



BALANCING THE TRIPOD: VALUE CREATION IN RURAL SERVICE-LEARNING

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Students

University

Community

STUDENTS

- Professional & personal growth
- Relevant experience & knowledge for future career
- Communication
- Interpersonal skills
- Ethical & citizenship behaviour
- Moral development
- Sense of social responsibility
- Positives beliefs and values towards community
- Higher scores (!)



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UNIVERSITY

- Increased interest of students
- Enhanced performance
- New life to the classroom
- Teaching more enjoyable
- More positive course evaluations
- Positive public relations

- Perhaps even more – research forthcoming



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(Bringle & Hatcher, 1996; van der Voort et al., 2007).

COMMUNITY ORGANIZATIONS

- Improving the effectiveness and efficiency
- Contributions to community development (e.g. social capital development,)
- Bridging town-gown gaps (e.g. university more accessible)
- Benefits for partners (e.g. budgetary savings).



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RURALS – EU PROJECT IN ROTTERDAM

- Minor at Rotterdam School of Management (EUR)
- International
- Students = social consultants.
- Number of students 28 (4) in 2019, 67 (12) in 2020.
- Rural projects:
 - *Stichting Schutsluis Alblisserdam*
 - *Werelderfgoed Kinderdijk*
 - *Herenboeren.*

CASES FOR RURAL DEVELOPMENT

- Herenboeren: Reaching and engaging customers, creating sustainable and local food supply
- SSA: Cultural heritage preservation, connecting to community
- Kinderdijk: Cultural heritage preservation, reaching young volunteers

VALUE

	Students	University	Community Organization
Stichting Schutsluis Alblasserdam	Personal growth Ethical & citizenship behaviour	Positive public relations Research	Contributions to community development (e.g. social capital development,)
Stichting Werelderfgoed Kinderdijk	Personal growth Interpersonal skills	Positive public relations Research	Improving the effectiveness and efficiency
Herenboeren	Interpersonal skills Positives believes and vaues towards community	Positive public relations	Improving the effectiveness and efficiency

QUESTION TO YOU: TRIPOD OR ?

- Organizations, direct beneficiaries, indirect beneficiaries
- Teachers, institution
- Students, teachers

