

Are Civic Engagement components in our courses  
still possible online?

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# Community Based Learning Component (CBL)

CBL at AUC is a form of experiential learning that combines faculty-guided community engagement with explicit academic learning objectives. It can be incorporated into coursework at any level across the academic curriculum, utilizing three basic components:

- classroom preparation,
- community interaction, and
- guided reflection.

As a Guide: Total Time spent on above is 15 hours.



## Five Main Components of CBL

- **Alignment with learning Outcomes:** CBL component will be of direct relevance to studying learning outcomes
- **Assessment of Learning** : reflection on the experience in 3 sections:
  - What: Describing the setting and questions asked,
  - So what: interpreting them in light of theory studied in class, and
  - Then what: suggesting policy action and solutions to tackle identified problems.
- **Empowerment** : hearing voices of workers and getting views across to those who can help them
- **Reciprocity** : coming out with solutions that can help community and publishing/submitting them to policy makers
- **Sustainability** Carry on doing the exercise in future semesters to document and evaluate change.



## Why is it Important?

Benefits for Students	Benefits for Faculty
<ul style="list-style-type: none"><li>• Integrate theory and research</li><li>• Apply concepts learned in class to real life</li><li>• Formulate hypotheses</li><li>• Examine socially important issues</li><li>• Make reasoned arguments</li><li>• Apply data to test hypotheses</li><li>• Analyze quantitative and qualitative data</li><li>• Interpret data</li><li>• Understand multiculturalism and diversity</li><li>• Understand cultural influences</li><li>• Develop a sense of justice</li><li>• Make use of critical thinking skills</li><li>• Believe in their ability to make a difference</li></ul>	<ul style="list-style-type: none"><li>• Provides opportunities for data collection and inspiration for future research</li><li>• Improves student-satisfaction ratings</li><li>• Provides new areas for research and publication</li><li>• Provides an opportunity to build strong partnerships with NGOs and government bodies involved in social development</li></ul>



## Why is it Important in Labor Economics?

- Student's first experience of fieldwork is actually cutting edge research :
- Like Randomized Control Trials that won Abhijit Banerjee and Rachel Dufloe of JPAL Nobel Prize in Economics 2019.
- " Leave Office, Go to the field"
- " Make the fight against Poverty (youth unemployment, gender discrimination etc ) more effective , by making it evidence based!



# Awareness Campaign

Students created awareness campaigns based on their topics of choice among social networks on issues related to the labor market amid the covid-19.

The main aim of the awareness campaign is to inform the public about a specific important issue, but people are expected to be either unaware of, or are wrongly informed about.

Students designed awareness campaigns, using an infographic that they shared on a social media platform of, and monitored the impact of this infographic on raising the awareness of the public.



## Possible Topics

1. Informal workers: unconditional cash transfers
2. Women in the informal sector
3. Universal Basic Income
4. Refugees
5. Agriculture and food security
6. Direct cash assistance
7. Government stimulus package
8. Oil prices and Egyptians in the GCC countries
9. Tourism sector
10. Transportation sector
11. Social Safety Nets
12. Digital services
13. Activating financial inclusion
14. The curfew and workers' productivity  
(pick any sector you wish to focus on)
15. The Food and Beverage sector
16. Ramadan "Mercy tables"
17. Real estate and construction sectors
18. Aviation sector



# Infographic Design

A visual representation of information or data. A collection of imagery, charts and minimal text that gives an easy to understand overview of a topic. Infographics use striking, engaging visuals to communicate information quickly and clearly. The visuals in an infographic should excite and engage audience, but should also help understand and remember the content of the infographic

Infographics make complex information easy to digest, they can:

1. Provide a quick overview of a topic
2. Explain a process
3. Summarize a long blog post or report
4. Compare and contrast multiple options
5. Raise awareness about an issue or cause







# Submitted Report

At the end of the process you need to submit a report to identify five main points:

1. The objective of the awareness campaign
2. The target audience
3. The impact of the piloted campaign
4. Suggested Future steps to scale it up
5. Policy Implications



# CBL Course Planning

Some pointers to consider when integrating CBL in your courses:

1. MAINTAINING ACADEMIC STANDARDS
2. USING THE COMMUNITY-BASED LEARNING PEDAGOGY
3. FINDING DISCIPLINE-APPROPRIATE COMMUNITY ENGAGEMENT PROJECTS
4. PLANNING FOR COURSE TIME
5. LIABILITY



## Other Ideas for Combining Service and Learning Online, Particulary relevant Now

- ANTHROPOLOGY
- Accounting
- Art
- Business



## Students' Experience

“For me, civic engagement was one of the most beneficial aspects of the labor economics course. I got the opportunity to have hands-on experience with researching and analyzing the different views of people in my society regarding a certain issue. It taught me how the theoretical aspect of the course works beyond the four walls of the classroom. While it may have been a much greater experience if I had the opportunity to conduct my campaign in person, it still paved a way to a road of knowledge.”



## How to Improve existing CBL courses while On-Line

1. Providing students with more in depth understanding of what civic engagement projects are and their benefits.
2. To find more reliable medium to collect responses other than the social media platforms ( surveys, phone in depth interviews, etc)
3. Institutional Facilitation for Collaboration with NGO's