

A Commitment To Service Learning: Professor Guth's Campaigns Class Clients 1991 – 2019

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As a result of his experiences as both an award-winning journalist and a government official, David Guth came to the University of Kansas in 1991 with a personal commitment to community outreach. He believes that a public university has an obligation to serve the people who chartered it and continue to support it. To put it another way, Professor Guth practiced service learning long before the term became fashionable.

Professor Guth has taught two versions of the capstone course: *Business Communications Projects* (1991-1999) and *Strategic Communication Campaigns* (2000 – present). In those classes, students developed real-world solutions to their clients' communications problems. Working within a budget prescribed by the client, student groups created integrated marketing communications plans, as well as prototypes of the communications vehicles (tactics) used in support of the plan.

1. **Ryan Gray Playground For All Children Steering Committee.** Lawrence, Kansas. Fund raising and promotional project. This project led to the raising of the \$300,000 needed for the May 1, 1994, opening of the accessible playground adjacent to Hillcrest Elementary School, fall 1991.
2. **City of Lawrence.** Waste reduction promotional campaign. This project assisted the city in promoting its recycling program, fall 1991.
3. **Citizens Medical Center, Inc. of Colby Kansas.** Community relations campaign. The students developed a campaign that helped the hospital survive and partner with other Northwest Kansas medical facilities in joint advocacy, spring 1992.
4. **William Allen White School of Journalism and Mass Communications, University of Kansas.** Internal relations, spring 1992.
5. **KAN Film Festival (Kansas III Film Commission).** Overland Park, Kansas. Promotional campaign, fall 1992. The students developed campaigns to aid in the growth of the fledgling film festival, fall 1992.
6. **Kansas Relays (Kansas University Athletic Corporation).** Sports promotional campaign, fall 1992.
7. **Kansas Special Olympics.** Mission, Kansas. Sports promotional and internal communications campaign, spring 1993. The project aided KSO in its internal communications and helped promote its activities and volunteerism, spring 1993.

8. **University of Kansas Center for Environmental Education and Training.** Public information campaign, fall 1993.
9. **Kansas Arts Commission and Kansas Humanities Council.** Topeka, Kansas. Public information campaign. The project promoted a better public understanding of the value of the arts, fall 1993.
10. **Kansas City, Missouri, Parks and Recreation Department.** Public information and promotional campaign. This project aided in public awareness of department programs and helped to improve internal communications within the agency. fall 1993.
11. **Coalition for Positive Family Relationships.** Kansas City, Missouri. Member relations and government relations campaign, spring 1994. CFPFR is a 200+ member coalition of social service agencies, public and private, in the Kansas City Metro area. The project helped promote public awareness of the organization and improve internal communication, spring 1994.
12. **Kansas Press Association.** Topeka, Kansas. First Amendment educational and promotional campaign. In addition to promoting free speech, this project focused upon KPA internal communications. spring 1994.
13. **Menninger of Topeka.** Topeka, Kansas. Consumer, employee and community relations campaign. The students designed programs aimed at closing a perceptual gap between Menninger and the Topeka community, fall 1994.
14. **Lawrence Memorial Hospital Endowment Association.** Community relations and fund-raising campaign. Students designed campaigns to aid the LMHEA achieve its mission of community outreach, spring 1995.
15. **Missouri Special Olympics.** Columbia, Missouri. Sports promotional and internal communications campaign. This project was a direct outgrowth of the Kansas Special Olympics, spring 1995.
16. **Office of Admissions and Scholarships, University of Kansas.** Student recruitment and publicity campaign, fall 1995.
17. **Motorola, Inc.** Kansas City, Missouri. Integrated marketing communications plan on behalf of the Central Division, Land Products Section. Campaign conducted in conjunction with the JOUR 640 Advertising Campaigns class, spring 1996.
18. **Dwight David Eisenhower Presidential Library and Archives,** Abilene, Kansas. Membership, educational and fund-raising campaign. Students proposed tactics for reintroducing Eisenhower to a new generation of people and prepare of the 50th anniversary of Eisenhower's presidency in 2003, fall 1996.

19. **Kansas Nonprofit Association.** Topeka, Kansas. Membership, educational and fund-raising campaign. Student projects focused upon increasing public awareness and improving internal communication, spring 1997.
20. **Kansas Cosmosphere and Space Center.** Hutchinson, Kansas. Membership, educational and promotional campaign. Student efforts focused on promotion of a major Kansas tourist site that is not located near an interstate highway, fall 1997.
21. **Retail Solutions Division, International Business Machines.** Raleigh, North Carolina. Integrated marketing communications plan conducted in conjunction with the JOUR 640 Advertising Campaigns class, spring 1998.
22. **Homefront.** Kansas City, Missouri. Public education, fund raising and volunteer communication program. Kansas City, Kansas. Homefront is a parenting skills program that encourages learning at an early age. Student projects focused on increasing the organization's profile and raising funds for its educational programs, fall 1998.
23. **National Benevolent Association.** Saint Louis, Missouri. Public awareness, internal communications, fund raising campaign. NBA is one of the nation's largest nonprofit organizations, providing homes and care for ageing people and persons with special needs. The student projects focused upon developing corporate fundraising strategies, spring 1999.
24. **CASA Project of Jackson County, Missouri.** Volunteer, public awareness, fund raising campaign, spring 2000. The project focused upon attracting volunteers to serve in the very demanding role of court appointed special advocate -- in essence, serving as a child's voice in the courts.
25. **The Kansas City Wizards.** Ticket sales in outlying markets promotional campaign, spring 2000.
26. **The Kansas City Royals.** Four-market ticket promotion and sales campaign, fall 2000.
27. **Kansas Department of Commerce of Housing, Trade Development Division.** Topeka, Kansas. Public awareness, business promotional campaign. Student efforts focused on encouraging Kansas businesses to take advantage of the agency's programs and to move into exporting, spring 2001.
28. **The Wichita Area Chamber of Commerce – Hispanic Workforce Initiative.** – Wichita, Kansas. A public awareness and positioning campaign, spring 2002.
29. **The University of Kansas.** Lawrence, Kansas. A branding and public awareness campaign, spring 2003.
30. **Salina Area Chamber of Commerce.** Salina, Kansas. An economic development campaign, fall 2003.

31. **Kansas Speedway.** Kansas City, Kansas. Ticket and hospitality suite sales promotion campaign, fall 2004.
32. **Dole Institute of Politics, University of Kansas.** Lawrence, Kansas. A branding and public awareness campaign, fall 2005.
33. **Kansas Public Radio.** Lawrence, Kansas. A branding and public awareness campaign focused on Johnson County, Kansas, spring 2007
34. **Freedom's Frontier National Heritage Area.** Lawrence, Kansas. A branding and tourism campaign, fall 2009.
35. **The Coalition for Space Exploration.** Houston, Texas. A campaign to increase interest in science, math, engineering and technology education, spring 2010.
36. **The Fort Scott Area Chamber of Commerce.** Fort Scott, Kansas. A campaign to enhance tourism and economic development, spring 2011.
37. **The Kansas Department of Commerce.** Topeka, Kansas. A campaign to promote the state's Rural Opportunity Zones initiative, fall 2011.
38. **Kansas Public Radio.** Lawrence, Kansas. A campaign to increase memberships, donations and new listeners, spring 2012.
39. **Greensburg and Kiowa County Chamber of Commerce.** Greensburg, Kansas. A campaign to encourage people and businesses to return to the new, environmentally sustainable Greensburg following the devastating May 2007 tornado, fall 2012.
40. **Lecompton, Kansas, Historical Society.** Lecompton, Kansas. A campaign in increase awareness of community as a significant historical site, fall 2013.
41. **Baldwin City Chamber of Commerce.** Baldwin City, Kansas. A campaign to increase tourism and to aid in economic developments, fall 2015.
42. **The Kansas Land Trust.** Lawrence, Kansas. A campaign to increase awareness, fund raising and volunteerism. Spring 2016
43. **The Kansas Expoentre.** Topeka, Kansas. A rebranding and public awareness campaign. spring 2017.
44. **Truman Library Institute/Harry S. Truman Library and Museum.** Independence, Missouri. Increased visitation and fund-raising campaign. spring 2018.