

Pace Center for Civic Engagement

Reporting to: Gwen McNamara, Communications Specialist

The Pace Center for Civic Engagement is seeking a University Administrative Fellow (UAF) for the 2018 Fall Semester. This position will report to Gwen McNamara, Communications Specialist with the Pace Center for Civic Engagement. Interested applicants should submit a copy of their resume, cover letter, and at least one writing sample via email to Gwen McNamara at gwenm@princeton.edu by May 1, 2019.

Start Date: September 9, 2019

End Date: January 24, 2020

About the Pace Center for Civic Engagement:

At the [Pace Center for Civic Engagement](#), one of six units that comprise the [Office of the Vice President of Campus Life](#), our mission is to make service and civic engagement part of the Princeton student experience. We strive for students to use service as a guiding lens for their educational experience and beyond. We help students gain the knowledge and skills to do service well, and to learn more about who they are, about community, and their role in community.

The [Pace Center for Civic Engagement's 2016-2019 Strategic Plan](#) has charted a course for the center. Since the center was founded in 2001, it has grown from a center focused on supporting the activity of service, to a center where learning and service are deeply connected.

As part of the collaborative Pace Center communications team, the Communications University Administrative Fellow would have the opportunity to continue to shape and support the center's growing mission and vision. In this role, the Communications University Administrative Fellow would engage with Pace Center staff and undergraduate student leaders, as well as connect with other units on campus who also play a role in shaping and telling the story of service at Princeton University, including the Office of Communications, the Office of Advancement, the Office of the President, and a variety of centers and departments within Campus Life and the Office of the Dean of the College.

Administrative Learning Objectives:

1. How might we enrich the narrative of service at Princeton?

Service is by definition broad and diverse at Princeton University. It is described as “responding to the needs of the world” in University strategic planning documents. University leaders, like President Eisgruber, talk about service as a mindset: it’s “not ultimately about what vocation or avocation one pursues, but about how one pursues it.” When asked if they engage in service (very broadly defined) 79 percent of University students say yes, according to University annual surveys. As the Pace Center for Civic Engagement seeks to guide students to do service well, how can we bring greater clarity to what service is and why it matters – combatting both the University’s broad definition and stereotypical narrow associations of service with activities like volunteering and donating? How can this enhance communications priorities elsewhere on campus with the Office of Communications

and Office of Advancement? Projects related to this effort could include:

- a. Message Inventory: What is Princeton University saying where? How do other centers/departments involved in service message to their respective audiences? What do centers at peer institutions say?
 - b. Assessment & Reimagining: Understanding where messages align and do not align, how can we develop a strategy to enrich the narrative of service through the Pace Center to bring greater clarity and meaning to Princeton's broad vision for service? What do we already have on hand or could build from? What do we need to do differently or need to invest more time in? Who do we need to work more closely with?
2. How might we actually communicate where students are listening most?

Through user research conducted in the spring of 2018 we learned that undergraduate students seek to engage in service by talking first and foremost to other students. From research into the graduate student experience we learned that graduate students want to be more connected to service at the University. With the upcoming addition of another residential college, we need to continue to hone our understanding of how to reach students. Projects related to this effort could include:

- a. User research: Building on our methods and efforts to date, how can we sample the right combination of constituents to better understand their behaviors, preferences, and needs? How can we tailor our solutions to better meet these needs?
- b. Process mapping: What are our current communications practices and processes? How do they align or not align with findings from our user research? How can we make adjustments, stop doing things, or do new things to improve?

Qualifications

- Interest in service and civic engagement learning and how it can be integrated within a liberal arts education
- Exceptional communication skills with excellent interpersonal, oral, written and listening skills
- Ability to think critically and strategically
- Ability to meet deadlines
- Ability to work collaboratively with staff, faculty and undergraduates across disciplines and departments
- Experience with user research and process mapping is helpful