O’Neill Online 2022: Southwest Dubois County School Corp and Vincennes University Jasper Campus in conjunction with the Center for Rural Engagement at Indiana University.

O’Neill Online Week is pleased to offer a rewarding client-based consulting opportunity focused on the development of a Latinx Welcome Center in Dubios County.

**Southwest Dubois County School Corporation:** Within our district we have two elementary schools, each serve grades PK-5 but contain very different student populations. Holland Elementary School’s (HLE) enrollment has increased from 162 to 251, the ethnicity has remained consistent at 95% White, and the free/reduced lunch rate has increased from 16.7% to 31.2%. Huntingburg Elementary (HBE) has made the most dramatic demographic shifts since 2010. Enrollment has grown from 598 to 711, the Hispanic population has more than doubled from 20% to 46%, ELL/LEP have increased from 17.6% to 35.4%, free/reduced lunch rates have increased from 53% to 68%, and Special Education students have remained around 13%.

At the secondary level, both elementary schools feed into Southridge Middle School (SMS) and Southridge High School (SHS), increased Hispanic populations (13% to 36% at SMS and 11% to 27% at SHS).

**Vincennes University Jasper Campus:** Vincennes University Jasper (VUJ) Campus was developed cooperatively by Vincennes University and COHERE, Inc. in February, 1970. COHERE, Inc. (Committee on Higher Education and Related Events) was a Dubois County citizens action group dedicated to the improvement of education and cultural enrichment for the area. Today, VUJ serves approximately 500 students from Dubois County and the surrounding area across 25 different programs of study. Credentials offered include a one-year certificate, two-year associate degrees, and various non-credit program completions. Vincennes University (all locations) is the number one college of choice for students graduating from all four Dubois County high schools. The VUJ Campus sits on over 140 acres and includes five buildings. Enrollment for Fall 2021 includes the following demographic breakdown: 60.5% White, 15.6% Hispanic, and 23.1% Other/ More than one Race/ Ethnicity.

**Community Project:** O’Neill Online in conjunction with the Indiana University Center for Rural Engagement are partnering with SWDCS and VUJC to provide the services below. The design of the project is to aid Dubois County with developing and implementing strategies to support a future Latinx Welcome Center. The project will focus on up to four projects including investigating Latinx welcome centers in similar communities, developing a business plan, fostering strategies for communication, and reviewing and developing resources to secure financial stability.

**Center for Rural Engagement** (https://rural.indiana.edu/): The Center for Rural Engagement reimagines the relationship between Indiana University Bloomington and nearby rural communities in Southwest Central Indiana. The center calls on the research, expertise, teaching, and service of IU Bloomington faculty, staff, and students to find solutions to the challenges
these communities face and to enhance opportunities identified by the communities themselves.

Facts About Dubois County

- The median household income for Dubois County (~$58,000) is approximately $4,000 higher than the state average. There is a notable wage disparity between women and men in the county, with women earning approximately $15,000 less than men on average. Twenty-two percent of Dubois County residents are below age 18.
- Dubois County has a strong manufacturing economy with a number of nationally recognized brands.
- Eighty-nine percent of Dubois County residents are high school graduates.
- Dubois county has higher levels of diabetes, smoking, physical inactivity and obesity than the state average.
- The elementary schools in Dubois County are not 48% Hispanic with rising levels at lower grades.
- The community has strong leadership, supportive organizations and a network dedicated to strengthening the community.

Potential Projects

Student in the O’Neill Online Residency Week class will undertake the following projects based on enrollment.

**Benchmarking Study:** In order to develop a Latinx cultural center, Dubois County would like to better understand how cultural centers are being used in similar rural communities with growing Latinx populations. As part of this initiative, the benchmarking group will seek to produce a report on comparable cultural centers. In particular the project will deliver:

1. Identify a list of Latinx cultural centers in similarly situated communities
2. Identify common or cutting-edge programs and services found in these centers. The report may also consider staffing, funding and other administrative benchmarks.
3. Evaluate the suitability of these centers as models for implementation in Dubois County
4. Make recommendations for future implementation.

**Communication Plan:** Develop strategies to book awareness of a potential cultural center. After drawing on the community needs assessment and meeting with local stakeholders, this group will recommend marketing strategies to boost awareness of a potential cultural center. In particular it will:

1. Analyze and make recommendations with regard to target markets
2. Design a logo and other marketing materials that can be used to brand the cultural center.

3. Produce a press packet and marketing timeline which can be used to advance awareness of the cultural center with an emphasis on building support toward implementation.

**Business Plan:** In order to bring a Latinx cultural center into fruition, stakeholders would need to be confident that it would be sustainable beyond the first year. Through working the benchmarking group, this group will develop strategies to fund and sustain a cultural center. In particular, it will:

1. Evaluate the climate of Dubois County for public and charitable support for a Latinx cultural center.

2. Make recommendations about a scope of size, staff and operations which would be realistic for the Dubois County.

3. Propose a business plan that will enable ALASI to realistically address implementation and continued operation of a cultural center.

**Logic Model:** Dubois County Community Members developed a logic model to guide their continued outreach and to justify the development of a cultural center. This model was developed as part of a 1 day retreat. The logic model group will begin with the existing logic model, but develop it in greater detail with feedback from the community and based on best practices of program evaluation. In particular it will:

1. Review the logic model.

2. Solicit feedback from community members and stakeholders to better understand the goals and how a cultural center will contribute to those goals.

3. Revise the logical model and format for professional presentation and inclusion in grant seeking materials.

The above tasks are not merely academic exercises. Students will ultimately provide real, actionable insight to the client to help them be successful. While it is important to satisfy the instructors’ requirements for the presentation and report, your most important audience is the client.

This O’Neill Online course begins remotely no later than July 1, when students will receive materials (videos, readings, etc.) they can consume at their own pace in preparation for residence week in Bloomington from July 31st through August 5th. Residence week will consist of meetings with leaders from the Center for Rural Engagement and Dubois County leaders (including a day spent in the field with community members), lectures focused on the project’s issue areas, and intensive team-based collaboration culminating in a presentation of recommendations to regional leadership on the final day. Students will then incorporate
feedback from the presentation into a final report and executive summary to be delivered to the client and the instructors approximately one week following residence week.