



Workshop

CCFA



THE UNIVERSITY OF
MEMPHIS®

Service Statement Workshop

College of
Communication
and Fine Arts



Service Statement Workshop

Agenda

1. Introductions
2. Reflect
3. Organize
4. Draft
5. Review

A dynamic stage performance featuring dancers in elaborate costumes. In the foreground, a dancer in a white suit with blue accents and a purple cape is captured in a powerful pose. To the left, another dancer in a bright red suit with blue patterns is visible. The background shows other performers in red and blue outfits. The word "Reflect" is prominently displayed in the center in a large, white, sans-serif font. The bottom of the image features a decorative pattern of small, light blue diagonal lines.

Reflect

Reflect



Reflect on Your Service

Reflecting on your service is essential as it helps articulate the value of your contributions, align them with institutional and community goals, and identify areas for growth to enhance your impact.

Reflect

Where to Begin

- Think about what drives your commitment to service. Consider your values—whether that's collaboration, inclusivity, mentorship, or another guiding principle—and how these influence your approach to service.
- List all of your service activities, categorizing them by departmental, college, university, and professional service activities.



Reflect

Don't Forget to Include

- Service honors and awards
- Service grants and contracts (internal and external)





Organize

Organize

Organize Around Core Themes

Select the main components that will guide your service statement. Using a structure like GRIDS can help with cohesion.

- **Goals:** Define your primary objectives for advancing the mission of your institution, department, or community through service. Highlight efforts to support students, faculty, and broader community needs.
- **Rationale:** Explain why you prioritize specific service initiatives, committees, or outreach activities, and how these address critical needs or gaps within your institution or field.
- **Implementation:** Describe how you organize and execute your service activities, including leadership roles, collaborations, innovative solutions, and strategies to engage stakeholders effectively.
- **Development:** Highlight how your approach to service has evolved over time, adapting to institutional changes, emerging challenges, and opportunities for growth while enhancing your impact.
- **Success:** Showcase how you assess the effectiveness and outcomes of your service, such as through measurable improvements, recognition, stakeholder feedback, or lasting contributions to your community and institution.

A young man with dark dreadlocks is smiling and looking towards the camera. He is wearing a large black headset with a microphone. He is wearing a grey t-shirt with a blue and orange logo that says 'MEMPHIS BOUNTY' with a tiger illustration. The background is a blurred broadcast studio with another person visible in the distance. The word 'Draft' is overlaid in large white text.

Draft

Draft

Draft an Outline

1. **Engaging Introduction:** Articulate the Purpose of Your Service

- Begin with a brief summary of your motivations for engaging in service, emphasizing the core values that guide your work and the overarching goals you aim to achieve.
- Define what you hope to accomplish through your service, such as fostering collaboration, enhancing institutional success, or strengthening community ties.

2. **Rationale:** Explain the Importance of Your Service Contributions

- Describe why your service activities are essential to your department, college, university and profession. Connect your motivations to broader institutional goals or societal needs.
- Explain how your service activities align with your values and professional objectives, demonstrating how they contribute to the betterment of your institution and field.

3. **Implementation:** Describe Your Process and Methodologies

- Outline your specific roles, responsibilities, and key contributions across each area of service, such as committee work, policy development, or mentorship.
- Highlight initiatives that extend your university role into the community, emphasizing outreach efforts, partnerships, or advocacy projects.
- Detail instances where you took on leadership responsibilities, initiated programs, or implemented innovative approaches to address challenges or enhance outcomes.

Draft

Draft an Outline

4. **Development:** Reflect on Growth and Adaptability in Service

- Describe how your service activities have evolved over time, reflecting your increasing expertise or adaptability to emerging needs.
- Highlight any steps you've taken to improve your service capabilities, such as leadership training, strategic planning workshops, or developing new approaches to enhance engagement and impact.

5. **Success:** Showcase the Impact and Outcomes of Your Service

- Provide specific examples of accomplishments, such as successful programs, policy improvements, increased engagement, or strengthened partnerships.
- Discuss the immediate and long-term benefits of your service contributions, demonstrating how they positively influence your department, institution, profession, or community.

6. **Conclusion:** Summarize Dedication and Future Vision

- Reaffirm your dedication to service and its role in advancing institutional goals, fostering collaboration, and creating meaningful change.
- Outline aspirations for continued contributions, including plans to take on new challenges, broaden outreach efforts, or enhance the impact of your work through innovation and leadership.

A photograph of three students in a computer lab. In the foreground, a young woman with long black braids with orange highlights is looking at a computer screen. Behind her, a young man in a dark patterned shirt is also looking at the screen. In the background, another young woman with long brown hair is sitting at a desk, looking at a screen. The lab has multiple computer workstations with large monitors. A large white text overlay is in the center of the image.

Review

Review

Review and Refine

- Aim for clear, direct language that conveys your values and accomplishments.
- Whenever possible, include examples from your research, scholarship, and creative activity to illustrate your points.
- Consider asking a colleague or mentor for feedback to ensure your statement resonates with your professional goals and achievements.





Questions

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