



# **Implementation of Servant-Leadership: A Qualitative Research Project at a School of Engineering**

A Presentation by  
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# Ethnography:

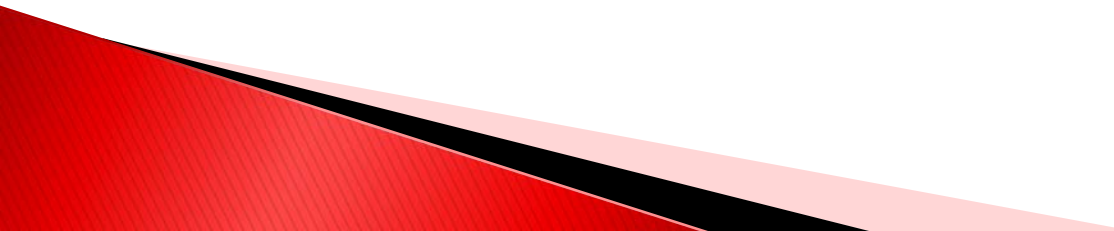
Ethnography “...literally means 'a portrait of a people.'”

An ethnography is a written description of a particular culture—the customs, beliefs, and behavior—based on information collected through fieldwork.”

- [http://www-bcf.usc.edu/~genzuk/Ethnographic\\_Research.html](http://www-bcf.usc.edu/~genzuk/Ethnographic_Research.html)

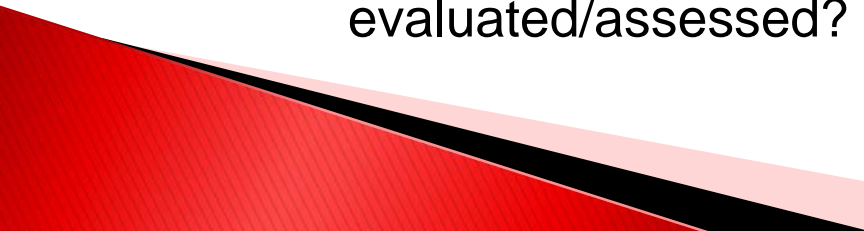


# The Researchers

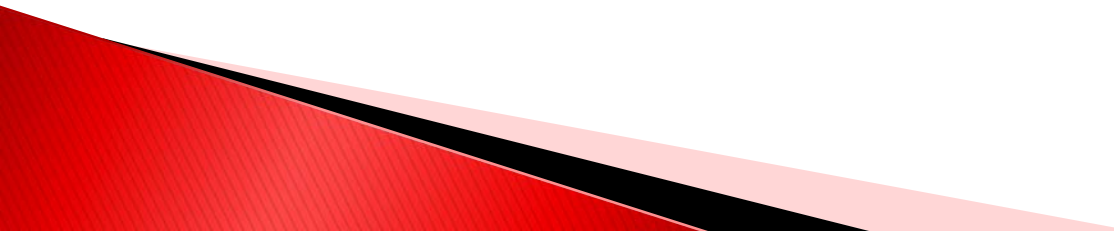
- ▶ Dr. David Howell
    - Qualitative doctoral dissertation
    - Chair for Servant–Leadership
    - Instructor of TC 261, Research Methods
    - Employer for TC 499, Internship
  
  - ▶ Matt Stachelski
    - Senior, Technical Communications
    - Student in TC 499, Internship
    - Technical Writer, EMTEQ
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# The Research Project: Guiding Questions

## **How is Servant-Leadership implemented at MSOE?**

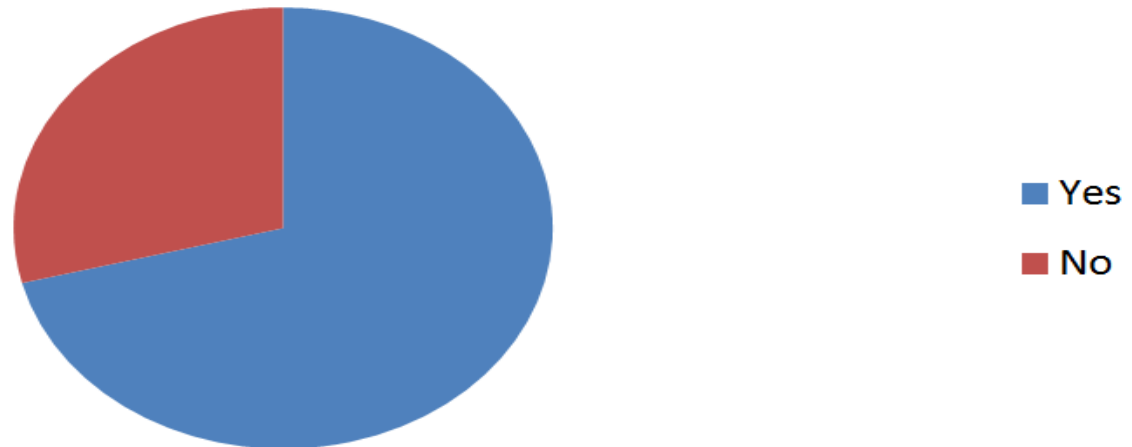
- What guiding principles, values, or ideals make MSOE Servant-Leadership unique from other forms of service learning or volunteerism?
  - What percentage of students engage in acts of Servant-Leadership? Of Service? Of volunteerism?
  - How is Servant-Leadership and its efforts structured?
  - How is the student Servant-Leadership experience evaluated/assessed?
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# Research Methodology

1. Approved by the Institutional Review Board
  2. Gather data and triangulate:
    - **Survey**
    - **Interviews**
    - **Field Observations**
  3. Reflection, analysis, and writing the report
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# Survey: 71% are familiar with S-L

**Are you familiar with the concept of Servant-Leadership?**



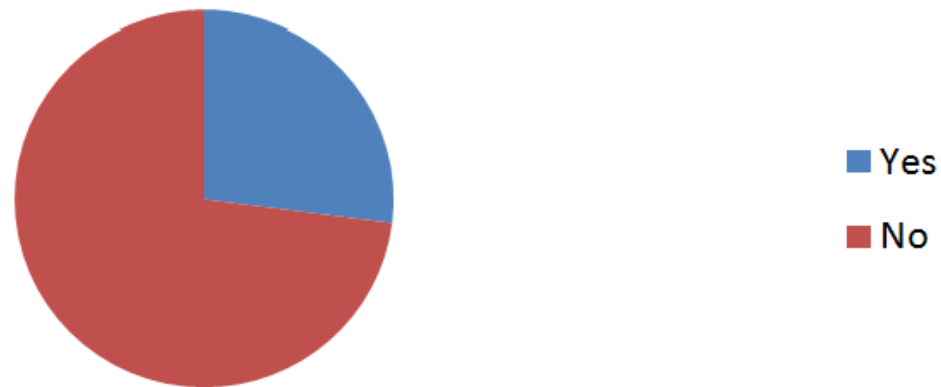
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Figure 34: 71% of respondents answered "yes", while 29% answered "no".

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# Survey: 27% participate in S-L

**Did you participate in a Servant-Leadership activity during the 2009-10 school year?**

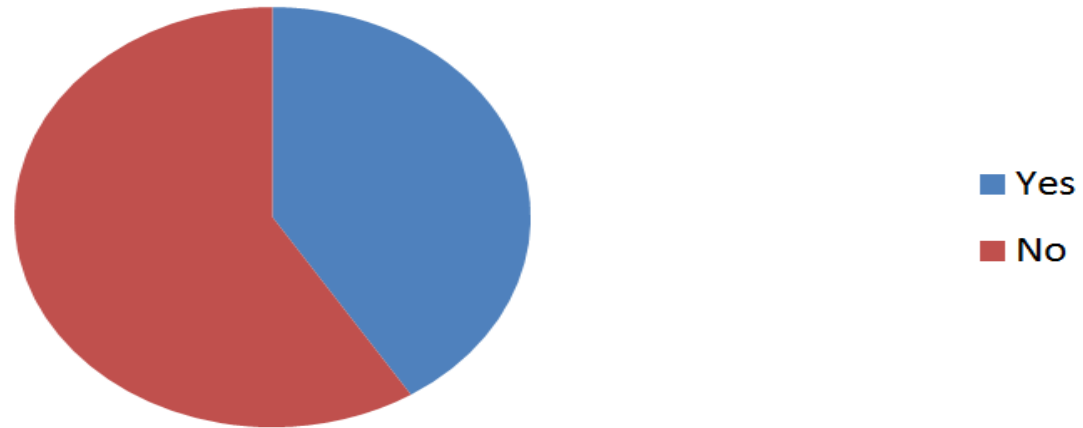


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Figure 35: 27% of the respondents answered "yes", while 73% responded "no".

# Survey: 41% volunteer

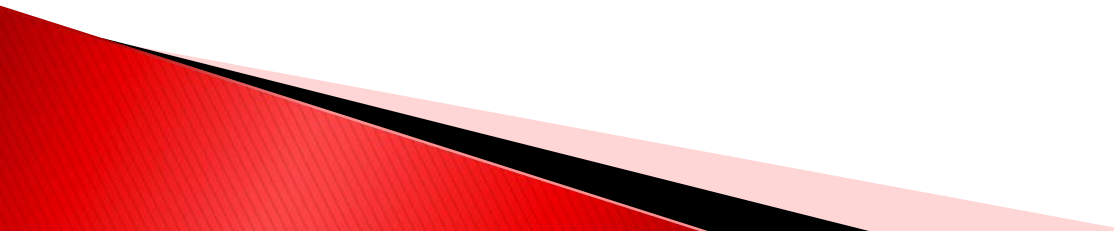
**Did you participate in other  
volunteer opportunities?**



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Figure 36: 41% of the respondents answered "yes", while 59% responded "no".

# Interviews

- There needs to be greater personal, structured reflection, as well as an effort to assess the student Servant-Leadership experience, whether that's through conversation or writing.
  - *Leaders are made from experiences.*
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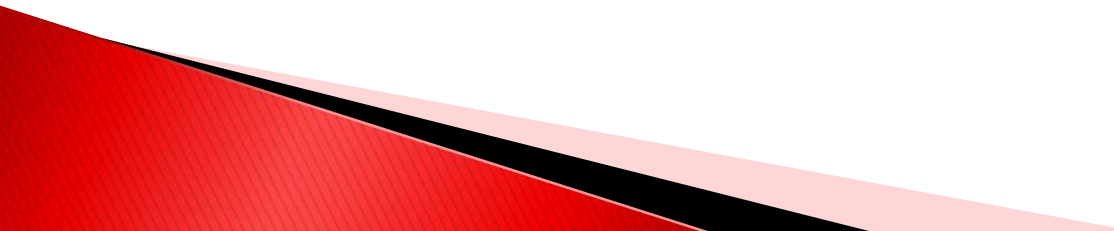
# Field Observations

- A few students want to take on a leadership role whereas others were happy to let someone else offer direction. Those who didn't want to "lead" were happy to simply participate.
- Nothing happens until someone "takes the lead."

# Conclusions

1. MSOE is taking great steps to instill the values and principles of Servant-Leadership into the student experience.
2. Not enough students know what Servant-Leadership is.
3. *There needs to be greater emphasis on Servant-Leadership theory to balance out the Servant-Leadership experiences.*

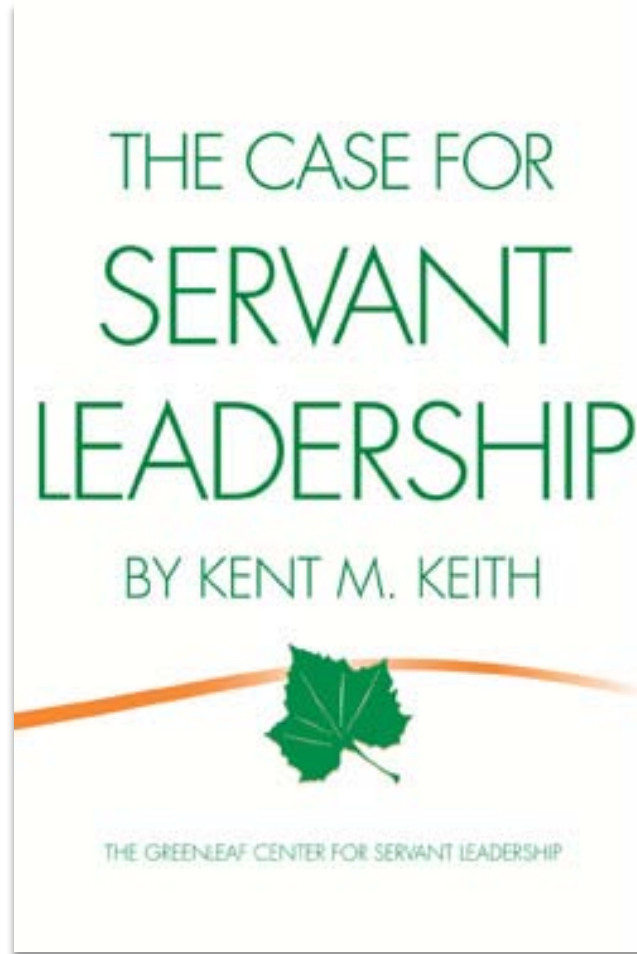
# Recommendations

- ▶ *Morph service opportunities into pre-leadership opportunities, and make the explicit connection between “service” and “leadership”.*
  - ▶ Emphasize reflection on Servant-Leadership experiences to spur the bridge between personal growth and community development.
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# Acting on the Recommendations

»» Data-driven changes

# Greater Emphasis on S-L Theory



# Connecting Service to Leadership



# Establish Highest Priority Needs



# Emphasize Reflection



# Questions and Answers



## For more information

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