

365 days
of Learning & Service

SUSTAINABILITY

Year-End Summary

2023 - 2024



**KENNESAW STATE
UNIVERSITY**

NORMAN J. RADOW COLLEGE OF
HUMANITIES AND SOCIAL SCIENCES



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Overview

The 365 Days of Learning & Service initiative brings students, faculty, staff, and community partners together to reflect on a contemporary relevant issue facing our society. The program allows our college to go beyond research and study and put into practice what we learn throughout the year. Led by a steering committee of faculty, staff, and student representation, this initiative presents a series of events and opportunities for engagement at multiple levels. Elements of 365 Days of Learning & Service vary from year to year and may include a speaker series, service-learning classes, and community engagement events. This allows KSU and Radow College to develop and strengthen relationships with institutional partners in our community and establish events and opportunities that inspire participants to continue their engagement on the topic beyond the year of study. The initiative also encourages faculty to develop teaching modules on the subject, inspire their students to participate in creative design competitions, film showcases, book discussion groups, and more.

The program should have lasting impact in the community as faculty incorporate lessons learned into their classes going forward, take up new research projects, and develop new collaborations with community partners. Students will gain insight and skills that will be useful when they pursue internships, offer volunteer service, chart their career, and continue a robust civic life beyond graduation.

The focus for the 2023-2024 365 Days of Learning & Service was sustainability. The initiative was officially launched on September 21, 2023. Click the image to watch the event in full.



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Message from the Dean

The Radow College of Humanities and Social Sciences is dedicated to delivering a range of experiences that engage our students, faculty, and staff on a practical level. Our goal is to achieve a deeper understanding of issues and develop the leadership skills necessary to make positive change around specific challenges our communities face. The mission of 365 Days of Learning & Service is to identify the relevant issues we are facing today, and offer service-learning experiences to students, faculty, and staff that will inform their approach to their professions and community engagement opportunities as they advance in their careers and their lives.



This is our second year for implementing this initiative and I am proud and excited to see its growth and its impact. Our focus on sustainability this year enabled us to expand our understanding that sustainability is more than just recycling. In fact, that is the least of it. Sustainability encompasses economics, social equity, transportation and development, education, food production, and of course, environmental stewardship and corporate governance to ensure responsible land and water use. The contents of this report highlights the events and activities we accomplished this year. We hope this inspires active engagement in sustainability initiatives even after we bring this year's topic to a close and prepare to launch our 2024-2025 theme, Mental Health Awareness.

I'd like to thank everyone who participated in planning this year's events, and all those who attended. We hope you carry forward what you have learned into your daily lives and make more sustainable decisions as you go.



Shown above, one of several rotating banners created for the dedicated web page developed for the 365 Days of Learning & Service initiative.



Steering Committee

As the Associate Dean for Student Success and Engagement, I want to say we could not have had such a successful year without the incredibly hard work put forth by our steering committee, staff, communications and marketing team, and our faculty who encouraged their students to attend the events and activities we offered this year. This is our second year for this initiative, and our goal is to continue to develop educational and service opportunities that expand our understanding on key societal issues. Internalizing our grasp of sustainability allows us to make informed decisions about how we take care of our planet and its inhabitants. We hope this year of 365 Days of Learning & Service has enabled you to do that. Thank you for being a part of this journey.



Michael Chen, Ph. D.
Associate Dean
Student Success &
Inclusive Engagement

Our 2023-2024 Steering Committee members are the not-so-secret ingredient that made this year's initiative so successful. We are grateful for your engagement, persistence, hard work, creative ideas and guidance. Congratulations on a job very well done!



Jesus Castro-Balbi, D.M.A.
Professor of Music
Bailey School of Music



Laura McGrath, Ph.D.
Professor of English
Department of English



Maria del Mar Ceballos
Director, Sustainability
Part-Time Instructor of Architecture



Jason Rhodes
Senior Lecturer of Geography
Dept. of Geography &
Anthropology



Kristina DuRocher, Ph.D.
Associate Dean, Academic Affairs
Innovation & Enrollment
Management



Erin Sledd
Lecturer of English
Department of English



Vanessa Slinger-Friedman, Ph.D.
Professor of Geography, Dept.
of Geography & Anthropology,
OwlSwap Coordinator



Adrienne Williamson, Ph.D.
Assessment Coordinator &
Professor of Psychology,
Department of Psychological
Science



Chris Hess
Assistant Professor of Sociology,
Dept. of Sociology & Criminal
Justice



Jiayan Zhang, Ph.D.
Professor of History
Department of History &
Philosophy



Gabriel James
Dean's Scholar
Student Representative



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365 Timeline of Events



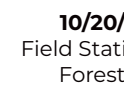
09/21/2023
Radow College Kicks Off
AY 2023-2024 365 Days of
Learning & Service: Sustainability



10/11/2023
UnCANny Creations
Food Drive Kicks Off



10/19/2023
Campus
Sustainability Tour



10/20/2023
Field Station/Food
Forest Tour



11/08/2023
UnCANny Creations
Food Sculpture Build

11/09/2023
Geography & Anthropology
Department Sustainability
Film Series



01/22/2024
United Way Toiletry Drive
Kicks Off



01/23/2024
Sustainable Development & the
Atlanta Beltline Panel



02/29/2024
United Way Toiletry Drive
Kit Assembly & Donation Event



03/26/2024
Radow College Creative
Jam Video Contest Screening



04/06/2024
KSU Day of Service



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Engagement & Marketing

The second annual 365 Days of Learning & Service initiative offered events and activities that were educational, creative, and community focused. The 2023-2024 steering committee developed and implemented eight events this academic year, beginning with the kick-off event in September and concluding with the KSU Day of Service. This equates to just over an event a month. Legacy events such as the UnCANny Creations and United Way drives are implemented over a period of weeks and include both kick-off and conclusion activities.

This success is the result of the Radow College's commitment to a dynamic learning culture, focused innovation, and hard work. It is important to note the transition from the inaugural year to year two took place in conjunction with a transition in leadership that included interim Associate Dean Teresa Raczek turning the reigns over to new Associate Dean of Student Success and Inclusive engagement. Michael Chen, Ph.D., the incoming Associate Dean, joined Radow College from Eastern Kentucky University in July 2023, just two months prior to the program's second-year launch.

The initiative is building its brand identity. The Dean's Office communications team designed a "mark" to identify the initiative for the inaugural year. The mark is modified each year to identify the initiatives' focus: the inaugural year's focus was housing insecurity. This year it was sustainability.

NOTE: The logo itself will remain constant while the tagline that represents the theme will change each year.



EVENT: 356 Days of Learning & Service Initiative Launch

Radow College launched the second annual 365 Days of Learning & Service initiative with an announcement event held on September 21, 2023 in the Academic Learning Center (ALC) building. The event was hybrid with an in-person audience of 46 and a live stream audience of 162 on Microsoft Teams.



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Dean Kaukinen delivered opening remarks, followed by four special guests including Maria del Mar Ceballos, Director, KSU Office of Sustainability; Vanessa Slinger-Friedman, Ph.D., co-founder of KSU Food Forest and professor of geography; Christian Thomas, KSU student and member of the sustainability group EcoOwls; and Shan Arora, Executive VP of Administration & Finance and Director of the Kendeda Building at Georgia Institute of Technology.

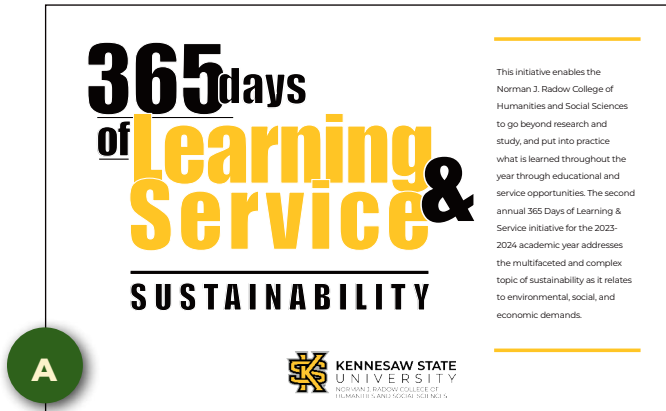


The Radow College marketing and communications team prepared materials to promote the event, including a press release for the University's Strategic Communications team to use for media pitching, as well as materials to promote the event internally, such as:

- Interest-generating Owl TV slides prior to the initiative's official launch and theme announcement
- Large way-finding presentation boards so attendees could easily find the event space.
- A fact sheet about 365 Days of Learning & Service
- Social Media Posts
- Notices in the student newsletter Hootletter and OwlLife promotions.
- An email invitation distributed to the college's community



Samples of these materials are below.



A



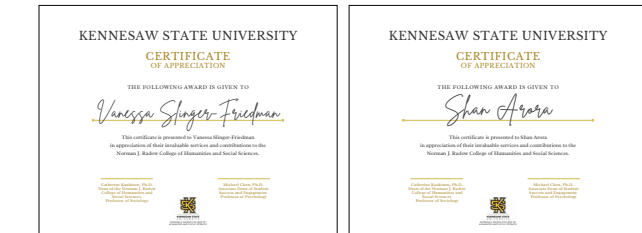
This is a 365 Legacy event that kicks off the initiative each year.



B



C



C) Guest speakers were awarded a certificate of appreciation and presented with a gift bag of sustainable items.

The 365 Days of Learning & Service roll-out event required event and media materials including, A) Way-finding boards in the lobby and 5th floor of the ALC building; and B) Interest-generating Owl-TV slides leading up to the event.



Each year the marketing and communications team produces a range of promotional items to support the events. This year the items had a sustainable focus and were reusable, and made from recyclable or recycled materials.

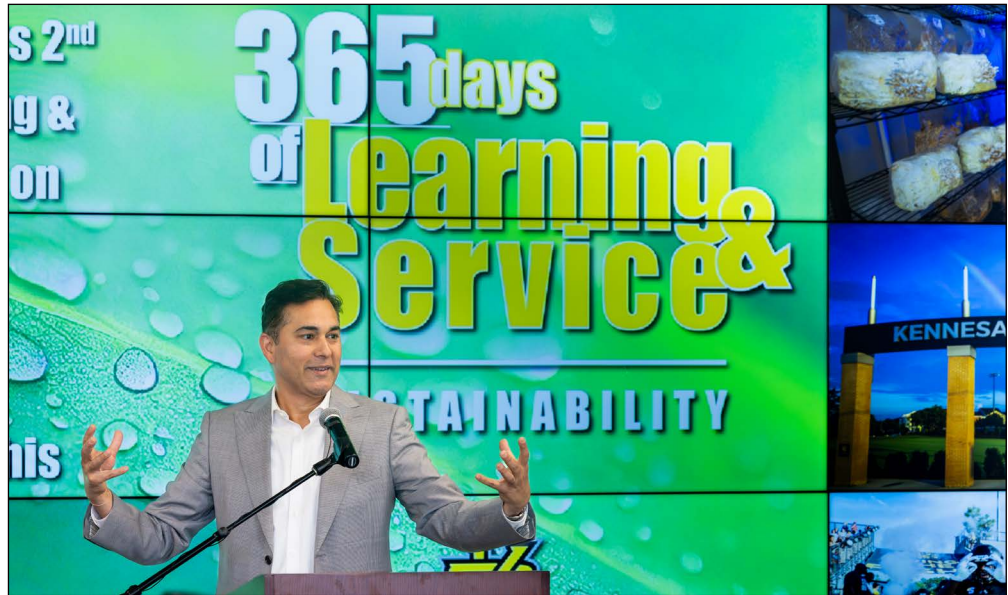


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Guest speaker Christian Thomas (r), a member of KSU's student led sustainability organization, EcoOwls, reads his certificate of appreciation.



Guest speaker Shan Arora infused humor into his compelling discussion about development and construction and its environmental impact. He highlighted features of the Net Zero Kendeda building on Georgia Tech's campus as an example of how it can be done.



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EVENT: Kennesaw Campus Sustainability Tour

Kennesaw State University has implemented a range of strategies to make its campuses more sustainable. It's Office of Sustainability ensures continued progress in this arena.

The KSU Office of Sustainability conducted an educational walking tour around the Kennesaw campus to educate students and faculty about some of the University's activities. Led by Sustainability Coordinator

Seth Moore, the tour was limited

to 35 attendees to ensure all

participants could hear

the presentation. The

content covered the

Big Owl Buses,

KSU Bike Shop,

the Oasis &

Arboretum,

the OwlSwap

Closet, and

the CARE

Services

Pantry.



Seth Moore (above), who has mastered the art of walking backwards while giving his campus tours, points out the many eco-friendly campus initiatives. Program Coordinator Susanne Rothery (I), tests the edible berries that grow on campus.



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EVENT: Kennesaw Campus Food Forest Tour

On Oct 27th, 2023, as part of the Radow College 365 Days of Learning and Service in Sustainability, 19 KSU students, faculty, and staff participated in a Friday in the Food Forest tour of the KSU Field Station and Food Forest, followed by Q&A and conversation about the research projects at the Field Station. Vanessa Slinger-Freidman, PH.D., co-founder of the Food Forest, conducted the tour and led the discussion.

The KSU Food Forest, in development on 1/3 acre at the KSU Field Station managed by KSU's Office of Research, serves as a model of sustainable urban cultivation, and demonstrate the potential of food forest systems to mitigate climate change and promote food security and health. The KSU Food Forest project was created by Geography Professors Dr. Vanessa Slinger-Friedman, Dr. Jason Rhodes, along with Michael Blackwell, Manager of the KSU Field Station. Food forests are designed to mimic a natural forest ecosystem and provide a model of sustainable cultivation.



Slinger-Friedman conducted the Food Forest tour and educated participants about sustainable cultivation practices.



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Department of Geography & Anthropology Film Series

During the academic year some of the college's academic units, as well as individual instructors, adopt the 365 Days of Learning & Service theme into their curriculum. This year, the Geography & Anthropology Department hosted a film festival featuring four films with a sustainability theme.

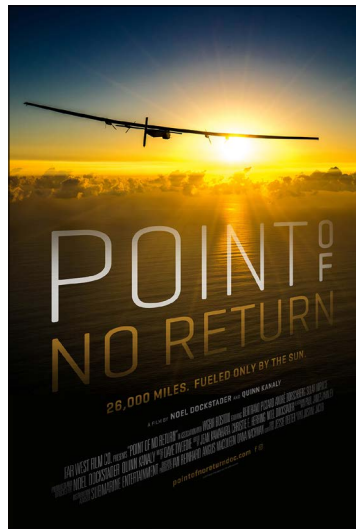
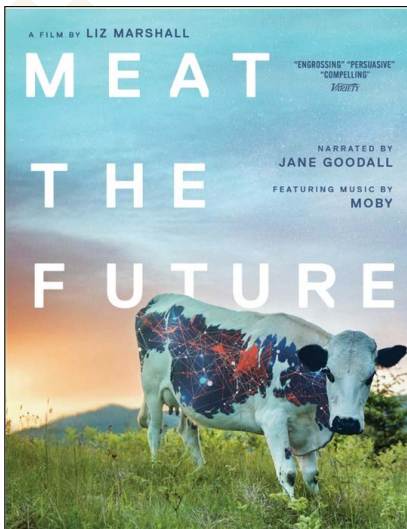
The series was sponsored by the Department of Geography & Anthropology, EcoOwls, the KSU Food Forest, and the Geography Club. The films were held over the course of several months and included:

Meat the Future, presented on Thursday, February 29th

Point of No Return, presented on Thursday, March 29th

Seed: The Untold Story, Presented on October 12th

2040: Join the Regeneration, presented on November 9th



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EVENT: UnCANny Creations

UnCANny Creations is a creative food drive designed to inspire donations of canned and dry goods that are later used in a team competition to build unique sculptures. The team launched the food drive on October 11th, and collected canned and dry goods at multiple locations on campus. The drive lasted thorough November 7th.

Three teams competed in a sculpture build on November 8th, incorporating the sustainability theme into their designs. Items collected by the dean's office were evenly distributed among the three competing teams on the day of the build.

The sculpture build began at 8:30 A.M. in designated locations: one in the English Department building, one in Pilcher Hall, and one in the Radow College lobby. They had until 3:30 PM to complete their sculptures, at which point Dean Kaukinen and guest judges Hazem Rashed-Ali, Dean of the College of Architecture and Construction Management, and Seth Moore, Sustainability Coordinator, scored the creations. The successful team won bragging rights, a prize bag full of KSU swag, a blue ribbon, their name on a plaque, and a certificate for lunch sponsored by the Dean.

The food drive is conducted in support of KSU CARE Services' food pantry. This year the food drive roughly doubled its contribution to the pantry from last year's drive.

Marketing and promotion for UnCANny Creations included:

- Promotional collection bins with branded labels placed throughout the Social Sciences and English buildings.
- Promotional notices in both the faculty and staff newsletter and the student newsletter
- Social media postings with facts about how sustainability impacts food production and food insecurity
- Radow College web page banner
- Owl TV
- Easel signs placed at the sculpture build sites to promote the upcoming build day





This event is a legacy event and occurs annually with a focus on the specific 365 theme.

The College ran a web page banner on its landing page for the duration of the food drive.

A series of social media posts were released with captions explaining how climate change is impacting food production globally.

Promotional boards were placed at build sites to promote the event leading up to the event.

This Owl Life ad promoted the event to students and listed desired items.

Social media notices also promoted the event food drive dates and the desired items being collected.



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EVENT: Panel Presentation - Sustainable Development and the Atlanta Beltline

A panel of experts in sustainable real estate development and construction was gathered to present a holistic view of development using the Atlanta Beltline as an example. Panelists included John DuCongé, Sustainability Consultant and project manager; Kevin Burke, Director of Design, Atlanta Beltline; and Nathan Soldat, Director of Community Engagement, Atlanta Beltline.

The presentation covered a range of concepts from energy efficiency to community redevelopment. Efficiency of buildings such as the Kendeda Building, which is a net zero/net positive building on Georgia Tech's campus, to how a community resource such as the Atlanta Beltline can stimulate development and revitalize communities by increasing connectivity, and influence the type of development that emerges along it such as mixed use developments and more affordable housing spurred lively conversation.

The Beltline also encourages communities to engage in more outdoor activities and creates more walkable communities, stimulating healthier citizens, which is more sustainable.



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A

Sustainable Development and the Atlanta Beltline
Moving Toward Healthier, Equitable Communities

Featuring John DuCongé and the Atlanta BeltLine!

John DuCongé
Project Manager/
Sustainability Consultant

Kevin Burke
Dir. of Design, Atlanta
BeltLine

Nathan Soldat
Dir. of Community
Engagement, Atlanta BeltLine

Tuesday, January 23
11:00AM-12:15PM
Social Sciences Building Rm 1021
Pizza will be provided

B

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Atlanta BeltLine

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C

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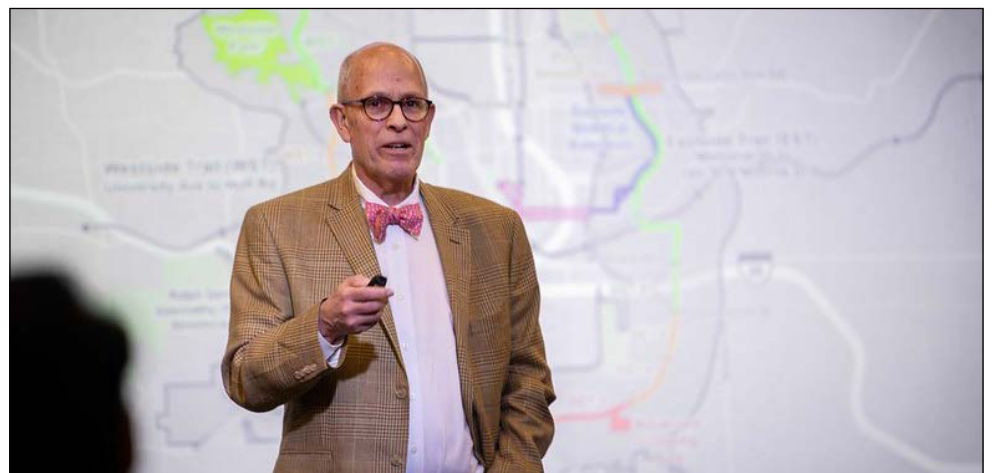
Tues. Jan. 23
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Social Sciences
Building Rm 1021
Pizza provided

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D

Samples of marketing materials for the Scholars Panel: Addressing Housing Insecurity in Our Community included, A) web page banner on the Radow College main page; B) an event flyer distributed at multiple tabling events; C) advertisements on both Owl TV and Owl Life; and D) multiple posts on social media platforms Instagram, LinkedIn, Twitter, and Facebook.



EVENT: United Way Toiletries Drive

This was the second year Radow College has partnered with United Way of Greater Atlanta to conduct a toiletry drive in conjunction with the 365 Days of Learning & Service. The drive kicked off on January 22 and items were collected thorough February 28th.



On February 29th, volunteers gathered with representatives from United Way to stuff string bags with toiletries to donate to individuals in need.

Collections bins were placed in the main lobbies of each of Radow College's units, and gathered up on the final day of the drive.



This is a 365 Legacy event supported by the Dean's office annually.

Toiletry Drive

Help build stronger, more sustainable communities.

Your donation **MAKES THE DIFFERENCE** for Atlantans who are unhoused or experiencing housing insecurity.

Desired Items:

• Toothbrush	• Socks	• Tampons
• Toothpaste	• Deodorant	• Sanitary
• Lip Balm	• Hand Towels	• Napkins/Liners
• Rain Ponchos	• Sunblock	• Antibiotic Ointment
• Hair Comb/Brush	• Adhesive Bandages	• Prepaid Phone Cards
• Travel Size Shampoo	• Travel Size Lotion	• Travel Size Soap

Donations accepted in the main office for each school/department and in the Dean's suite through Feb. 26

To Support:

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A



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B

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To Support:



United Way of Greater Atlanta®



C

Toiletry Drive

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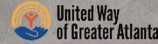
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- Prepaid Phone Cards
- Travel Size Soap

Donations accepted in the main office for each school/ department and in the Dean's suite through Feb. 28



To Support:



Samples of the promotional materials for the toiletries drive included, but was not limited to: A) The Radow College Web page ran a promotional banner for the duration of the drive; B) promotions ran on Owl TV; C) flyers were distributed at a variety of tabling events and placed in strategic location around the Social Sciences building



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EVENT: Radow College Creative Jam “What Does Sustainability Mean to You?”

The Norman J. Radow College of Humanities and Social Sciences took over what was formerly known as the Adobe Creative Jam, managed by the School of Communication & Media, in particular, Sara Evans, Ph.D.

The event included the participation of six faculty members across eight courses; and engaged 223 students in the production of videos focused on what sustainability meant to each of them. The content developed was expected to fall into one of the United Nation’s 17 defined sustainability goals.

Students were instructed to create a video between 60-80 seconds in length, and could be produced on any video editing platform they preferred.

Class instructors who participated in the Creative Jam served as the preliminary judges of the submissions, and advanced the best to a panel of judges for final review, scoring, and awards.

The screening event included judges’ commentary on the 23 finalists’ videos, and award presentations to the 1st, 2nd, and 3rd ranked videos.

[Winning videos can be viewed here.](#)



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A

Pizza will be provided

CREATIVE 2024 JAM

**Tues. March 26
11:00-12:15**
Social Sciences Building Room 1021

B

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CREATIVE 2024 JAM

Pizza will be provided
Tues. March 26 · 11:00-12:15
Social Sciences Building
Room 1021

C

CREATIVE 2024 JAM

Pizza will be provided
Join us in learning about the different areas of sustainability through studio videos!

**Tues. March 26
11:00-12:15**
Social Sciences
Building Room 1021



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Samples of the promotional materials for the Adobe Creative Jam included: A) a Web banner on the Radow College main landing page; B) a series of 10 social posts, and C) promotion in the Faculty & Staff newsletter.

KSU Day of Service

The Norman J. Radow College of Humanities and Social Sciences partnered with Keep Smyrna Beautiful for the KSU Day of Service on April 6th. A team of 12 volunteers, led by Dean Kaukinen and Associate Dean Michael Chen, spent two hours picking up trash along the East-West Connector in Smyrna. Volunteers also learned about the work Keep Smyrna Beautiful is doing, including efforts with community education programs, management of the recycling education center, and hosting document shredding events.

This activity was selected because it was in alignment with sustainability and the 365 Days of Learning & Service initiative's environmental focus.



Dean Katie Kaukinen, above, led a team of 12 through a two-hour shift of trash pick-up as part of the KSU Day of Service.



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Results & Moving Forward

Assessment: The launch for the second annual 365 Days of Learning & Service was a very successful event. Held in the Academic Learning Center (ALC) building, attendance was strong. The event planning team secured the participation of both internal and external guest speakers, including Shan Arora, Executive VP of Administration & Finance and Director of the Kendeda Building at Georgia Institute of Technology. The Kendeda Building is a net zero/net positive building that exemplifies sustainable design and construction practices.

This legacy event is scheduled for 09/10/25 to launch the theme Mental Health Awareness for the third annual 365 Days of Learning & Service.

Moving Forward: Recommendations improve event delivery include:

1. Secure clear commitment from faculty regarding class attendance.
2. Promote the event to broader audience.
3. Promote featured speaker(s) more
4. Entice participation via swag/giveaway/food items

Assessment: The campus sustainability tours included two tours: one focused on the Kennesaw Campus, and one focused on the Food Forest. Each tour offered limited spots to ensure all participants could enjoy the information being presented.

These events were subject to weather. In fact one tour was rescheduled due to inclement weather, which impacted attendance for the rescheduled tour.

With ~30 spots available for each tour, a combined total of 29 people attended the tours. The Food Forest tour was impacted due to rescheduling because of rain. Because this is not a legacy event it is unlikely that these will be a

365 Launch



Campus Sustainability Tours



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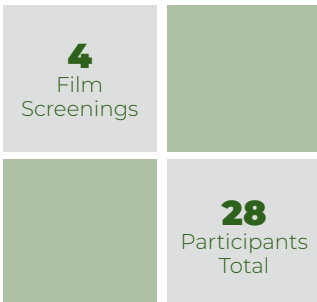
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part of the this initiative in the future. However, the lessons learned from this type of outdoor event are valuable.

Moving Forward: Recommendations improve an outdoor event of this nature include:

1. Commit to hosting the event rain or shine
2. Offer branded rain ponchos for attendees
3. Do not limit attendance; this may discourage people from signing up for the event.
4. Offer an incentive for participating that is related to the theme e.g. attendees participating in the mental health awareness nature walk could receive a nature-related item.

Geo|Anth Sustainability Film Series



Assessment: This event was organized and marketed by the Department of Geography and Anthropology. They selected four sustainability related films and presented them over a four-month schedule. According to feedback from the department, the screenings were not well attended.

Moving Forward: Recommendations improve department-level events, regardless of the specific activity include:

1. Coordinate with the Communications and Marketing department in the Dean's Office to secure promotion and marketing support for the event.
2. Collaborate on incentives to boost attendance.
3. For a film screening event in particular, determine early in the 365 Days of Learning & Service planning phase whether faculty would offer extra credit to students who attend the film screening, and promote accordingly.



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Assessment: UnCANny Creations was very successful with the event bringing more than double the amount of food items as the previous year. Additionally, the quality of the sculptures also improved from last year.

The planning and logistics was better this year than last in that build locations were identified earlier, which allowed for in situ promotion in the form of caution tape and a presentation board announcing the upcoming sculpture build.

Moving Forward: This event is gaining traction and has the potential to grow each year. Recommendations for better event delivery include:

1. Plan a robust kick-off event with team T-shirts and announcement of Team Names.
2. Offer more substantial prizes for the winning team.
3. Create better social media support via reels, and in progress stills to highlight the event with more dynamic content.
4. Consider weekly announcements during the drive to spur competition in the food collection process.

Assessment: This event had lower attendance than anticipated. The content was very interesting and relevant, but may have suffered from promotion that was unfocused. Additionally, working with faculty to convey how such a panel connects to their programs could have increased attendance.

Moving Forward: For panel presentations it is important to help faculty and students connect the relevance of the panel content to their curriculum. Ways to improve future events includes:

1. Work with faculty early to determine whether they will bring classes or whether extra credit could be given for attendance.
2. Provide faculty with flyers that include specific messaging for students to connect the relevance of the content to a course of study to share with students to promote the event.

UnCANny Creations Food Drive

3 Teams Competed	1600+ Donated Food Items
	31 KSU Participants

Atlanta Beltline Panel

3 Outside Subject Matter Experts	
	34 Students at Event



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365 days
of Learning
& Service
SUSTAINABILITY

United Way Toiletries Drive

65 Toiletry Kits Assembled	1300 Toiletry items collected
8 Donation Sites Available	1 Community Partner

3. Consider offering panel presentation events on Wednesdays and not just focus on T/R schedule. Many students are automatically excluded from these events when they are only scheduled on T/R.

Assessment: This legacy event was successful and culminated in preparing 65 toiletry kits that were donated to United Way of Greater Atlanta.

Moving Forward: Recommendations to ensure this legacy event continues successfully include:

1. Maintain relationship with United Way of Greater Atlanta to ensure ongoing Radow College support and United Way representation at final kit-stuffing event.
2. Enhance communication with each school/department to boost contributions; perhaps create a competition for earning incentive prizes for most items donated.
3. Make donation bins bigger/more visible during the duration of the drive
4. Make a stronger connections between the mental health theme and supporting United Way services through this drive.
5. Develop more strategic/dynamic marketing materials to promote the drive.

Radow College Creative Jam

6 Faculty incorporated in Curriculum	223 Student Videos Submitted
	55 Screening Event Attendees

Assessment: The Radow College Creative Jam is a legacy event that grew out of the Adobe Jam. The Adobe Jam was discontinued due to software licensing and sponsorship restrictions. Despite this shift, the event was highly successful with strong participation from students and faculty.

Moving Forward: This event is conducted annually. Recommendations for better event delivery include:

1. Updated matrix for judging submissions.
2. Encourage more faculty to engage their students in the event.



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3. More substantial award recognition for winners, and promote the award recognition up front.

Assessment: This was a successful event. However, it limited the number of people who could participate. Some of the participants arrived late due to traffic challenges.

Moving Forward: Recommendations improve Radow College's participation in the KSU Day of Service:

1. Identify as early as possible if KSU has volunteer opportunities that directly tie to next year's theme, mental health awareness. If not, Radow College could research volunteer opportunities that align with the theme and develop an event that could be part of KSU Day of Service while increasing the opportunities for participation
2. Engage more directly with each school/department to boost participation.
3. Ensure high quality photography is captured for post event publicity.

KSU Day of Service

2 College Dean Leaders	
1 Community Partner	12 KSU Day of Service Participants



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