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#### UA23 Newsletter, June 2010: Progression through Partnerships

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### WKU Reduces, Reuses, Recycles

## Lighten Your Load By: David Baskett and Christin Lanham

"One person's trash is another's treasure" is the perfect way to describe "Lighten Your Load," a program in which students can donate unwanted items during move out in the residence halls so that the items can be donated to local charities. The purpose behind this is program is multifaceted. It allows residents to donate items that would be thrown away in the dumpsters, and in turn keeps useful items out of our landfills and helps to reduce our solid waste bills. Housing and Residence Life donates all the usable items to local charities in Bowling Green, maintaining the bond between the university and community. Lastly, collecting these unwanted items keeps the residence halls cleaner at the end of move out.

"Lighten Your Load" is a collaboration between Housing and Residence Life and WKU Recycling to collect non-perishable food, household goods, and clothing during move out in the residence halls. Containers are placed in each residence hall and as students are moving out they can drop off any items they wish to donate. Each day, staff members from each department go around and collect the items left. Once the items are collected, everything is sorted by type. This sorting assists us in knowing what types of things were collected and our total collection amount.

This year, approximately 5000 items were collected, including clothing, small appliances, linens, electronics, food, and numerous other items. This is a significant growth in donations over the past two years. The donations this year went to Windover Place Apartments (flood victims), Salvation Army, Humane Society, International Center, Goodwill , Facilities Management "Cans for a Hungry Heart" Food Drive, and Greentoppers. Electronics that didn't work were recycled through Inventory Control and Creative Recycling Solutions.

To learn more about WKU's sustainability programs, visit the Office of Sustainability website at www.wku.edu/sustainability.

> Everyone can get involved in greening Big Red!



### A Greener WKU

By: Christian Ryan-Downing

On April 22nd 2010, Hilltoppers got a great Earth Day surprise: we learned that WKU was included in the Princeton Review's Guide to 286 Green Colleges! It's true that we are making great progress in advancing sustainability on campus.

We are using less energy in our buildings, recycling more of our waste, building green buildings, and teaching our students about sustainability concepts in our classrooms and beyond. Using our campus as a living laboratory, students are engaged in identifying opportunities for improvement and developing solutions to challenges we face.

This fall we will continue our determined efforts to be better stewards of the planet and conscientious members of the global community. A variety of sustainability initiatives will be included M.A.S.T.E.R. Plan this year, including the fourth annual movein cardboard drive to divert thousands of pounds of cardboard from the landfill. October is "Reduce Your Use" month, when students in residence halls compete to save energy (check out the real-time energy feedback building dashboard). October 22nd is Campus Sustainability Day, and we will celebrate with some great activities.

Also this fall, look for more courses that focus on sustainability concepts and issues, such as the ICSR 301 courses: "Growing Sustainably in the Student Garden" and "Everything Must Change: An Emerging Theology of Social Justice". Also, campus community members may notice some improvements in our buildings, including lighting upgrades and new plumbing fixtures to conserve energy and water.

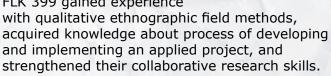
### Engaged to be Educated

WKU faculty and staff have a long-standing tradition of engaging students in activities that allow them to address real world issues while drawing on their academic experience. Students at WKU not only get an affordable, high quality education in the classroom, they also graduate with skills that will benefit them in whatever setting they find themselves post graduation. Experiential learning and engagement activities at WKU provide students with the opportunity to practice skills imperative to any setting, such as working in multi-disciplinary teams, communicating effectively, problem-solving, and thinking critically to address issues. The added bonus? This type of learning provides the opportunity to demonstrate to students across any discipline how they can use the knowledge they gained at WKU to impact the greater good. It's a win-win!

Just to name a few of the hundreds of noteworthy engagement activities going on across our campus:

# **Dr. Kate Hudepohl Associate Professor**Folk Studies & Anthropology

Dr. Hudepohl led her students in an Ethnography project with Kaleidoscope Youth in Arts program participants. The Director of Kaleidoscope requested an ethnographic study of the youth participants' community. WKU students in ANTH/FLK 399 gained experience





Instructor

Academic Support, Commonwealth School

Ms. Rountree created seven new elementary-level math projects through curricular service-learning in her Math courses. WKU students accompanied Ms. Rountree to the elementary schools and led small groups of elementary students in handson math activities. WKU students completed reflection papers at the end of the activity, and many of them chose to participate in an additional project. About twelve elementary school classes are visited each academic school year, impacting about 300 elementary students per year. About thirty-five WKU students participate in teaching younger students per year.



## Dr. Saundra Ardrey Department Head Political Science

Dr. Ardrey is implementing an international servicelearning project through the CCSA (Cooperative Center for Study Abroad) this summer called Explore Ghana. Seven WKU students from Political Science and African American Studies, and one student from Northern Kentucky University will travel to Sanka Village in Ghana June 7th through June 22nd. During their journey to Sanka Village, Ghana, students will work with villagers to 1)Paint and fix up a daycare center 2)Plant peppers for harvest and sale for the village, with a percentage of the proceeds to be used for the school 3) Distribute much needed textbooks and school supplies 4)Provide sponsorship for the education of a few of the children and 5)Paint some of the houses in the village.

Dr. Ardrey is utilizing Service-Learning for the Explore Ghana project as a tool to combine service

and learning objectives that create a transformative method of teaching students. This ensures a way of showing measurable change in both the villages and the students.



Page 4 Student Spotlight ALIVE

### Remember the Aha! Moments In Life



chance to be part of a team whose members are passionate, genuine and truly want to make a difference in their community. By watching my co-workers, I was able to see the prize at the end of my rocky ride of college. And it wasn't fortune and fame. They received no medal for the work they did, or really any recognition at all. Instead, the prize was the remarkable passion I could see in them while talking about getting WKU students engaged in their community; it was being humbled every day by a touching story brought to our office. It was a sense of being a part of something that wasn't shallow or greedy. It was this prize that showed me that I would pursue this work for the rest of my life.

As the days go by marking the end of my college career, it's more bitter-sweet than I had ever imagined. The sweet comes in the form of five years of hard work finally paying off, a chance to experience the real world for the first time and being done with tests and quizzes for good. However, the bitter is still there, constantly reminding me that my time is almost up. Time with the friends I couldn't imagine leaving, the town I've grown to love and finally the internship that has forever changed me.

I feel like everyone has that, "Aha!" moment in their life. If they are lucky, they have a few of them. While interning at the ALIVE Center, I had my first. As a Corporate Communications major, I've learned the importance of talking and listening to people. I took all the information I had been taught with a grain of salt, thinking that talking and listening is really just common sense. However, those skills came into play in this past semester more than I could have imagined possible. I had no idea how much you could accomplish with genuine conversation and a smile. While years of classes taught me about nonverbal communication and the communication model until I was blue in the face, it was speaking to community members and students about volunteerism and service when all clicked and I realized, "Aha! So this is what they've been trying to teach me!"

I didn't just come to this realization on my own; I have been following by example. I have had the

I know that graduation will mark a lot of great changes in my life. By the end of this year, I hope to start a grand adventure by joining the Peace Corps, which will teach me things about myself I have yet to discover. I will find independence and strength over the next few years that I never knew existed within myself. I am excited and scared beyond comprehension for what my life has in store. However, whether I am overseas or in the

States, I will never forget the changes I saw take place within myself at my internship with the ALIVE Center; the first chance at being a real adult, the first shot at real maturity. My co-workers have armed me with the confidence that I can do anything I set my mind to, and because of that, I am forever grateful and forever changed.



Kristin completed her internship on April 30, 2010.

### United Way Celebrates Day of Caring



It's team-building, project planning, and community awareness at its best. It could take the shape of laughter and memories made at a neighborhood picnic or dozens of new adventures explored in a rejuvenated playground. The impact is immediate, but the experience will last a lifetime.

Wednesday, July 28th, 2010 marks United Way of Southern Kentucky's 2nd Annual Day of Caring. A Day of Caring is a volunteer opportunity like no other. On this day, hundreds of volunteers throughout Southern Kentucky will join local nonprofit organizations to work on projects that create real impact in people's lives.

Volunteers from local businesses and organizations will have the opportunity to prove once again that they care about our community by reporting to work sites at local nonprofit organizations and public schools to tackle meaningful volunteer projects.

Day of Caring is a great hands-on opportunity for individuals to donate their time, energy, talents and skills for one day. Last year, volunteers completed 55 projects across Southern Kentucky that made our communities a better place to live and work.

Projects or tasks could include items that will help seniors, single parents and children of all ages. Other project opportunities may include building playgrounds, painting walls and fences, cleaning up and landscaping outside areas, organizing stock in storage rooms, stuffing envelopes and organizing files, taking part in organizational activities and

programs, or even organizing a donation drive, such as food, care packets or books.

"It's a win-win for everyone. Volunteers have the opportunity to experience the joy of doing something for others, and area nonprofit agencies receive invaluable volunteer assistance to complete projects that might otherwise not get done," reports Mandy Hicks, Director of Volunteering and Brand Management at United Way of Southern Kentucky.

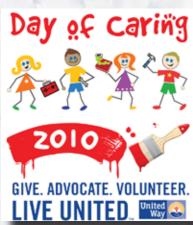
Day of Caring offers a unique opportunity for nonprofit organizations to market their services to the community, establish relationships with local businesses, and strengthen the volunteers' awareness of each organization's mission.

The Day of Caring also provides a way for volunteers from local and regional businesses and organizations to build camaraderie and goodwill among employees while helping the community. Businesses and organizations make a commitment to offer its employees and member affiliates the opportunity to "step away from their desks" to provide hands-on, volunteer labor for a variety of projects/tasks.

Companies and organizations interested in participating through organizing Volunteer Teams in Allen, Barren, Logan, Simpson and Warren Counties should contact United Way of Southern Kentucky for Company Commitment Forms. Over the next few weeks, volunteer teams who have chosen to participate in the Day of Caring will select their project based on the information provided, i.e. length of project and estimated number of volunteers.

Nonprofit organizations in Allen, Barren, Logan, Simpson and Warren Counties are also encouraged to continue to submit project ideas for the Day of Caring.

If you or your organization would like to submit a project idea or organize a team of volunteers, please contact Mandy Hicks at 270-843-3205 or mhicks@uwsk.org. GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.







# Education in All Shapes and Sizes By: Aurelia Spaulding

As the first of what is now 100 similar organizations in Kentucky, Bowling Green/Warren County Community Education has been serving the area since 1973 through their five component areas.

According to Community Education's website, in 1973, a group of citizens and civic leaders met with the idea of creating an organization that could collaborate with other agencies and organizations to help provide a sense of lifelong learning for citizens. Now, an inter-local agreement between both local school districts and Warren County Fiscal Court sustains the Community Education agency which was created.

Nationally, Community Education addresses up to nine components at their agency. In the state of Kentucky, Community Education addresses five components utilizing them in different areas.

"Even though we do address all five components, we have organized our office into three main areas," Debi Jordan, Community Education Executive Director, said. The three main areas include schoolaged programs, adult enrichment, and volunteers.

#### **School-Aged Programs**

The School-Aged Programs at Community Education take place before and after the regular school day. At some schools, Community Education provides a before school program for parents to drop off youth at 6:30am. Then, after school Community Education provides childcare at the elementary schools until 5:00p.m. or 6:00p.m. (depending on the school) during the academic year.

During the afterschool programs, youth complete homework, participate in recreational and educational activities, as well as take part in arts and crafts. The afterschool program is offered at all but two elementary schools, which have alternative afterschool programs.

In addition, Community Education also offers summer camps for childcare during June and July with their annual Stand for Children Day which somewhat kicks off the summer programming.

Stand for Children Day averages more than 1,000 individuals each year. This year marks the 13th year for the event, which takes place on June 9th.

During the summer, Community Education runs three different programs based on age ranges. Super Summer Club serves Kindegarden-2nd graders, while Eagle Really Outrageous Camp (R.O.C.) serves 3rd-5th grades. The Youth Activities Program (Y.A.P.) also takes place during the summer for 6th-8th graders.

In addition, Community Education also organizes drives for a variety of causes for youth such as book drives and food drives. Plus, every April they organize a Summer Activities Fair for parents to obtain information on available summer camps, events, and programs for youth throughout the county.



#### **Adult Enrichment Classes**

Community Education's Adult Enrichment Classes are part of their efforts to provide lifelong learning for all community members in formal and informal settings. They offer noncredit classes that serve a variety of needs.

"We have people who take the classes who want to go back to school, and this is a nonthreatning way to dip their toes in that water before they jump into it fulltime," Jordan said.

The classes are reletively short, extending from one to twelve sessions. Classes include topics such as sewing, knitting, cooking, line dancing, yoga, American Sign Language, and learning Latin culture. The fees for the classes range in price, and classes may be one to twelve sessions.

Adult Education Classes are held throughout the community at schools, businesses, and sometimes churches. Offering affordable classes in a variety of locations also fits into another component of Community Education. As determined by the State Department of Education, each Community Education must effeciently use the schools' and communities' physical, financial, and human resources to address community needs. Community Education meets needs by offering classes in nearly every school throughout the county in order to provide available resources near those who need them.

"At some point, we are going to be offering a class that someone in that community would like to take, and that is efficient use of community resources," lordan said.

#### **Volunteer Involvement**

One of Community Education's main goals is to promote volunteerism. Another key component to their services is community, civic and volunteer involvement and responsibility. Community Education works with Volunteers In Action (VIA), which provides services in a number of areas through the community, as well as hosts a volunteer recognition ceremony every April. Through VIA, Community Education also provides volunteer training and volunteer coordinator training, and it enlists a number of volunteers to assist with their programs.



Enrichment Coordinator, Anne Grubbs, leads much of the volunteer aspect of Community Education. She organizes days of volunteering, as well as other activities for volunteers. Anyone interested in volunteering can call Anne Grubbs for more information.

Grubbs also organizes Community Education's biggest fundraise, Spell-a-Bration. The event takes place in February each year. Spell-a-Bration invites businesses, schools, organizations, and groups of any kind to organize teams to participate in the an adult spelling bee.

"We try to take care of everybody, and we try to charge as little as possible for the services we provide," Jordan said.



## Partnerships Make a Difference:

Marketing Campaign to





"I just think everyone should know about the ALIVE Center and its services," a young businesswoman said a few months ago before the start of the ALIVE Center's Five Points of Partnership workshop.

Similar comments related to ALIVE Center awareness became all too familiar beginning last fall as the services grew to include the \$100 Solution, Hill House, Engage & Exchange Challenge, Partnership workshops, and nonprofit spotlighting. With more ways to serve, the Center was left with the question, "How do you increase awareness while also meeting the mission and goals of the Center?" Answer: analyze the situation, assess needs, then identify solutions.

In analyzing the situation, the ALIVE Center sent surveys and hosted focus groups last spring. Countless WKU departments, nonprofits, students, and individuals took part in the research efforts of the Center. The staff took into account the history of the ALIVE Center, its relationships with various constituents, and data collected to propose tactics to shape the image of the Center through increasing campus and community partnerships. In fulfilling the mission to promote community development across Central Kentucky through campus and community partnerships, the Center decided to make the heart of its mission, partnerships, the heart of the campaign. Partnerships Make a Difference (Partnership, M.D.).

Beginning this summer, the Center will utilize the knowledge, experience, and time of staff workers, interns, student workers and graduate assistants to elevate levels of awareness. The Center will continue to become more active through inbound marketing tactics using social media venues like

facebook, twitter, youtube, blogs, and linkedin. All social media venues will compliment better navigation aspects of the Center's website.

Using outbound marketing efforts, the Center will connect more through participation in more campus and community events to promote services. Building relationships through one-on-one meetings remains key to partnership-building, and the Center's new Campus and Community Network and One Mission workshops (see next page) will assist in those efforts. Then, increasing usage of publication features, television, radio, and newspaper will play a role in reaching out to the 27-county service region.

All of the listed marketing efforts plus additional efforts will promote community development across central Kentucky through campus and community partnerships. Increasing partnerships and partnership opportunities sets the stage for expanding service-learning, community-based research, and volunteerism efforts on campus and in the community.

As the fall semester begins at WKU, the idea begins with developing volunteerism into community engagement efforts with students. MASTER Plan's Big Redz Blitz gives students the opportunity to take part in a day of service. Then, involvement continues with Project Affect in September, and SHAPE in the month of October.

In this June Newsletter issue, the Campus & Community Network and Faith-Based Partnership event are highlighted. Then, the September issue will provide more details on upcoming marketing efforts.

### Build Campus & Community Partnerships By: Aurelia Spaulding





Best practices for Partnerships, M.D. marketing campaign will incorporate the ALIVE Center core values (partnerships, public space, lifelong learning, public service, and healthy relationships) in the tactics geared towards five audiences—WKU faculty/staff, WKU students, regional nonprofits, local businesses, and individuals. Each part of the marketing campaign incorporates one of our core values while also meeting the mission and goals of the Center.

The first twelve months of the marketing campaign are dedicated to building campus and community partnerships, and the last twelve months of the plan focuses on further developing partnerships through community development efforts utilizing those partnerships.

#### **One Mission**

In August, the Center will host a workshop titled *One Mission: Campus & Faith-Based Partnerships,* open to all faith-based leaders in the area, as well as WKU faculty, staff and students. This event will serve as an informative and networking session on coming together to create partnerships within the community to build resources that meet the needs of the community.

One Mission will take place August 19th and 23rd from 11:00a.m.-1:00p.m. At this workshop, participants will learn five points to partnering, examples of campus and faith-based partnerships, and will have the opportunity to work together to identify community needs and ways to address them through partnerships.

#### Campus & Community Network

The ALIVE Center opens its doors on September 29th for its Open House and first Campus & Community Network series (CCN). The CCN invites faculty, staff, nonprofit leaders, businesses, and community leaders to participate in a focus-led networking session once in the Fall and Spring.

The uniqueness of the ALIVE Center is the staff's relationship with both campus and community members. That connection is desirable from both sets of constituents, and noted through feedback from previous workshops. The network will meet once a semester focusing on specific audiences. The one hour networking will be broken down in three segments: topic, examples, and networking.

#### Speakers Bureau

Organizations and classes often utilize speakers for their meetings for personal and community development needs. Many times finding a speaker becomes a tedious task. Beginning June 14th, the ALIVE Center's Speakers Bureau will be available to assist with meeting that need. Presentation topics will be available online through the ALIVE Center website for interested parties to review.

The Speakers Bureau is a list of speakers in the area willing to volunteer their time to speak on topics of interest. Anyone in need of a speaker can look on the Center's website to search the topics available. Once interested topics are identified, the Center can also be contacted directly to provide the list of speakers for that specific topic.

# Engage & Exchange Challenge Begins By: Aurelia Spaulding





Kaitlen Osburn



**Chad Willis** 

The Engage & Exchange Challenge 2011 began on May 17th with slight changes to the rules and prize incentives. The purpose of the EEC is to highlight student engagement activities and share the impact WKU students make in the community through writing, still photography, and multi-media. The goal of the challenge is to Engage students and Exchange ideas on how they can make a difference.

WKU Honor student and Phi Gamma Delta member, Tyler Jury, came up with the idea, Fijis Across America, in honor of his late grandfather, Barrett Cummings. The winning multi-media production brought to light an effort being made by the fraternity to raise funds and awareness for Alzheimer's disease. The students began their ride in mid-May on their bikes across the country to raise \$75,000 for their cause.

"When I saw a flyer about the Engage and Exchange Challenge, I thought it seemed like an excellent opportunity to showcase what we are doing within the WKU community, as well as a chance to win some money to help cover expenses for the ride. It ended up being a good experience and helped out our cause by encouraging us to create an informational video about what we are doing," Jury said. Other participants on the multimedia project included Chaz Vittitow, Justin Cave, Wade Haga, Jake Ryle and Andrew Bennett.

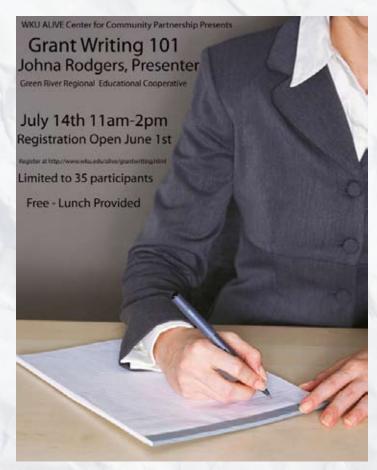
The 2011 Challenge maintains the same three categories and offers incentives for first, second,

and third place winners in the amounts of \$300, \$200, and \$100 respectively in each category. WKU Honors students Chad Willis and Kaitlen Obsorn also won the remaining to categories. Willis won the still photography category, while Osburn won the writing category.

"My professor, Dr. Dana Bradley, introduced the project to our class early this semester, and I thought my recent work with Hospice and the Center for Courageous Kids would be a good inspiration for my essay. I was also attracted to this contest because it challenges students to use their talents to give back to the community -- something that I think we can all work on," Senior Acting/ Directing Major, Kaitlen Osburn said.

Willis' still photography project highlighted student volunteers at the Hildreth Adoption Center. Willis, Sophomore Biology major, said, "I was not aware of the adoption center until given the idea by a friend... It is very enjoyable and I wouldn't have to 'volunteer' to do it."

View the winning pieces online at www.wku.edu/ alive/eec.html. Osburn's piece will be featured in WKU ALIVE Center's Spirit of Engagement publication. From now until March 18, 2011, students can document their engagement efforts through the three areas for submission into the EEC. Work can be submitted at any time until next March.





#### Nonprofit Community Calendar June - August

- 06/05 Necco Day with the Hot Rods
- 6/08 Hospice of Southern Kentucky Grief Class
- 06/09 Community Education Stand for Children Day
- 06/12 Cruisin' For a Cure Big Cruise
- 06/17 Warren County Public Library Fact, Fiction, and Forensics Speaker Series
- 06/24 Fountain Square Players Seven Brides for Seven Brothers
- 06/27 Riverview at Hobson Grove *Timeless Manners for Children*
- 07/09 Community Education Stand for Children
  Day
- 07/11 Southern KY Team Penning
- 07/14 ALIVE Center Grant Writing 101
- 07/19 Bowling Green Youth Theatre *Christian Theatre Camps* (runs through July 23)
- 07/23 American Red Cross Blood Drive
- 07/28 United Way of Southern Kentucky *Day of Caring*
- 07/29 Big Brothers Big Sisters Spirits in the Cave
- 08/07 Orchestra Kentucky Retro Series The '70s Show
- 08/12 Bicycle Bowling Green Easy Riders
- 08/13 Fourteenth Annual Duncan Hines Festival
- 08/14 Mammoth Cave National Park *Free Day at the Park*
- 08/19 ALIVE Center *One Mission workshop* (also on August 23rd)
- 08/20 VISION Multi-Agency Council monthly meeting
- 08/21 Olde Stone 5K Run for P.R.I.D.E.

For a full listing of nonprofit special events visit, www.wku.edu/alive/events.html



WKU ALIVE Center 1906 College Heights Blvd. #21095 Bowling Green, KY 42101-1095

### Students Add to ALIVE Center Efforts



Three students join ALIVE Center efforts this summer to promote community development across Central Kentucky through Campus & Community Partnerships. Each student, tasked with combining their academics with their passions, learn and serve members of the community daily.

Kortez Ivory (sitting), Hopkinsville Senior, provides assistance to community members with resource information and volunteer opportunities, manages the Speakers Bureau, corresponds with nonprofit partners, and is currently working on the expansion of volunteer services.

Jane Wood (left), Bowlnig Green Junior, interns at the ALIVE Center with Communications & Marketing. Currently, Wood is developing a Public Relations Campaign to increase student involvement. She manages media resources and manages nonprofit directory information.

Wendell Weathers (back), Morganfield Senior, contributes to the Center through Graphic Design. He assists with the newsletter, advertising and all other publication development. Read more about all three at www.wku.edu/alive/staff.html.



