



# Michigan's AmeriCorps Inclusion Video Contest Guidelines

## *What does inclusion mean to your program?*

*"Inclusion is a sense of belonging: feeling respected, valued for who you are; feeling a level of supportive energy and commitment from others so that you can do your best work." -Miller & Katz*

### OVERVIEW OF INCLUSION

Inclusion is a shift in organization culture. The process of inclusion engages each individual and makes people feeling valued essential to the success of the organization. Individuals function at full capacity, feel more appreciated, and included in the organization's mission.

Of Michigan's nearly 10 million residents, about 1.9 million have a disability. That's one in every five residents. The Michigan Community Service Commission (MCSC) and Michigan's AmeriCorps are committed to encouraging all Michigan residents regardless of ability, age, race, religion, gender, income, or education to engage in service. The MCSC works to bring Michigan's national service programs (like AmeriCorps and Senior Corps) and the disability community together to improve the quality of life for all Michigan residents.

### OVERVIEW OF THE INCLUSION VIDEO CONTEST

The Michigan's AmeriCorps Inclusion Video contest was created to encourage AmeriCorps members and/or AmeriCorps program sites to produce a video to document and display how Michigan's AmeriCorps programs promote, embrace, and incorporate the MCSC mission of inclusion within their respective service areas. A full explanation and definition of inclusion is provided on page three. The winner will receive a \$100 Meijer gift card.

### GUIDELINES

- All video submissions are due *no later than May 1, 2012*.
- Create a 1-3 minute video to answer the question "What does inclusion mean to your program?" Show us how your program promotes, embraces, and/or incorporates the MCSC mission of inclusion in service. Or, if the concept of inclusion is new to you or your program, tell us how you plan to incorporate it into your program culture moving forward.
- All videos should reference *AmeriCorps* within the context of how the program is inclusive.
- Each video submission should identify a point person who will:
  - Upload the finished video to [YouTube](#). Be sure to have the video set to **private** and share it directly with Kathleen Egan (MCSC Inclusion VISTA) at [egank@michigan.gov](mailto:egank@michigan.gov).
  - Gather signed *release forms* from people who appear in your submission (*page 4 of this packet*).
- Be sure to use "person-first" language throughout your video. For example: "person with a disability" instead of "disabled person"; "people with disabilities" instead of "the disabled"; "she is a wheelchair user" instead of "she is wheelchair bound."
- All videos will be judged by members of the MCSC Statewide Inclusion Team using a 50 point scale (see judges' rubric on page 2 for details). The winner will be announced during this year's Michigan's AmeriCorps Week, May 12-19, 2012. Other submissions will be highlighted that week as well.

### VIDEO IDEAS

To help you brainstorm inclusion and service at your site, we have provided some past examples of inclusion projects from Michigan's AmeriCorps programs that could be documented and promoted in an inclusion video contest submission:

- **The creation of accessible spaces:**
  - The Power of We Consortium hosted a service project to build "Really Raised" garden beds so volunteers who use wheelchairs can participate in gardening activities at the Hunter Park Garden House.
- **Engaging individuals with disabilities in direct service projects:**
  - MARESA AmeriCorps members engaged transition students in a project at the Salvation Army cooking food for economically disadvantaged individuals.
- **The creation of spaces that directly address particular needs of the disability community:**
  - AmeriCorps Urban Safety Program members created a Sensory Garden at Scripps Park in Detroit.

Here are some examples of short videos that promote inclusion. Creativity is encouraged!

- [CNCS Conference: How Did Service Inclusion Change you?](#)
- [National Service Inclusion Project PSA](#)
- [I am a person PSA](#)



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### VIDEO SCORING RUBRIC

Videos will be scored using a 50-point scale. The videos will be judged by members of the Michigan Community Service Commission Statewide Inclusion Team. Each judge will score the videos individually with the final score determined by the average of all judges' scores. Scoring breakdown for all video submissions is as follows:

- **Adherence to Video Format Guidelines (10 points):**
  - 1-3 minutes in length (6 pts.)
  - Uploaded and submitted to Kathleen Egan on or before May 1, 2012 (2 pts.)
  - Submitted appropriate release documentation for those who appear in the video (2 pts.)
- **Content (30 points):**
  - References *AmeriCorps* within the context of how the program is inclusive (10 pts.)
  - Uses appropriate language/terminology when referencing inclusion and the disability community (10 pts.)
  - Displays/explains at least one of the following: 1) what inclusion means to the program and how the program promotes, embraces, and/or incorporates the MCSC mission of inclusion into their service; or 2) how the program *plans to* promote, embrace, and/or incorporate the MCSC mission of inclusion into the program culture moving forward. (10 pts.)
- **Creativity (10 points):**
  - Uses video, photographs, graphics, colors, or other methods to appeal to the audience's senses (5 pts.)
    - **Respect for Existing Copyright:** *You must be the original author of everything in your video or have permission to use copyright protected material. Be creative, but think carefully about what you put into the video. If you are considering using existing music, video clips, photos, etc., it is very likely that someone else owns a copyright to that material. In this case, be sure to obtain the copyright owner's written permission before using the material in your video.*
  - Positively portrays inclusive service (5 points)

### JUDGES' RUBRIC

<b>Criterion</b>	<b>Score</b>
<b>Content:</b>	<b>30 points</b>
References <i>AmeriCorps</i> within the context of how the program is inclusive.	____/10
Uses appropriate language with reference to inclusion and the disability community.	____/10
Displays/explains at least one of the following: <ul style="list-style-type: none"> <li>● The ways the program promotes, embraces, and/or incorporates the MCSC mission of inclusion into service.</li> <li>● The ways the program <i>plans to</i> promote, embrace, and/or incorporate the MCSC mission of inclusion into <i>future</i> service.</li> </ul>	____/10
<b>Creativity:</b>	<b>10 points</b>
Uses video, photos, graphics, or other means in order to appeal to the audience's senses.	____/5
Positively portrays inclusive service	____/5
<b>Adherence to Video Format Guidelines:</b>	<b>10 points</b>
1-3 minutes in length	____/6
Uploaded and submitted to Kathleen Egan on or before May 1, 2012	____/2
Has appropriate release documentation for people who appear in the video	____/2
<b>Total Score:</b>	<b>____/50</b>

\*If you have questions, contact Kathleen Egan (MCSC Inclusion VISTA) at [egank@michigan.gov](mailto:egank@michigan.gov).



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### WHAT IS INCLUSION?

**Inclusion is a shift in organization culture. The process of inclusion engages each individual and makes people feeling valued essential to the success of the organization. Individuals function at full capacity, feel more appreciated, and included in the organization's mission. Inclusion means that all people, regardless of their abilities, disabilities, or health care needs have the right to:**

- Be respected and appreciated as valuable members of their communities;
- Participate in recreational activities in neighborhood settings;
- Serve as a member or volunteer in Senior Corps, AmeriCorps, or Learn and Serve America programs;
- Work at jobs in the community that pay a competitive wage and have careers that use their capacities to the fullest; and
- Participate in service-learning opportunities with peers from elementary school through college and continuing education.

#### **Inclusion applies to all parts of life:**

- Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 mandate that people with disabilities have freedom, equality, and opportunity to participate fully in public life.

#### **Support:**

- People with disabilities may need support to participate fully in their communities and in national and community service programs. This support can range from alterations (called "accommodations") to make a space accessible for a person with physical or sensory limitations, to training and technical assistance for programs, to assistance from others to succeed in a service program, job or a recreational activity. Support should respect the wants, needs, and choices of the person with a disability.

#### **Inclusion is not...**

- Clustering people with disabilities into one home, classroom, workplace, or social center.
- Giving "special privileges" to people with disabilities.
- Feeling sorry for people with disabilities.
- People with disabilities as recipients of volunteer service only.

#### **Inclusion can look like...**

- Martina, a woman who is blind, sings in her church choir.
- Andrea, a woman with cerebral palsy, tutors neighborhood children in a local volunteer center three times each week.
- Tyrone became interested in politics through his city's Independent Living Center (ILC), a resource center for people with disabilities. He now advocates for his own rights and teaches other people about disability rights issues.
- Adam, who has Down syndrome, is a full-time service member in a local AmeriCorps program.
- Lee, an eight year-old girl with significant health care needs, participates in service-learning activities in elementary school, with help from her school nurse and a portable ventilator.

**This information comes from the *National Service Inclusion Resource Guide*. For more information on inclusion in service, visit [www.serviceandinclusion.org](http://www.serviceandinclusion.org) or download the [National Service Inclusion Resource Guide](#).**



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### **Talent Release Form**

*\*A release form must be obtained for any and all minors, as well as participants featured or identified in the video who are not employed by or serving with the AmeriCorps program.*

I hereby grant to the Michigan Community Service Commission, his/her legal representative, or those for whom he/she is acting, the absolute right and permission to copyright, use and reuse, publish and republish video/photographic portraits or picture of me, in conjunction with my own, or fictitious name, in whole or in part, in all forms and in all media including but not limited to, video and CD usage, all electronic media whether now known or hereafter credited for the purpose of advertising trade, display, editorial, art and exhibition.

I hereby waive any right I may have to inspect or approve the finished product or products.

I hereby release the Michigan Community Service Commission, his/her representative, or those for whom he/she is acting, from liability for any violation of any personal property right I may have in connection with the use of the above stated video/photography.

I hereby warrant that I am of legal age and have every right in my own name in the above regard. I state further that I have read and understand the terms of this talent agreement.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

I hereby warrant that I am the legal Guardian of the minor listed above (if applicable)

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_



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### **Inclusion Video Contest Submission Form**

Main Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Program: \_\_\_\_\_

You Tube Username: \_\_\_\_\_

I have included a release form for any and all minors, as well as participants not employed by or serving with my program.

My Program Director and Site Supervisor are aware that I am submitting a video for this contest.

\_\_\_\_\_  
Applicant Electronic Signature / Date

\_\_\_\_\_  
Program Director or Site Supervisor Electronic Signature / Date