



Michigan's AmeriCorps Inclusion Photo & 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 than you can do your best work." -Miller & Katz

OVERVIEW OF INCLUSION

Inclusion is a shift in organizational culture. The process of inclusion engages each individual and makes it essential to the success of the organization that people feel valued. Inclusion leads to individuals functioning at full capacity and feeling more appreciated and included in the organization's mission.

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.

OVERVIEW OF THE INCLUSION PHOTO & VIDEO CONTESTS

The Michigan's AmeriCorps Inclusion Photo and Video contests were created to encourage AmeriCorps members and/or AmeriCorps program sites to create a photo and/or 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. All photos and videos will be judged by members of the MCSC Statewide Inclusion Team using a 50 point scale (see scoring rubrics for details). The Grand Prize winner of the photo contest will receive an *AmeriCorps Prize Pack*. The Grand Prize winner of the video contest will receive a \$100 *Meijer gift card*. Winners will be announced during the 2014 Michigan's AmeriCorps Week May 12-17, 2014. Other submissions will be highlighted through the MCSC website. **All photo and video submissions are due Wednesday, April 30, 2014.**

***If you have any questions, please email miacinclusion@gmail.com.**

PHOTO CONTEST GUIDELINES

- Capture a photo that represents what inclusion means to your program.
- Photo entries may be submitted by an individual or group; there is no limit on the number of entries.
- Photo submissions must be high resolution (at least 300 pixels).
- The current AmeriCorps logo should be visible somewhere in the photo.
- Each photo submission should identify a point person who will:
 - E-mail all photos to miacinclusion@gmail.com.
 - Gather signed publicity release forms from people who appear in your submission (see p.4).

PHOTO SCORING RUBRIC

Photos will be scored using a 50-point scale. The photos will be judged by members of the MCSC 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:

PHOTO CONTEST CRITERIA	SCORE
Adherence to Photo Format Guidelines:	10 points
Photo is high resolution (at least 300 pixels) and the AmeriCorps logo is visible	____/6
Uploaded and emailed to miacinclusion@gmail.com on or before April 30, 2014	____/2
Has appropriate release documentation for people who appear in the photo (see p. 4)	____/2
Content:	30 points
Positively portrays inclusion and/or inclusive service	____/15
Connection to AmeriCorps	____/15
Creativity:	10 points
Uses graphics, colors, or other creative methods to appeal to the audience's senses	____/10
TOTAL SCORE:	____/50



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VIDEO CONTEST GUIDELINES

- 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](https://www.youtube.com). Be sure to have the video set to **private** and share it directly with miacinclusion@gmail.com.
 - Gather signed publicity release forms from people who appear in your submission (see p.4).
- If applicable, 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;” and “she is a wheelchair user” instead of “she is wheelchair bound” or “she is in a wheelchair.”

VIDEO IDEAS

*See last year's Inclusion Video Contest submissions at: www.michigan.gov/mcsc/0,4608,7-137--273773--,00.html

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:

- **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 other 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](#)

VIDEO SCORING RUBRIC

The videos will be judged by members of the MCSC Statewide Inclusion Team using a 50-point scale. 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:

VIDEO CONTEST CRITERIA	SCORE
Adherence to Video Format Guidelines:	10 points
1-3 minutes in length	____/6
Uploaded to YouTube, set to private, and shared with miacinclusion@gmail.com on or before April 30, 2014	____/2
Has appropriate release documentation for people who appear in the video (see p. 4)	____/2
Content:	30 points
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"> • The ways the program promotes, embraces, and/or incorporates the MCSC mission of inclusion into service. • The ways the program <i>plans to</i> promote, embrace, and/or incorporate the MCSC mission of inclusion into <i>future</i> service. 	____/10
Creativity:	10 points
Uses video, photos, graphics, or other means in order to appeal to the audience's senses.	____/5
Positively portrays inclusive service	____/5
TOTAL SCORE:	____/50



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WHAT IS INCLUSION?

Inclusion is a shift in organizational culture. The process of inclusion engages each individual and makes it essential to the success of the organization that people feel valued. Inclusion leads to individuals functioning at full capacity and feeling 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, and other national service 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 OF PEOPLE WITH DISABILITIES

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 include alterations (called "accommodations") to make a space accessible for a person with physical or sensory limitations, training and technical assistance for programs, and 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, 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 or download the [National Service Inclusion Resource Guide](#).



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Photograph and Publicity Release Form

I, _____, give *Michigan's AmeriCorps* (the Michigan Community Service Commission) permission to use my name, likeness, image, voice, and/or appearance as such may be embodied in any pictures, photos, video recordings, audiotapes, digital images, and the like, taken or made on behalf of *Michigan's AmeriCorps* activities. I agree that *Michigan's AmeriCorps* has complete ownership of such pictures, etc., including the entire copyright, and may use them for any purpose consistent with *Michigan's AmeriCorps* missions. These uses include, but are not limited to illustrations, bulletins, exhibitions, videotapes, reprints, reproductions, publications, advertisements, and any promotional or educational materials in any medium now known or later developed, including the internet. I acknowledge that I will not receive any compensation, etc. for the use of such pictures, etc., and hereby release *Michigan's AmeriCorps* and its agents and assigns from any and all claims which arise out of or are in any way connected with such use.

I have read and understood this consent and release.

I give my consent to *Michigan's AmeriCorps* to use my name and likeness to promote *Michigan's AmeriCorps*, its fiscal agent, and/or their activities.

Signature Date

Parent / Legal Guardian (if age 17 or younger) Date

I do not give my consent to *Michigan's AmeriCorps* to use my name and likeness to promote *Michigan's AmeriCorps*, its fiscal agent, and/or their activities.

Signature Date

Parent / Legal Guardian (if age 17 or younger) Date

