

CENTER FOR GLOBAL LEARNING

Mary H. Van Brunt, PhD
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MISSION



Cultural Awareness



Responsible Global Citizenship

CABRINI

EQUIPPING STUDENTS WITH AN INTERCULTURAL UNDERSTANDING AND GLOBAL AWARENESS THROUGH A SOCIAL JUSTICE LENS



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PARTNERSHIPS



ABRINI

RESOURCE FOR RESEARCH AND SCHOLARSHIP

www.cabrini.edu/global

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GOALS

- Support faculty research
- Grow partnerships
- Secure foundation and other grant funding
- Resource for organizations with regards to global initiatives
- Graduate study abroad programs
- Showcase student international experiences
- Work closely with CRS

SPRING INITIATIVES

- Founder's day - Co-sponsored with the Wolfington Center
- 2018 Mother Ursula Infante Memorial Lecture and Cor Jesu Award
- Joseph Cornelius Donnelly - Permanent Delegate to the United Nations
- February 20, 2018 - 6:00-7:00pm

SPRING INITIATIVES

- Grants
 - Fulbright
 - International Research Experience for Students
 - Fulbright/Hayes - Department of Ed, Group Projects Abroad
- Alumni Trips to Ireland and Beyond
- Summer in Ireland for Education Majors
- Financial Scholarship Workshop for Students
- Project Zambia
- Corporate Social Responsibility and Haiti
- Continue to Develop Partnership with CRS

THE FACULTY LEARNING COMMONS



GARDEN
GARDEN

INTRODUCTION TO CRS AND THE FACULTY LEARNING COMMONS

Global Solidarity Network Faculty Learning Commons of CRS

- https://www.youtube.com/watch?v=5CfIIVay_7Y#action=share
- Faculty Learning Commons
- https://www.youtube.com/watch?time_continue=2&v=7F2IEW_UnPQ



HOW MIGHT THE CENTER FOR GLOBAL LEARNING ASSIST YOU IN
INTEGRATING THESE RESOURCES INTO YOUR PARTICULAR DISCIPLINE
AND CLASSROOM?



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ETHICS



"Our scientists say it would be a public health hazard, but market research shows it would sell like hot cakes - what do you think?"

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MARKETING MAJOR

SKILL: Understand and appreciate ethical business practices and make ethical business decisions

- <https://www.crs.org/sites/default/files/tools-research/users-guide-to-integral-human-development.pdf>
- Introduce Fear Based Marketing and Feel Good Marketing by looking at internationally based NGO marketing techniques.

Ethical Issues in Marketing

■ **Marketing ethics:** Marketer's standards of conduct and moral values



SKILL: Identify, collect, analyze, develop and implement research to explore threats and opportunities

CRS Provides a Rich Bank of Selected Articles

Example:

The use of fear appeals

A central ethical consideration for social marketers is the ethics of using fear to motivate behavior change (see, for example, Hastings et al., 2004). Fear-inducing advertising, which is less common in commercial marketing than in social marketing, has been argued to: compromise the 'manipulee's' ability to make a rational and free choice; exploit a particular vulnerability (e.g., young, ill or addicted consumers); and potentially create unnecessary consumer anxiety (Hastings et al, 2004). A teleologist may support the use of fear if the product, behavior or idea being promoted is beneficial to society and if other approaches have been shown to be less effective; whereas a deontologist may reject the use of fear appeals on the grounds that, regardless of the ultimate societal consequences, it is morally wrong to engender anxiety and distress.

Various models of communication effects have argued that while fear-based appeals may bring about appropriate behavior change in some individuals, they have the potential to evoke "maladaptive" responses among other individuals (REFERENCE), that is, responses designed not to control or remove the danger addressed in the advertisement but to cope with the unpleasant feelings evoked by the fear message (such as avoiding or tuning out the message).

Ethical issues in social marketing Sandra C. Jones University of Wollongong, sandraj@uow.edu.au Danika V. Hall University of Wollongong, danika@uow.edu.au

SKILL: Identify, collect, analyze, develop and implement research to explore threats and opportunities

BLOG

Using Fear Appeals in Nonprofit Marketing Messages

Insights, marketing-strategy • Comments Leave a comment



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CRS RESOURCE: TERM SHEET

Migration Module

Choose one or two terms. Find an NGO marketing medium that relates to the term and to *Fear Based Marketing/Feel Good Marketing*

- Asylum Seeker (also Sanctuary Seeker): A person who has left his or her country of origin, in accordance with the definition of "refugee" and formally presented himself or herself at or within the border of another country for asylum.
- Forced Migration: 'Forced migration' refers to the movements of people due to natural or environmental disasters, chemical or nuclear disasters, famine, political violence or instability.
- Genocide: A violent process that aims at the liquidation of groups of people for racial, ethnic, religious or other reasons.
- Globalization: The process whereby the world's goods, communications, services, technologies and peoples are more fully integrated, accessible, and interdependent.
- Human Rights: Human rights are basic rights and freedoms to which all people are entitled.

- Create Ethical Essential Questions for classroom discussions on social marketing using fear based and feel good tactics to market NGO's.

BIOLOGY/CHEMISTRY MAJOR EXAMPLE

SKILL:

- demonstrate the ability to apply the scientific method and will possess problem solving skills necessary to design, conduct, and troubleshoot experiments and to test a hypothesis

CRS RESOURCES

E BOOK WITH INSTRUCTOR RESOURCES

Global Refugee Situation

Emergence of Climate Change

Refugees Undocumented

Migration to the U.S

https://www.nytimes.com/2016/05/03/us/resettling-the-first-american-climate-refugees.html?_r=1

i. CRS India Cell Phones Lead to Better Health for Expectant Moms (video, 3:41): CRS' Reducing Maternal and Newborn Deaths (ReMiND) Project (2012-2015) works with government community health workers to improve the frequency and quality of pregnancy, postpartum, newborn and young child home visits in Kaushambi District of Uttar Pradesh, India. "Maternal education is arguably the most important demographic factor linked to maternal, newborn and child health in the ReMiND project area."

http://static1.1.sqspcdn.com/static/f/752898/25485027/1411743819177/Watershed_development_in_Malawi_learning_pape r.pdf

PEDAGOGICAL FEATURES OF THE FACULTY LEARNING COMMONS

- INTERDISCIPLINARY APPROACH
- LINKS TO VIDEOS, ARTICLES AND INTERVIEWS
- QUESTIONS FOR REFLECTION AND DISCUSSION
- SUPPLEMENTARY MATERIAL FOR TEACHERS AND STUDENTS INCLUDING CLASSROOM EXERCISES
- RESOURCES FOR ACTION: HOW STUDENTS CAN CONSTRUCT THEIR OWN “LADDER OF ENGAGEMENT”

“We have the resources available to help our students connect and weave together what they learn in their Common Core and in their disciplines. We can encourage students to draw correlations to their work and their global environment. We have the opportunity to provide students with the skills to use their voice and to engage their ideas to create change in a complicated world.” Vonya Womack

Thank you!

Questions?

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