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The "Perfect" Service-Learning Class Project: Implications for the SELEB Scale

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Abstract

A six-week public relations class held during the summer of 2009 conducted a very successful service-learning project. The students were able to raise money for charity, while showcasing their project on three local television stations as well as the local newspaper. Additionally, they communicated information about their event through social networking sites. Thus, this project became known as the "perfect" service-learning class project. The purpose of this article is to determine how the students participating in this service-learning project rated the items on the SELEB (Service Learning Benefits) scale, compared to less successful classes.

Keywords

Service learning; SELEB scale; Service Learning benefits; Community Service