

## **IGNITING SERVICE-LEARNING IN THE CLASSROOM FOR INSTRUCTORS AND STUDENTS**

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### **ABSTRACT**

Student engagement is a critical piece of an effective learning process. Service learning engages students in a larger community, embedding the courses' learning objectives to meet community needs. In this presentation, we showcase the design and implementation of two different service-learning courses in a business school, one aiming at providing students with community-focused individual/group activities and the other a consulting project for a local Chamber of Commerce. Our pedagogies range from students' direct engagement with the community to classroom activities that serve the course learning objectives and enhance students' understanding of their important role in the larger community.

**Keywords:** Student engagement, service learning, pedagogy, community.