

Innovation of the Year 2014: Civility Week

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Executive Summary:

Glendale Community College promoted a week long focus on civility through a series of lectures, simulations, presentations, class assignments, social media and even a video competition. Participants were asked to reflect on exactly what civility means and how it can be applied to our daily lives.

Quality:

The organizers of Civility Week believe that a more civil atmosphere on campus, in classrooms, offices, labs and studios will foster higher quality exchanges between and among the individuals who make up a very diverse campus environment.

Efficiency:

Rancor and discord, rudeness and dissension get in the way of harmonious and fruitful interactions among people. If this kind of activity can be stopped or even just diminished, the entire college community would benefit.

Cost Effectiveness:

If real change came about and true civility were the standard, the college would be able to reduce the cost of the security detail as well as the cost of handling student disciplinary cases.

Replication:

The Civility Week concept could be implemented and replicated in almost any setting where people have to interact with one another.

Creativity:

No other Maricopa College has ever tried sponsoring a "Civility Week." Furthermore, across the USA this kind of declaration is extremely rare.

Timeliness:

It was tried one time and was met with such success that we are already planning year II.

Learning:

The results of the video contest were made public and the winning entry is viewable on Facebook.

Collaboration:

The team that implemented Civility Week was made up of students, faculty and staff who shared a vision of what a civil campus would be like and what benefits it would bring to all. The results of the assessment conducted have already been used to inform the team of refinements and revisions that would improve the program.