

Duke University **Student Programs**

Eric Mlyn

Since its creation in 2007, DukeEngage has become the top reason students indicate they are applying to Duke University. More importantly, it has transformed hundreds of participants and has served dozens of communities worldwide, helping to build stronger school enrichment programs, better health outreach initiatives, and innovative engineering solutions.

In its early years, DukeEngage has focused on three main categories: (1) developing strong, sustainable service programs; (2) establishing policies and procedures that ensure a smooth business operation; and (3) developing stronger links to the curriculum that enable students to make intentional connections between their DukeEngage experience and their academic lives and/or professional development.

Students' summer service experiences are primarily intended to help them explore civic engagement at a deep and reflective level, respond to a diverse array of issues facing underserved communities in the United States and abroad, and learn about themselves in the process. The program also challenges students to see the world—sometimes including their local community—through a new and more discerning lens.

During the reporting period of August 2010–July 2011, DukeEngage invested significant time, particularly in the early fall, reflecting on the geographic scope of its programs. We have built solid programs in key regions around the world that continue to be important to Duke, notably China, India, Central and South America, and the Middle East. Although we have developed a handful of excellent U.S.-based programs, many of which have continued over several summers, we have wanted to expand service opportunities available to students within the United States. In 2008, we had only four such programs—in Durham, New Orleans, Seattle, and Tucson. That same year, we administered 21 programs outside the United States. We found ourselves challenged to attract students to even this low number of U.S. programs, as the vast majority of DukeEngage applicants preferred an international service option.

We have since bolstered our U.S. offerings and amplified our strategic messages—particularly after a dip in U.S. program participation in 2010—to attract more students to those programs,

greatly expanding the information we provide about U.S.-based service options as well as providing numerous examples of meaningful U.S.-based service experiences completed by Duke students. Since 2007, we have grown our U.S.-based group program options to 11 service sites and, in turn, have substantially increased the number of U.S.-based program participants (see chart below). During summer 2011, 28% of our student participants served in the United States, the highest of any year.

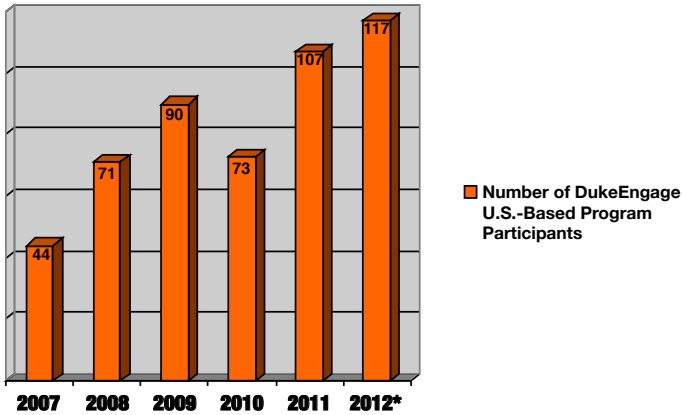


Figure 1. Projected Enrollment Figure for Summer 2012

For more information, contact

Eric Mlyn
Executive Director
DukeEngage
eric.mlyn@duke.edu
(919) 668-1724