Business students team up with community partners

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Last Updated: January 19, 2010

This year, charitable deeds are crossing age lines, as a Wichita State student group teams up with the Wichita Eagle and Greteman Group to support a holiday kindness campaign.

The Barton International Group (BIG), a student-led business team that serves as international consultants to various businesses, is a sponsor of “Do the Deed,” an initiative that encourages people to perform acts of kindness and pay it forward by passing on a “Do the Deed” card.

“After Greteman Group announced their campaign, I instantly began thinking of ways that BIG could be involved,” said sophomore Rachel Groene, an intern at Greteman Group and co-president of the Barton International Group.

“We are dropping off pay-it-forward, business-sized ‘Do the Deed' cards at university buildings, sororities and fraternities, local hangouts and workplaces. In addition, we are spray-chalking ‘dothedeed.org,' as well as placing yard signs around campus.”

Groene said BIG had been looking for ways to get more involved in the community.

“I'm thoroughly excited for BIG to be involved because I think our group can have an impact on the university,” she said. “‘Do the Deed' is a campaign that is applicable to all ages, and BIG can help promote it to college-aged individuals.”

Senior Tim Wilson, chairperson of BIG, hopes “Do the Deed" will motivate students to take time out of their day and do something for others.

“‘Do the Deed' promotes the ever-important work-life balance," he said. “Such good deeds will also lift the morale of our members. It's great to be part of a program that consciously reminds people of the long-term benefits of doing good deeds."

Groene sees endless opportunities in store for BIG, now that the group has made their first foray into community service.

“We are a group of students who have the potential of making a big impact on our university and community, so the more we can emerge ourselves, the better," she said.