Case Study of the “Little Eagle Project”:
A National Service-Learning Project for Building up a Harmonious Society in China

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Service Learning

- combines academic coursework with voluntary service in the community

- involve students in organized community service that addresses local needs, while developing their academic skills, sense of civic responsibility, and commitment to the community.

- still considered by countless educators to be a radical pedagogy.

What’s missing in literature?

- the potential effects of service learning in higher education institutes.

- insight into participatory education and field practice that aim to foster social innovators for business, government, and social sectors in China.
The YouChange University: A university without borders
-- is going to be established by the China Social Entrepreneur Foundation – a non-profit charitable organization with independent legal person status.
-- is not a comprehensive university that offers degrees or focuses on classroom teaching, textbooks and examination.
-- is solely dedicated to nurture students who learn for service and serve to learn.
What YouChange University is and isn’t

What is YouChange University

▪ Uses a combination of field and forum instead of traditional teaching methods
▪ A “university without borders” which values participation and inclusiveness
▪ A combination of training, practice, and research for social innovation
▪ Financially sponsored by YouChange Foundation and in partnership with various other groups and organizations
▪ Synergy of volunteer projects and participatory education to create quality volunteers

What isn’t YouChange University

▪ YouChange University is not a comprehensive university. It does not offer degrees or focus on in classroom teaching and textbooks. Rather it focuses on practical training through volunteer projects to help people learn.
▪ The goal is not project completion. It cooperates with public projects and social organizations to select and design short-term and long-term volunteer projects to serve as training grounds for people.

Culture new cross-sector leaders who learn and serve
# YCU Target Student Positioning

<table>
<thead>
<tr>
<th>Elite</th>
<th>Cross-sector</th>
<th>Social-sector only</th>
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<tbody>
<tr>
<td></td>
<td>1. Cultivate social responsibility, increase leadership</td>
<td>2. Improve social work competencies and leadership</td>
</tr>
<tr>
<td>Non-elite</td>
<td>3. Planting commonwealth idea</td>
<td>4. Improve social work competencies</td>
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Value propositions geared towards the needs of our targeted groups

**Primary needs of the targeted students**

- **Personal growth and skill development**
  
  “If through working in the field, I can increase and develop my current skill set, then I think dedicating a years worth of my time is worth it”

- **Increase career opportunities**
  
  “Can YouChange hold a career fair?”

- **Broaden horizons, extend network**
  
  “Arrangements between students and successful entrepreneurs and leaders would be very appealing to students”

- **Social acceptance**
  
  “Would like support from parents”
  “Is the University sustainable in the long-run?”

**YouChange’s value propositions**

- **Plenty of excellent projects for students to exercise skills and leadership**

- **Provide support during the program to promote growth and development (such as one-on-one mentorship)**

- **Help students increase career opportunities through working with corporations (including domestic and international companies) and giving students preferential treatment**

- **Establish a network of social leaders, successful entrepreneurs, and famous scholars to serve as mentors and teachers**

- **Provide a network of alumnus to connect and support students even after graduation**

- **Create a socially respected and unique brand name**

**Target Students:**

- Sense of social responsibility
- Leadership potential
- Sees how this short term project will benefit their long term plans
- Is financially capable of attending the program

**If through working in the field, I can increase and develop my current skill set, then I think dedicating a years worth of my time is worth it**

**Can YouChange hold a career fair?”**

**Arrangements between students and successful entrepreneurs and leaders would be very appealing to students”**

**Would like support from parents”**

**Is the University sustainable in the long-run?”**
小鹰计划
让我如虎添“益”

塑造新公益达人
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Little Eagle Project

It will offer a 1-year program by using the service-learning model that integrates 7 weeks classroom academic learning, and various field projects in rural areas. E.g. Community Driven Development Project (sponsored by the World Bank)

Aim: For students to develop practical skills and leadership qualities.
The academic learning comprise of 3 areas, including courses for:

- Formation of significant Concepts (e.g. Chinese Culture)
- Capacity Building (e.g. Character Development)
- Field Study (e.g. Rural Studies)
**Support**

**During the program:**
- **One-on-one coaching** offered by distinguished leaders in society, for enhancing students’ personal growth and professional development.

**After the program:**
- **A network of alumnus** to support students’ career development.

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Dr. Tang Min,
YouChange University President
YCU provides studying, working and life-long supporting system

**Forum**
- Professor from
- Case study teaching system
- Knowledge-capabilities balance
- Lectures from successful alumni and social-sector leaders
- Heuristic teaching patterns

**Career guide**
- Career center
- Campus recruitment
- Design database of social-sector workers demand
- Recommend student to government and companies for work
- Special lectures from celebrities

**Alumni network**
- Alumni network database
- Regular fellowship activity
- Mentoring program
- School magazine
- Life-long supporting system

**Field**
- Abundance field opportunities
- High quality coach team
- Open networking system (online platform, regular sharing and evaluation)

Source: group analysis
What the case study demonstrates:
- how high quality ‘new social leaders’, who learn from and serve the people, can be nurtured through the unique service-learning project, namely the ‘Little Eagle Project’.

- the project’s potential to contribute to harmonious society in China.
Thank you! Questions welcome!

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