students researched historical narratives, took photos, produced marketing materials, suggested organizational strategies, and developed fundraising campaign ideas for future festivals.

STUDENTS
Adrian Blackwell
Hobie Crase
Darryl Dorsey
Julie Edwards
Kayla Eiler
Turner Fair
Kristen Gent
Anna Hartwick
Katherine Hoffman
Erika Mabee
David McDermand
Alex McIntire
Robbie Mehling
Andy Mesin
Jeremy Peat
Frank Reber
Britta Rees
Sarah Robinson
Joe Sailer
Emily Trapp
Lisa Walker
Michael Webb
Matt Wolf
Hunt Construction Group—Branding Assessment and Positioning Strategy

This student team helped to strengthen the brand position of a major national, high-volume contracting company as part of a strategy to give Hunt Construction Group a competitive edge in its key market segments. The project offered practical exposure to business-to-business problem solving involving marketing research, brand image assessment and positioning, and marketing communication strategy development. Students from marketing, advertising, construction management, public relations, and graphic design were a part of this interdisciplinary project team.

EMERGING MEDIA FELLOWS

COMMUNITY PARTNER
Hunt Construction Group

FACULTY MENTORS
Russ Wahlers and Jim Jones
Departments of Marketing and Management, and Technology

STUDENTS

Paige Bolen               Andrew Litchfield
Courtney Boyce            Cullen Miller
Kayla Green               Mathew Rosemond
Stacey Heffernan          Amy Royce
Thomas Jacoby             Samantha Simmons
Chris Klein               Brittany Weaver
Phillip Kohler            Christopher Wilkey
Jessica Lightfoot         Richard Yager
Impact Local Government—
A Systemwide Restructure of the
Office of the Building Commissioner

Students worked directly with government officials needing fresh ideas and input to make improvements in the current operation of an active city government office. The City of Muncie, along with these political science course participants, helped restructure the Office of the Building Commissioner.

COMMUNITY PARTNER
The City of Muncie

FACULTY MENTOR
Frank Sabatine
Department of Political Science

STUDENTS
Noel Bartlett
Clinton Cronk
Kelsea Neal
Innovation Connector Ambassadors—Program Development for Small Business Mentorship

Marketing, public relations, communication studies, entrepreneurship, telecommunications, graphic design, and sales students benefitted from this project experience with Muncie’s Innovation Connector, a small business start-up support network seeking to develop a formal mentorship program. These IC Ambassadors worked on the ground level of a project that will lead to a comprehensive marketing and media campaign for this newly created program.
Nature Play—Responsible Design for Environmental Learning

Research shows that children who play in and explore natural environments adopt conservation and sustainability values as adults. Students from many disciplines explored an environmentally responsible design ethic while researching best practice case studies and developing design principles for environmental education. Collected data were used to further develop and illustrate nature-based outdoor learning areas for the local Head Start preschool program in Muncie, Indiana.

COMMUNITY PARTNER
Head Start of Delaware County

FACULTY MENTOR
Pam Harwood
Department of Architecture

STUDENTS
Ashlyn Ackerman
John Beaman
Phillip Breckler
Han-Jen Chiang
Christen Chipps
Dan Crapnell
Nathan Deig
Kate Donnelly
Jordan Doyle
Andrea Kuruda

Dusty Lake
Magdalena Landmann
Sarah Quinn
Stacy Rorick
Carolyn Scialdone
Cally Shaw
Elizabeth Shepard
Chris Simmons
Project Leadership and Ball State University Partnership

Students partnered with the Project Leadership program to improve its assessment and tracking processes through data collection and database development. This sociology class engaged in research, instrument formatting and data analysis to create solutions that will help the community partner to build on the program’s success.

EMERGING MEDIA FELLOWS

COMMUNITY PARTNER
Project Leadership

FACULTY MENTOR
Melinda Messineo
Department of Sociology

STUDENTS
Paul Bye
Sarah Coppock
Benjamin Hail
Amanda Jones
Alexandra Kuersten
Nicholas Marchi
Chase McCain
Sarah Niskanen
Bridget Ryan
Kathryn Smith
Sallie Mae Employee Wellness

Sallie Mae is in the initial stages of developing an employee well-being initiative. Students partnered with the company to facilitate the development of a culturally appropriate employee well-being strategic plan. Activities included conducting an interest and needs assessment, developing an electronic survey and delivery process for Muncie-based employees, and launching a Wellness Committee and identifying Wellness Leaders based on survey results. Ball State students delivered a written strategic plan to the executive team and each wellness leader. Additionally, students delivered an oral presentation to the wellness committee and other invitees.

COMMUNITY PARTNER
Sallie Mae

FACULTY MENTOR
Jane Ellery
Fisher Institute for Wellness and Gerontology

STUDENTS
Brighid Courtney
Jessica Edenfield
Rachel Keistler
Regina Martin
Amanda McBride-Rapp
Derek O’Neal
Shauna Sadler
Emily Wert
Tyson Whitcomb
Social Entrepreneurship—Strategies for Growth (Mr. Canary)

Students learned about social entrepreneurship while helping transform an Indiana company from a $500K operation to a multimillion dollar corporation. Team members worked directly with the inspiring cofounder and CEO of the company, Jan Long, to formulate strategy and make recommendations for the growth of her certified WBE (women-owned business enterprise).
Students learned about living and working in a sustainable way and explored the social, environmental, and financial impacts of Ball State. The project resulted in an update of the current Ball State Global Reporting Initiative Sustainability Report. Undergraduate and graduate students teamed up to acquire experience that put their work on par with what has become mainstream reporting among the largest 250 companies in the world.
Visit Indiana

The Indiana Office of Tourism Development (IOTD) continued to partner with Ball State to use high-definition video technology to highlight Indiana road trip ideas in a creative way. Students created state-of-the-art, relevant content to drive traffic to IOTD’s consumer website, VisitIndiana.com. This semester’s work features destinations in Brown County, Hendricks County, Parke County, Lafayette, Madison, and Columbus. The team also showcased the partnership through public relations and social media to further generate awareness of Indiana travel opportunities. These project results will support the state’s promotion of Visit Indiana Week.

EMERGING MEDIA FELLOWS

COMMUNITY PARTNER
The Indiana Office of Tourism Development

FACULTY MENTORS
Chris Flook and Rod Smith
Department of Telecommunications

STUDENTS
Hannah Barrick
Hobie Crase
Kayla Eiler
Ryan Fernandez
Taylor Fuller
Jeff Holiday
Alex Kartman

Chris Kosinski
Robbie Mehling
Joe Sailer
Robert Webster
Christen Whitney
Kelsey Williams
Building Better Communities Fellows projects offer teams of students the opportunity to work with communities, businesses, and government agencies to develop real-world solutions to real-world problems. We call this immersive learning, the hallmark of a Ball State education.

Learn more and get involved today!

765-285-2773 • www.bsu.edu/bbc/fellows

Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community.