

Welcome To

AUI





Nano Conference #7 - Enabling Employability

University Social Responsibility: A Primer

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Al Akhawayn University in Ifrane, Morocco

جامعة الأنخوين

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AL AKHAWAYN
UNIVERSITY



MSR



Relevant Terminology



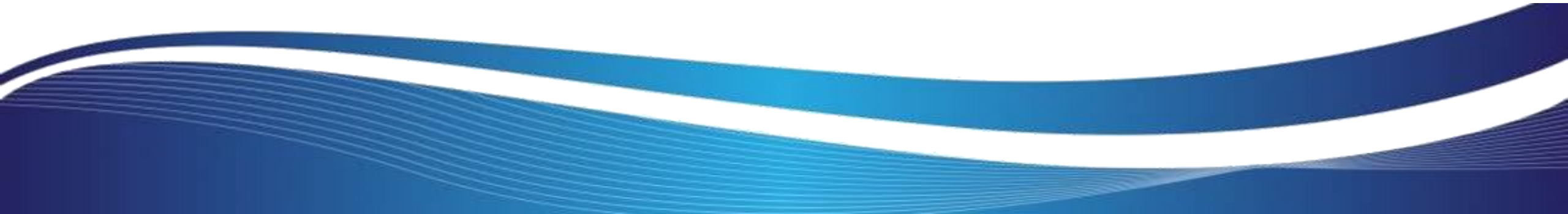


	COMMUNITY SERVICE	SERVICE LEARNING	INTERNSHIP
PRIMARY INTENDED BENEFICIARY	recipient(s)	recipient(s) and provider	provider
PRIMARY FOCUS	providing meaningful service	providing meaningful service and enhancing classroom learning	learning by doing
INTENDED EDUCATIONAL PURPOSE	moral, personal and social growth and development	Academic learning, enhancing intellectual and civic engagement	Career development and professional preparation
CURRICULAR INTEGRATION	None	Fully integrated into curriculum	Co-curricular or supplemental
NATURE OF SERVICE	Based on student	Based on course topic or discipline	Based on industry or career


Community Service vs. Service-Learning


Community Service	Service-Learning
Students remove trash from a riverbed providing a service to the community as volunteers.	Students remove trash from a riverbed, <ul style="list-style-type: none"> • analyze what they found, • share the results and offer suggestions for the community to reduce pollution, • and then reflect on what they have learned from the experience.

**University
Corporate Social Responsibility**



Types of Social Responsibility

- **Environmental Responsibility:** the belief that organizations should behave in an environmentally friendly way.
 - **Ethical Responsibility:** the ability to recognize, interpret and act upon multiple principles and values according to the standards within a given field and/or context.
 - **Philanthropic Responsibility:** the obligation to give back to communities through charitable donations, volunteerism, and community involvement.
 - **Economic Responsibility:** the practice of making financial decisions based on a commitment to doing good.
- 

- USR can be put into practice when university leaders emphasize responsibility to the public, ethical behavior, and the need to practice good citizenship.
 - University leaders should be role models on ethics and the protection of community health, safety, and the environment.
 - Practicing SR refers to support of issues that are important to the public but that are within the limits and resources of the university.
 - Examples of such issues include improving education in the community, pursuing environmental excellence, practicing resource conservation, promoting and improving the health of the community, performing community service, conducting research to generate socio-economic development, and providing guidelines for the development and sustainability of society.
 - Universities can also influence other organizations and institutes, whether private or public, to form partnerships for addressing these issues and concerns.
- 


WHAT IS CIVIC ENGAGEMENT?



TYPES OF CIVIC ENGAGEMENT




 Community Service/Volunteerism

 Philanthropy/Fundraising

 Political Engagement

 Service-Learning


 Community-Engaged Research

 Social Entrepreneurship/Social Innovation

 Activism/Advocacy/Awareness Raising

 Community-Engaged Clinical Experiences/Field Education/Internships






USR



AUI's experience in student-focused USR

- Charitable projects (1995-2000)
 - Community Service (2000-2012)
 - Community Involvement Program (2013-Present...)
 - Service-Learning Program (2019-Present)
- 

SL statement in syllabus:


The ultimate objective of service learning is to create an opportunity for you to learn and consolidate concepts covered in class through providing a service to the community. In addition to enhancing learning for students, the service component of the course is equally rewarding academically and civically. There are two parts in this component: the service part and the learning part. For the service part, attendance at the relevant site and active participation are required. The learning part is about you learning as much as possible from the site based on course coverage and insights. You are required to keep a reflective journal about what goes on at the service-learning site. In addition to your on-site experience, you are expected to share your observations with peers and the course instructor, focus individual research to engage in critical reflection about course content in terms of theory and practice. Based on benchmarking and international standards in Service Learning, this syllabus clearly articulates service requirements and their relationship to course objectives and assignments. It includes a timeline and a description of how you will be assessed.

Definition

“Service-learning is a course-based, credit-bearing educational experience that allows students to (a) participate in an organized service activity that meets identified community needs and (b) reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced sense of civic responsibility”

(Bringle & Hatcher, 1995, p. 112).

Bringle, R., & Hatcher, J. (1995). A service learning curriculum for faculty. *Michigan Journal of Community Service Learning*, 2, 112-122.





1
Background
Current facts, figures, & statistics

2
Digital Marketing
Tools & techniques adapted for cooperatives



3
ONSSA
Sanitary, hygiene, site & product certification

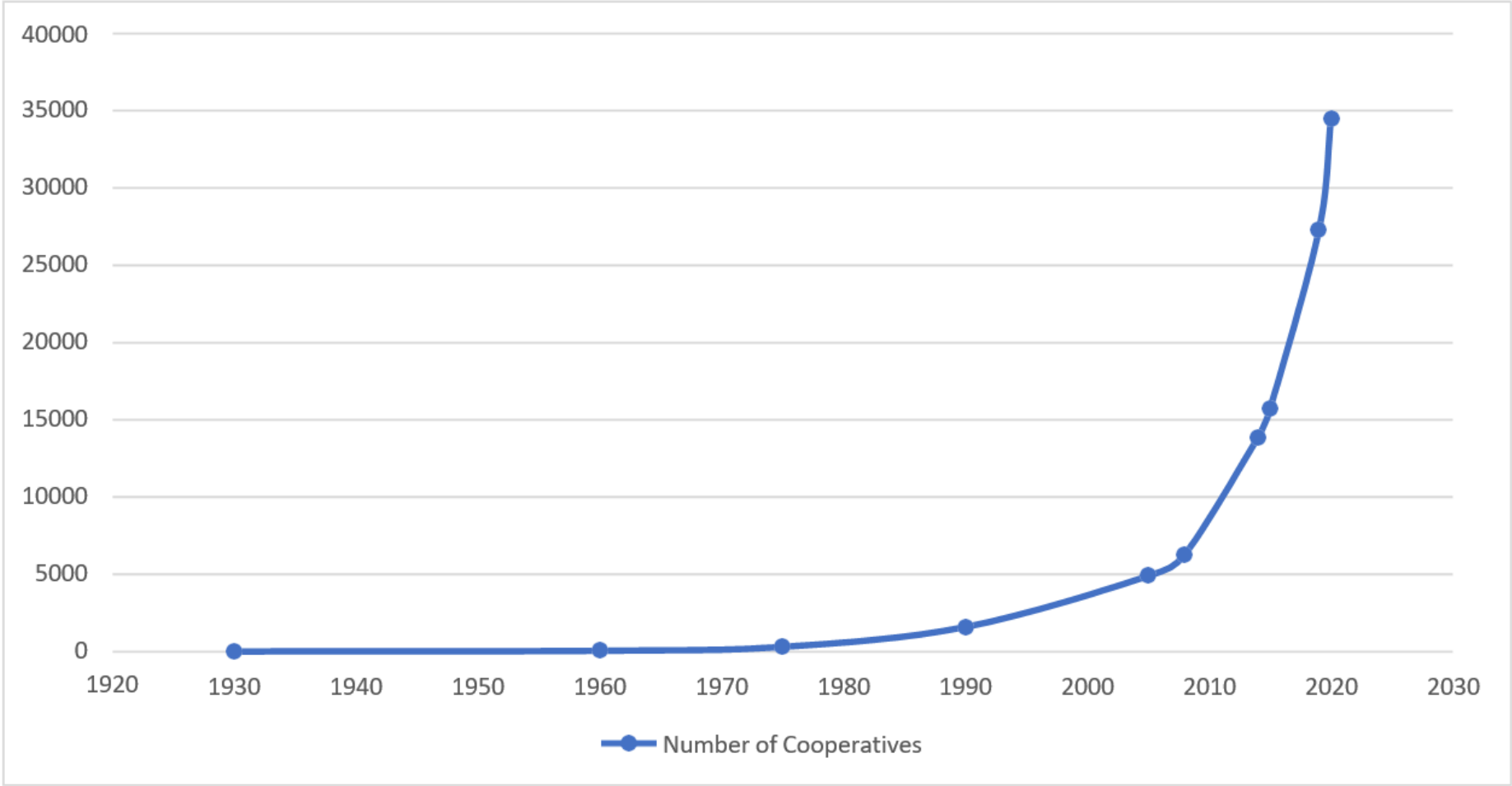
4
Crowdfunding
Funding with lots of regular small amounts

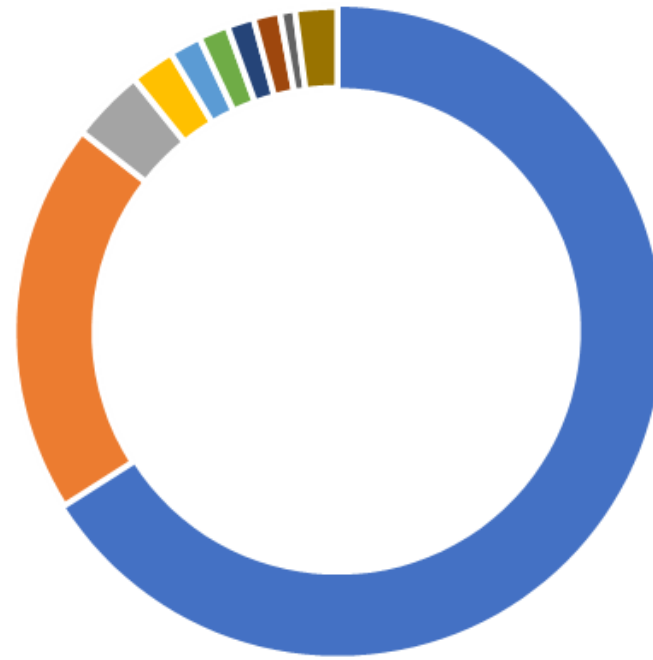
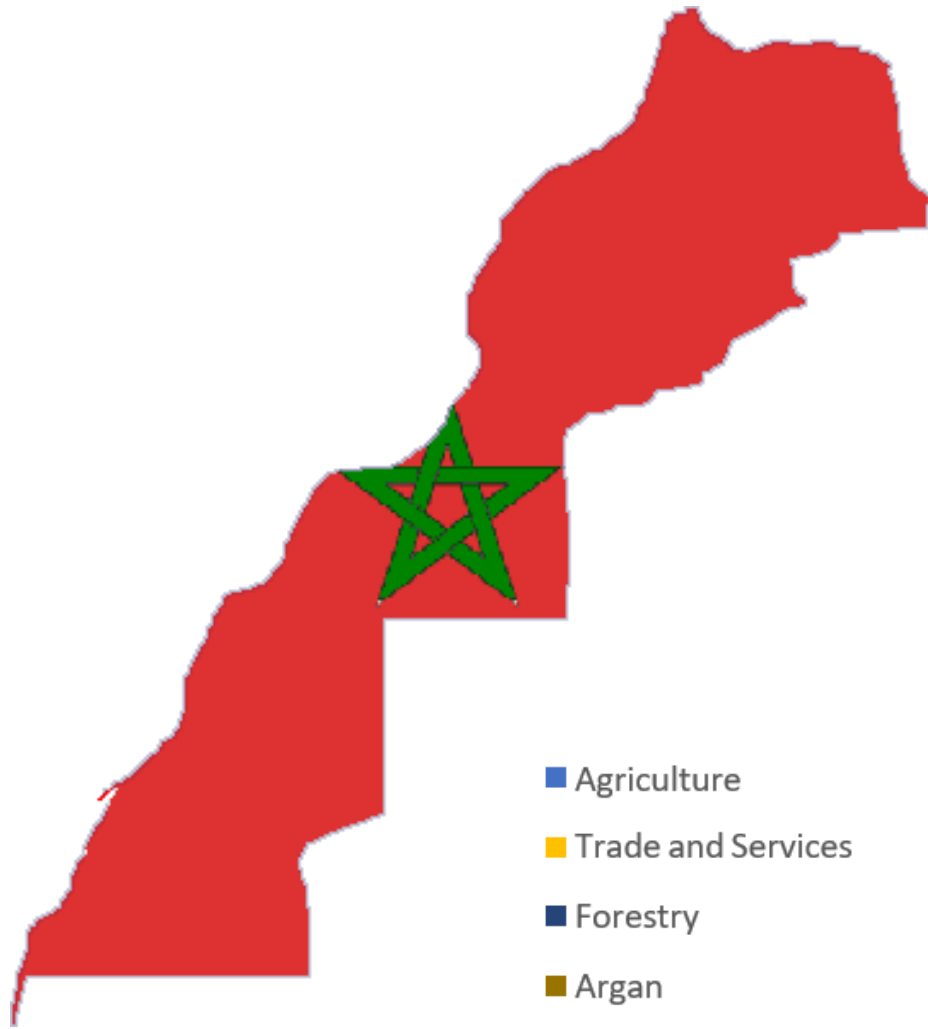


- gofundme
- FirstGiving
- FundRazr
- KICKSTARTER
- INDIEGOGO
- GoGetFunding

Office National de Sécurité Sanitaire des Produits Alimentaires
المكتب الوطني للأمن الغذائي
للمنتجات الغذائية

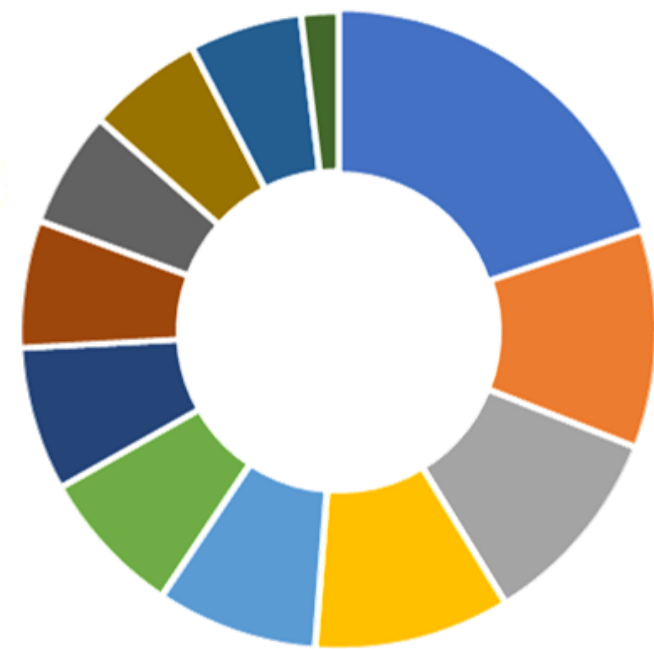
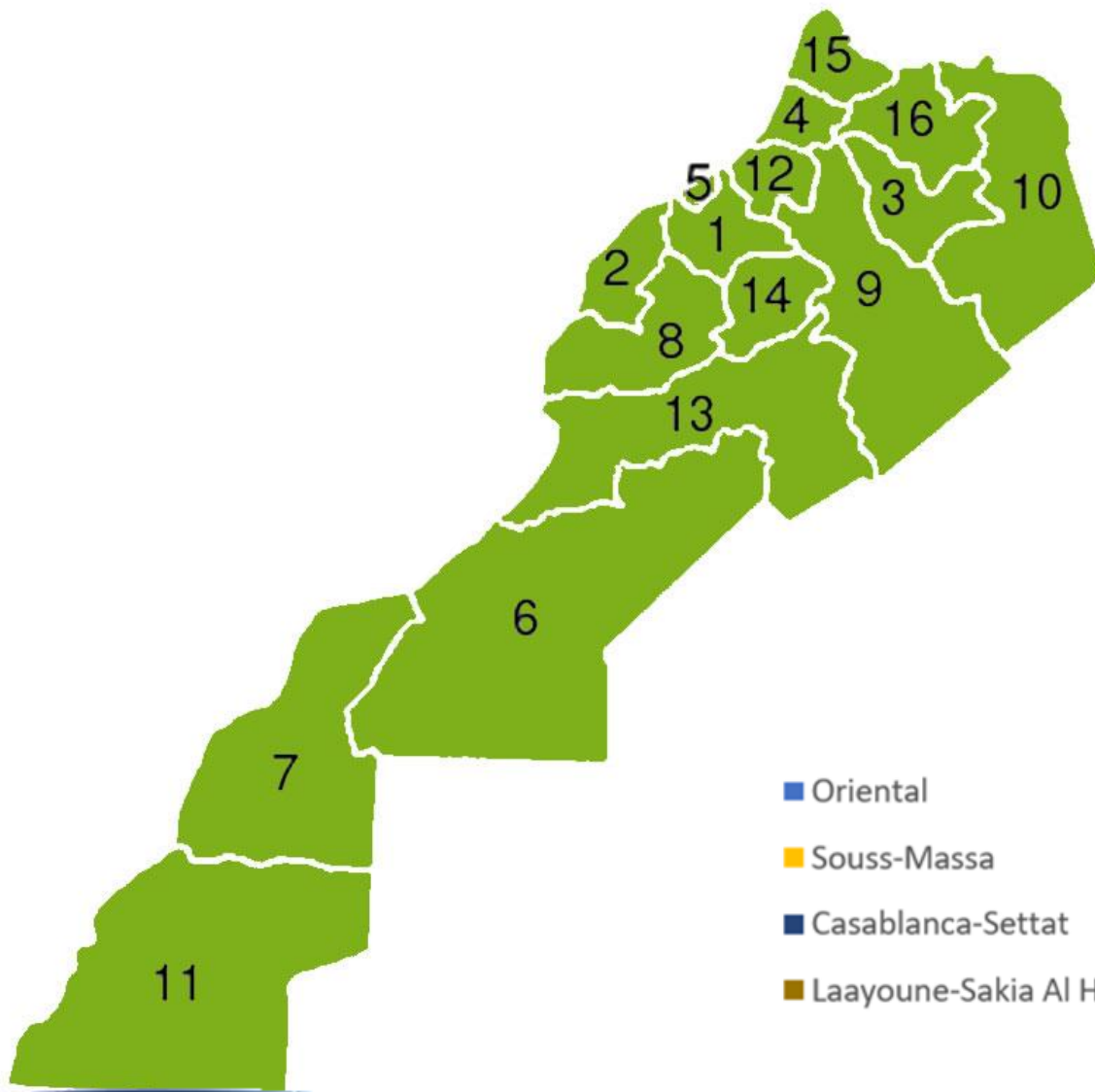






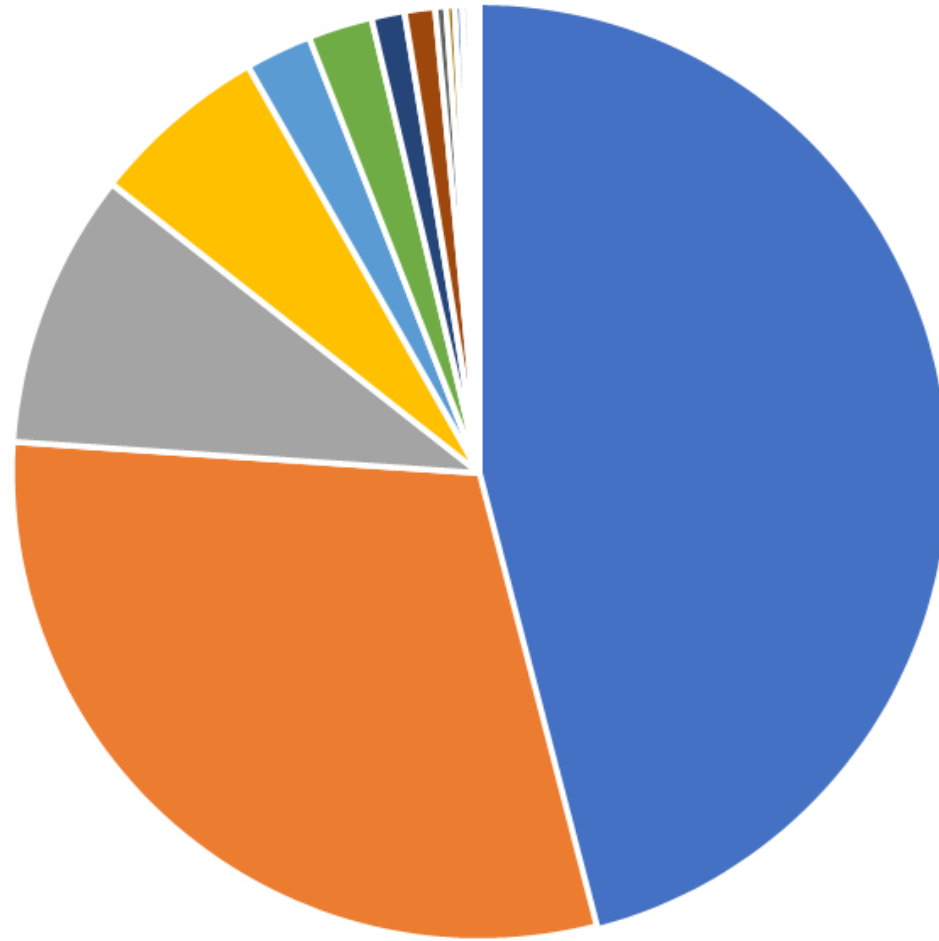
- Agriculture
- Handicraft
- Housing
- Trade and Services
- Medicinal and Aromatic Plants
- Fishing
- Forestry
- Literacy
- tourism
- Argan





- Oriental
- Marrakech-Safi
- Draa-Tafilalet
- Souss-Massa
- Guelmim Oued Noun
- Fes-Meknes
- Casablanca-Settat
- Beni Mellal-Khenifra
- Rabat-Sale-Kenitra
- Laayoune-Sakia Al Hamra
- Tanger-Tetouan-Al Hoceima
- Dakhla-Oued Dahab





- Handicraft
- Agriculture
- Argan
- Food
- Medicinal and Aromatic Plants
- Trade and Services
- Literacy
- Fishing
- Tourism
- Forestry
- Manual Labor
- Printing
- Art and Culture



Regional distribution of Cooperatives in Morocco



■ Souss-Massa

■ Laayoune-Sakia Al Hamra

■ Marrakech-Safi

■ Fes-Meknes

■ Guelmim Oued Noun

■ Casablanca-Settat

■ Oriental

■ Tanger-Tetouan-Al Houceima


■ Draa-Tafilalet

■ Rabat-Sale-Kenitra

■ Beni-Mellal-Khenifra

■ Dakhla-Oued Dahab

Digital Communication Package for Small Businesses and Cooperatives

- Interactive promotional materials
 - Multilingual menus for restaurants
 - Catalog for businesses & cooperatives
 - Etc.
 - Presence online
 - Google Map Pin
 - WhatsApp Business Account with an interactive catalog and price tags
 - Facebook Page / Marketplace
 - Instagram
 - YouTube Channel
 - Etc.
- 

Characteristics of Cooperatives

- Run by women
- Mostly illiterate
- Underprivileged background
- Precarious conditions
- Sometimes single mothers
- Sometimes divorced, with kids to sustain



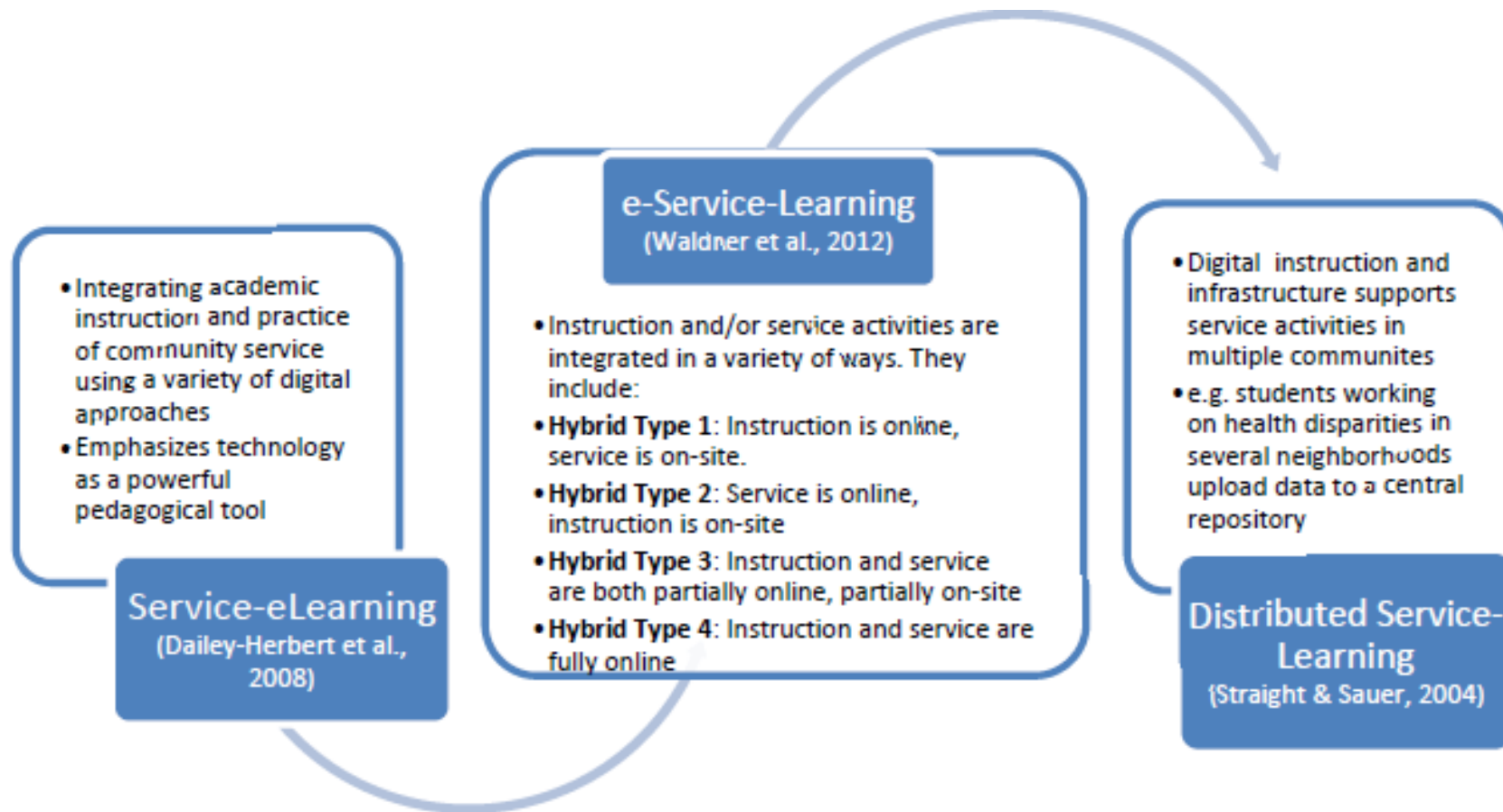
INSTRUCTION

SERVICE

	Onsite	Online
Onsite	Traditional Service Learning (T-SL)	E-Service Learning Hybrid Type II
Online	E-Service Learning Hybrid Type I	Extreme Service Learning (XE-SL)

E-service Learning Hybrid Type III

Types of e-service-learning (Waldner et al., 2012)



Interrelated aspects of digital service-learning (Sandy and Franco, 2014)

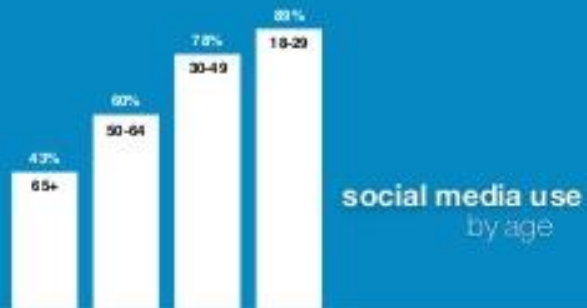
98%

of adults ages 18-29 are on the internet

younger generations
are using the internet,
social media, and mobile
technologies at a high rate

89%

of adults 18-29 years old use social media




67%


access it on mobile





Objectives of SL

- Link education to the needs and problems of the community.
 - Link curricular objectives with overarching educational goals for sustainable development.
 - Understand ones' roles as active members of the community.
 - Develop positive attitudes towards community issues.
 - Develop students' awareness of ethical and citizenship issues.
 - Develop social responsibility and decision-making skills.
 - Develop students' social and cultural skills.
- 

- Service learning contributes to providing free and good service to the community.
 - The projects presented represent the embodiment of modern learning strategies by employing students' knowledge in service of the community
 - The University is one of the first institutions to contribute to the field of service learning.
 - Service learning is an increase in regular service in a structured way.
- 

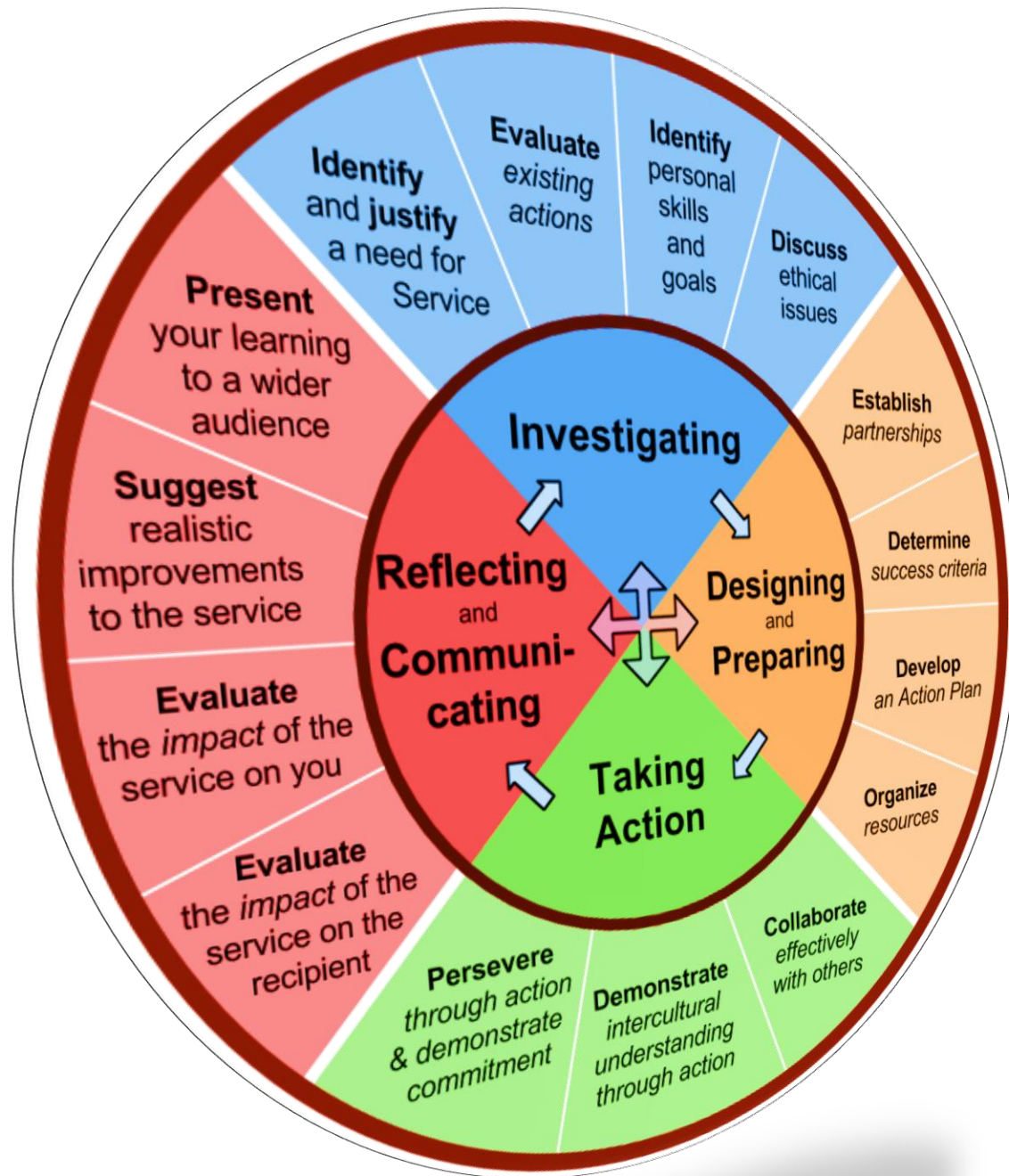
What Service Learning is and what it is not

- links to academic content and standards
- involves students in determining and meeting real community needs
- includes on-going, meaningful reflection and analysis
- is reciprocal in nature, benefiting both the community and the service providers
- can be used in any subject area so long as it is appropriate to learning goals

- an episodic volunteer program
- an add-on to an existing curriculum
- logging a set number of community service hours in order to graduate
- service assigned as a form of punishment
- only for 'at risk' students
- one-sided (benefiting only students or only community).

America's National Commission on Service-Learning



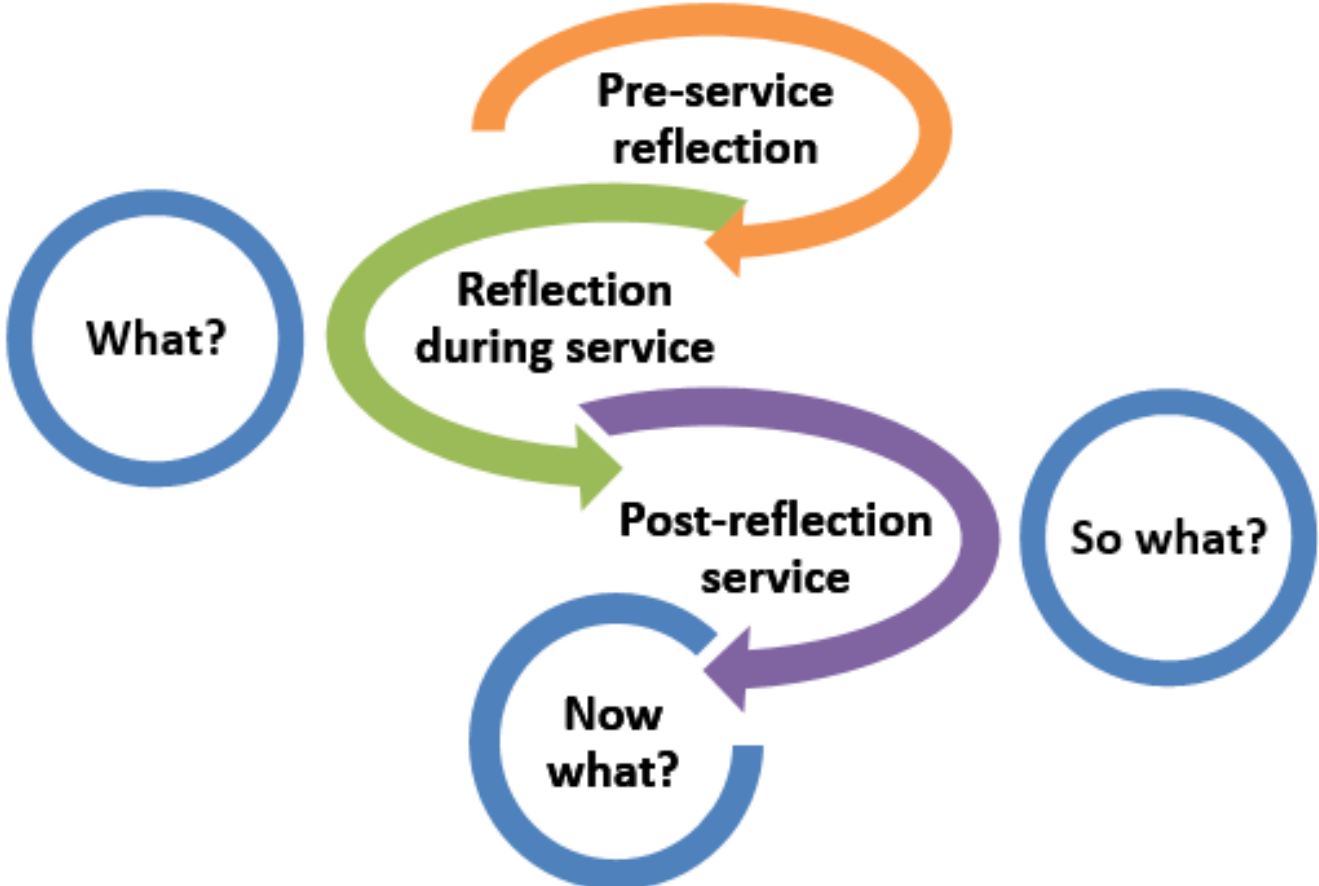


Canadian Academy, Kobe, Japan


SL Cycle



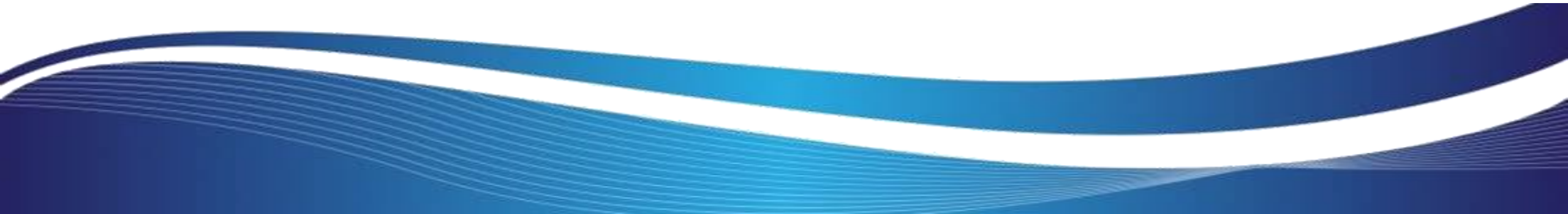
Reflection




What's in it?

- Contributes to raising students' self-awareness through interaction with the community and awareness of the latter's needs.
 - Gives students an opportunity to apply information and skills in real-life situations, which enhances their abilities when they enter the job market.
 - Expands the concept of learning and makes it go beyond the classroom, making it an ongoing process that strengthens relations between the University and community partners.
- 


- Connects the theoretical aspects of a process and application.
- Provides the student with practical experience that improves his or her academic learning experience.
- Fulfills the needs of the community.
- Gathers people on common issues.
- Makes a difference in the community because it makes the student a real part of it.
- Enhances the sense of citizenship and responsibility.
- Makes the student a productive person.




Benefits for faculty

- Interactive teaching methods and mutual learning between students and faculty.
 - Enrichment of course content and understanding of issues affecting communities.
 - Knowledge expansion and new horizons for research and development.
 - Leadership principles of community participation among students.
 - Sense of pride and accomplishment when watching the evolution of student personalities.
 - Feeling of satisfaction to provide services to the community.
 - Breadth of the network of personal and social relationships.
- 


Benefits for students

- Deep understanding of the curriculum by linking theoretical knowledge with practical reality.
 - Extrovert personality of the individual and affirm self-confidence and ability to provide useful service to the community.
 - Critical thinking, problem solving and decision-making skills at both individual and collective levels.
 - Psychological maturity and reinforcement of the virtue of altruism.
 - Individual capabilities and skills that may appear only in the context of real practical situations.
 - Network of relationships with different community partners, paving the way for opportunities for training or employment in the future.
- 

Benefits for community partners

- Additional human resources needed to achieve objectives.
 - Communication among community partners within a single social fabric.
 - Exchange of experiences among community partners, resulting in solutions to social issues and problems.
 - Community partners' awareness, especially that of students about community issues.
 - Students' enthusiasm is reflected in the service as it comes in the best possible image, at no cost.
 - Discovery of the weaknesses of organizations in which students provide service.
- 

Planning for Service-Learning

- What are the expected learning goals?
 - How does SL help students reach those goals?
 - What will be the teaching role of community?
 - What will be evidence of mastery of content?
 - How do we measure impact on student success?
 - How do we measure impact on community capacity?
- 

Top 3 Cooperatives targeted by e-service learning during the COVID-19 crisis in Spring 2020

Team Member Names	Cooperative(s)	City-Region	Benchmark	Area	Expert Feedback	Guide	Contribution	Rank
<ul style="list-style-type: none"> ▪ Imane Kherba ▪ Hala Fertat ▪ Maha Lakbakbi ▪ Omar Regass ▪ Oumaima El Bakkouri ▪ Chaimaa Rachid 	Association Rechida for the Environment and development (ARED)	Guercif	None	Couscous (planning to expand)	Yes	Yes	Created a FB page. Provided a guide on ONSSA regulations and how to apply for ONSSA compliance certification.	1
<ul style="list-style-type: none"> ▪ Rami El Manar Es-Slimi ▪ Lakiah McCallson ▪ Aya Kouch ▪ Wijdane Chayat ▪ Chaymae Ouahbi 	Al-Marbouh	El Kelaa des Sraghna	None	Olive oil	No	Yes	Guide on how to create a website.	2
<ul style="list-style-type: none"> ▪ Salma Zekri ▪ Younes Messari ▪ Hafssa Fakher El Abiari ▪ Thami Alaoui 	Tehrbilin Aday Ait Herbil	Guelmim	Yes - 3ème Millénaire, Rhamna, Morocco	Couscous	No	Yes	Updated their FB page and created a guide on how to create a YouTube channel and how to upload a video.	3



Google Maps

Geo-localization of coops



akhawat oued ifrane

Akhawat Oued Ifrane
Food manufacturer

Directions

SAVE NEARBY SEND TO YOUR PHONE SHARE

- Centre de Développement des Capacités Feminines, Ifrane
- mihadbelmir.wixsite.com
- 0660-938008
- Closed today
- Claim this business
- Add a label

Suggest an edit

Add missing information

Add a photo

Peace Pharmacy

Hammam Salam

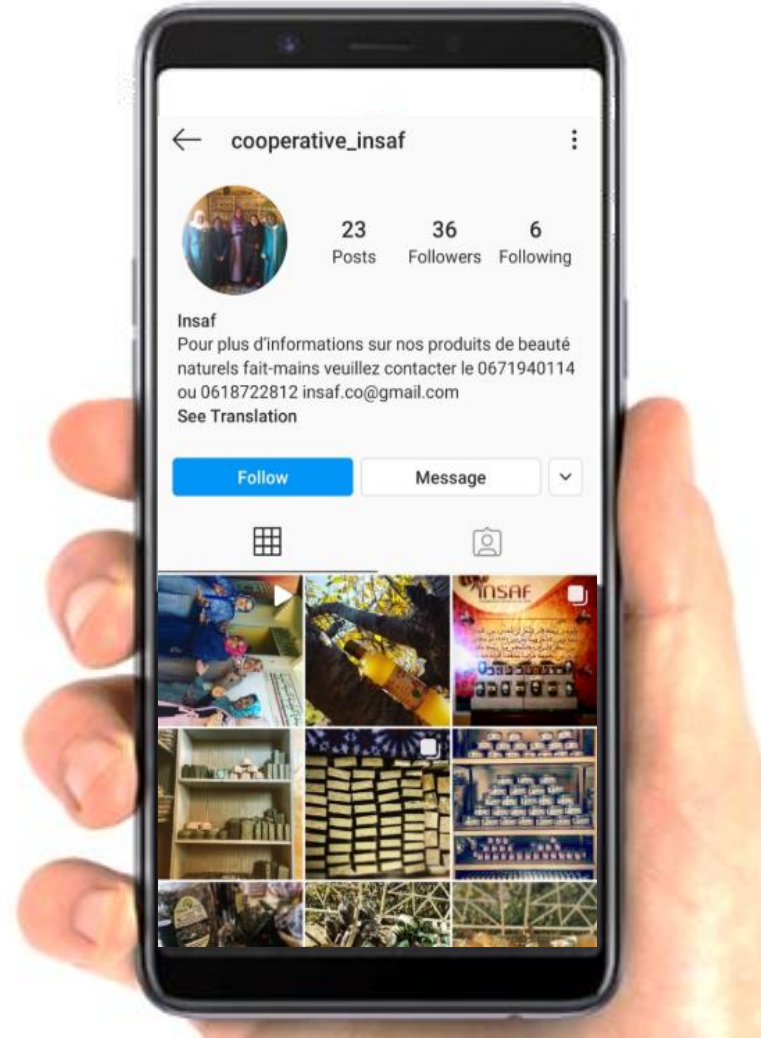
Akhawat Oued Ifrane

pharmacie du dispensaire


La Fontaine

Google


Map data ©2018 Google Morocco Terms Send feedback 50 m



facebook



À Propos



Coopérative Zaouiat Oued Ifrane

Coopérative agricole

0696-101314

Contact Rouh Ennassim on Messenger

Coopérative agriculture

Page créée - 23 mai 2020

Personnes



Chifaae Cooperative - تعاونية الشفاء

0667-615438

Contact Chifaae Cooperative - تعاونية الشفاء on Messenger

À Propos



Bensmim (0,00 km)
Ifrane

Obtenir l'itinéraire



Rouh Ennassim

0696-101314

Contact Rouh Ennassim on Messenger

Coopérative agriculture

Page créée - 23 mai 2020

Personnes



Coopérative assafae ifrane

@cos00metique

0678600078

Santé/beauté

Page créée - 15 janvier 2017

Personnes

Transparence de la Page Voir plus

Facebook vous montre des informations pour vous aider à mieux comprendre le but de cette Page. Découvrez les actions des personnes qui gèrent et publient du contenu.



Khbizate Al Atlas

Accueil

À propos

Photos

Communauté

Avis

Publications

Infos et publicités

Créer une Page

J'aime

S'abonner

Partager



Envoyer un message

Photos



Aucune note

Communauté

Tout afficher

Invitez vos amis à aimer cette Page

À Propos

Voir tout



Envoyer un message



Organisation à but non lucratif



Suggérer des modifications

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Español



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KHBIZAT AL ATLAS

fresh homemade bread

•
Made with love

Khbizat al atlas





 Akhawat Oued Ifrane



Akhawat Oued Ifrane



Akhawat Oued Ifrane



Akhawat Oued Ifrane



Akhawat Oued Ifrane

Accueil

Publications

Avis

Vidéos

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Évènements

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Groupes

Infos et publicités

Créer une Page

J'aime déjà Déjà abonné(e) Partager



Akhawat Oued Ifrane

13 décembre, 16:42 · 🌐

Here is the updated menu that includes all of the delicious Moroccan foods ranging from pastries to dishes!

PS: All of these are to go. Just call and make your order and go get it 🍴

أخوات واد إفران
Menu

Pain	..1.50 dh	خبز
Pain au blé	..2dh	خبز بالقمح
Brioche aux sésames	..1dh	عروض
Beghrir	..2dh	بغرير
Mlwi	..3dh	ملوي
Mkhmer	..3dh	مخمر
Mkhmer farci	..4dh	مخمر معمر
Salés	..80-120dh/kg	مالح
Sablés simples	..70dh/kg	صبلي عادي
Sablés aux amandes	..80dh/kg	صبلي بللوز
Petits fours: *Briouates aux amandes	..120dh/kg	بروات بللوز
*Autres	..140dh/kg	أخر
Fekkas simple	..70dh/kg	فكاس بللوزو
Fekkas aux amandes et aux noix	..80dh/kg	فكاس بللوزو العرجاع

* Plats traditionnels (couscous, pastilla), sur commande

Tel: 06 17 98 94 11
Facebook: Akhawat wad Ifrane
Adresse: Centre de développement des capacités féminines, Hay salam, Ifrane

PosterMyView.com

Appeler

Envoyer un message

votre entreprise.

Inviter des amis



Notre histoire

+ Décrivez votre entreprise

Nouveautés

Le numéro de téléphone est désormais le 06617989411.

Communauté

Tout afficher

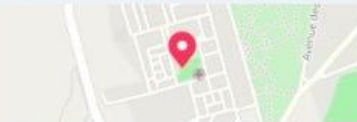
96 personnes aiment ça

96 personnes suivent ce lieu

À Propos

Voir tout

The address has changed recently.



Maroc
Ifrane

Obtenir l'itinéraire


06617989411

Réponse moyenne : dans l'heure
Envoyer un message

Cuisine



**COOPÉRATIVE AL
INSAF**

[Home](#) [Shop](#) [Book Online](#) [0699-190545](#) 



**OUR NEW
ARRIVALS ARE
HERE**



Cooperative Al Moubadara Ouatanmia
Tigrigra - Ifrane

From our nursery to your farm



Cooperative Al Moubadara Ouatanmia Tigrigra



Cooperative.Tigrigra

Said Outir

Responsable de la Cooperative Al Moubadara Ouatanmia



+212 662 572 330



cooperative.tigrigra@gmail.com



Kassabat Ait Yahya Oualla Tigrigra Azrou Ifrane



Cooperative Al Moubadara Ouatanmia Tigrigra

Créer un nom d'utilisateur de Page "@"

Accueil

Services

Avis

▾ Voir plus

Promouvoir

Gérer les promotions



J'aime S'abonner Partager ...

+ Ajouter un bouton

Créer une publication En direct Évènement Offre Emploi

Écrire une publication...

Photo/Vidéo Je suis là Humeur/Acti... ⋮

Aucune note

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Contactez-nous
pour toutes vos commandes,
nous serons ravis
de vous livrer partout
au Maroc.



Kassabat Ait Yahya Oualla
Tigrigra Azrou Ifrane



+212 662 572 330



cooperative.tigrigra@gmail.com



Cooperative Tigrigra



Cooperative.Tigrigra

"C'est le fruitier qui fait le bon fruit,
non l'inverse."



تعاونية أناميل
Coopérative ANAMIL

مجمع الصناعة التقليدية أزرو



رقم التعاونية : 06.58.59.60.67
رقم الرئيسة : 06.59.07.79.41



INSAF

التعاونية النسوية إنصاف
COOPÉRATIVE FÉMININE INSAF



OFFICE NATIONAL DE SECURITE SANITAIRE DES PRODUITS ALIMENTAIRES
DIRECTION REGIONALE DE FES-MEKNES
Service de Contrôle et de la Protection Des Végétaux d'Israël



المكتب الوطني للسلامة الصحية للمنتجات الغذائية
المديرية الجهوية لفس-مكناس
مصلحة النباتات و ولية تفتت افران

الترخيص على المستوى الصحي للمؤسسات والمقاولات في القطاع الغذائي

باستثناء منتجات الصيد البحري وتربية الأحياء المائية بالمياه البحرية

Autorisation sur le plan sanitaire des établissements et entreprises du secteur alimentaire

hors produits de la pêche maritime et de l'aquaculture marine

(مادة 5 من القانون رقم 28-07
Article 5 de la loi n° 28-07

Suite à la visite sanitaire du : 13 Mars 2019

تبعاً للزيارة الصحية بتاريخ : 13 مارس 2019

L'établissement / l'entreprise :
COOPERATIVE ITTIHAD

المؤسسة / المقاوله:
COOPERATIVE ITTIHAD

Sis(e) à :
1106 Quartier Ain Aghbal Azrou 53100 Province d'Algerie

المكانة بـ :
1106 حي عين اغبال أزرو 53100 إقليم افران

Est autorisé(e) sur le plan sanitaire pour l'exercice de l'activité(s): Transformation des céréales et légumes secs

ترخص على المستوى الصحي لمزاولة النشاط أو الأنشطة المتعلق(ة)
تحويل الحبوب و القطاني.

Sous le numéro :

TCL.15.6.19

تحت رقم:

Meknès, le 25 MARS 2019 في مكناس

Cachet officiel et signature



ONSSA
Le Directeur Régional de l'ONSSA
Région Fès - Meknès

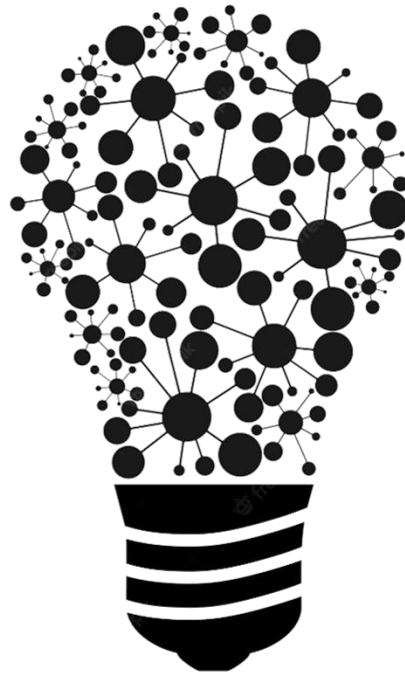
Hicham SAOUD

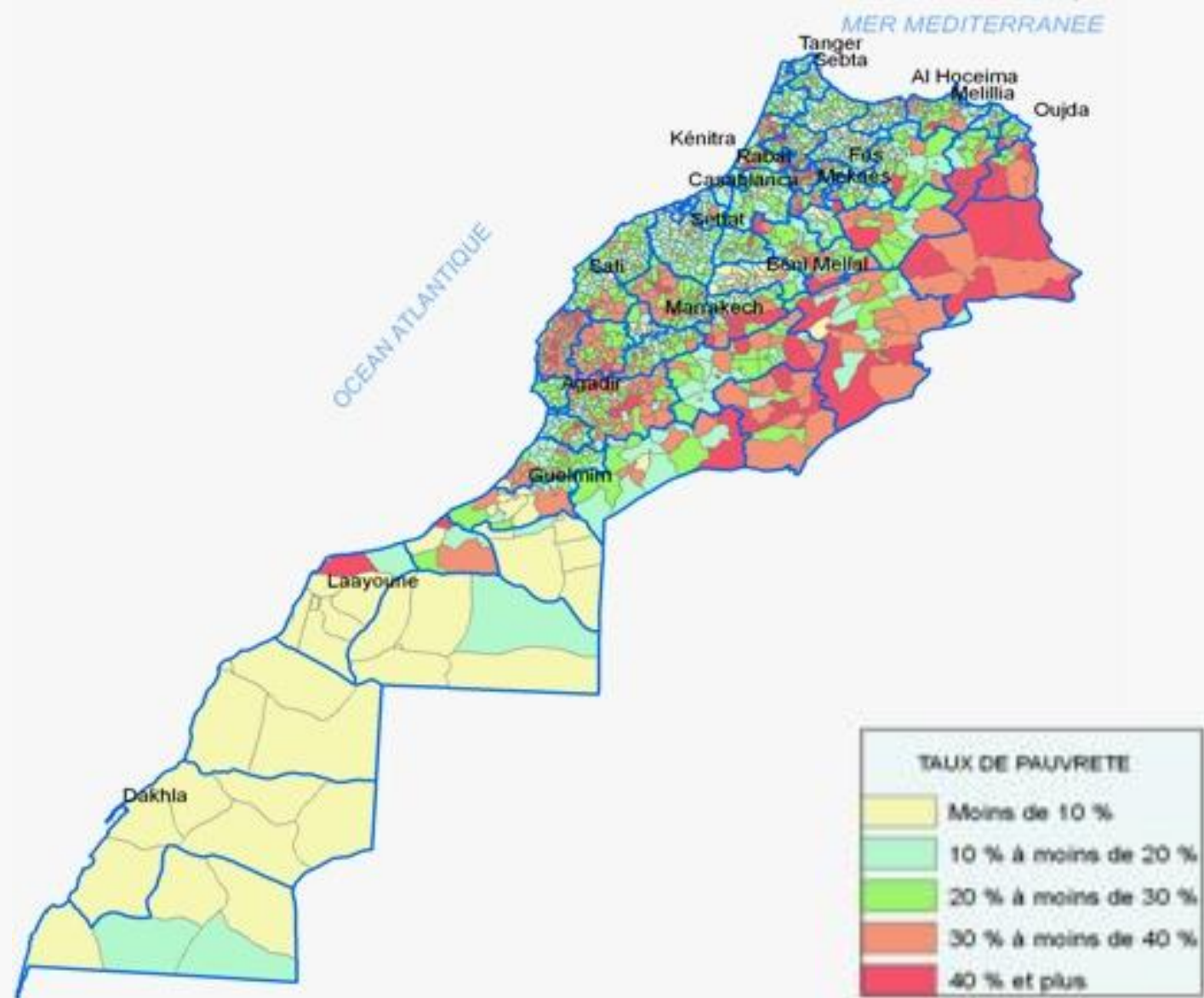
الطابع الرسمي والإمضاء





Crowdsourcing





AUI CIP intervention in Morocco





Media24



Media24



Le Matin





Quinn, Peace Corps Volunteer



Quinn, Peace Corps Volunteer

thank you!

