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365 days of Learning & Service

HOUSING INSECURITY

Year-End Summary 2022 - 2033



KENNESAW STATE
UNIVERSITY

NORMAN J. RADOW COLLEGE OF
HUMANITIES AND SOCIAL SCIENCES



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KENNESAW STATE
UNIVERSITY
NORMAN J. RADLOW COLLEGE OF
HUMANITIES AND SOCIAL SCIENCES



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 through service opportunities. Led by a steering committee of faculty and staff, 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, community engagement events and other opportunities for service, support for faculty to develop teaching modules, student creative design competitions, film showcases, book discussion groups, and more. This allows KSU and RCHSS to develop and strengthen relationships with institutional partners in our community and establish events and opportunities that will continue beyond the year of study. The program should have lasting impact 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 allow them to pursue an internship, offer volunteer service, chart their career, and continue a robust civic life beyond graduation.

In its inaugural year, the program examined the crisis of homelessness through the theme, "Housing Insecurity and the Experience of Being Unhoused." Housing insecurity is an urgent concern for more than half a million people in the U.S., including some of our students and community members who struggle to meet rising rents and face eviction and homelessness. Because of the urgency and complexity of this social issue, we spent the year examining the causes of the housing crisis, as well as ways to mitigate impacts and examine potential solutions. We also offered opportunities for students, faculty, and staff to support those who are currently unhoused. These programs provided updated definitions of homelessness that broke through stereotypes and allowed students, faculty, and staff to gain a deeper understanding of the issue.



The Events

Throughout the year, we hosted seven events, two donation drives, and multiple service opportunities. These activities were designed to spotlight multiple aspects of the housing crisis. Events included:

- Official Launch of the 365 Days of Learning & Service initiative as part of KSU's Homelessness Awareness week
- Dr. Chris Hess, Assistant Professor of Sociology and an expert on homelessness, participated in the "Campus to Community Forum on Housing," which was presented by KSU's Office of Research and broadcast to the greater KSU community.
- Conducted the Hoot out Hunger food drive in support of KSU CARE Services.
- Held UnCANny Creations food sculpture competition to build unique sculptures using donated canned and boxed food.
- Conducted a toiletries Drive for United Way-supported homeless shelters.
- Presented the Adobe Creative Jam short film production contest featuring the theme, "Imagine: House to Home."
- Presented "From my Perspective": A conversation with three KSU students and alumni who experienced homelessness and were supported by KSU CARE Services
- Presented "Addressing Housing Insecurity in our Community," a scholars and practitioners panel discussion on the causes of housing insecurity.
- Staged the documentary film "No Address" on the housing crisis in Atlanta, followed by a virtual discussion with the director
- Participated in the KSU Day of Service by decorating and filling shoebox toiletry kits for United Way supported shelters



The Steering Committee

The six-member Steering Committee guided the direction of the program and selected the activities and programming elements that were logistically organized by the Dean's office. Interim Associate Dean for Student Success and Inclusive Engagement, Dr. Teresa Raczek, managed support from the Dean's office. Meetings were held monthly and members participated in events as they were able. Steering Committee members included:

- Chris Hess, Sociology
- Daniel Niederjohn, Psychology
- Meredith Ginn, Communications
- Carolee Larsen, Sociology
- Adrienne Williamson, Psychology
- Valerie Smith, English

The Classes

In addition to the periodic events, we offered five classes aligned with the theme that allowed students examine the housing crisis in depth. Many of these classes also provided service opportunities. Classes included:

- **Sociology.** Special Topics: The Sociology of Housing (SOCL 4490), Chris Hess.
- **Communications.** Public Speaking (COMM 1110), Meredith Ginn.
- **Anthropology.** Special Topics: Homelessness and Housing Insecurity, (ANTH 2290), Blanca Torres.
- **English.** English Composition II class (ENGL 1102), Valerie Smith.
- **Public Relations.** Public Relations Campaigns (PR 4465), Tom Vizcarrondo.



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. We strive to illuminate ways they can 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.



Our focus on housing insecurity and the experience of being unhoused during this inaugural 2022-2023 year provided a range of opportunities to do exactly that. From our launch event last fall to more recent events including the Student Panel titled “From My Perspective” this spring – which was an incredibly powerful discussion with students who bravely shared their lived experience of being unhoused – we have created a forum through which important change can emerge. The contents of this report highlights the events and activities we accomplished this year, and will hopefully inspire even more robust engagement as we prepare to launch our second annual 365 Days of Learning & Service, during which we will address sustainability as it relates to the environment, community health and well-being, and more.



Steering Committee

We thank our steering committee members who were instrumental in making this inaugural year a success. The professionalism, expertise, and participation this committee offered has set the bar for our upcoming year.

Steering Committee



Dr. Chris Hess
Assistant Professor of Sociology
Dept. of Psychological Science



Ms. Meredith Ginn
Sr. Lecturer of Communication
School of Communication & Media



Dr. Daniel Niederjohn
Asst. Chair, Dept. of Psychological
Science; Assoc. Prof. of
Psychology; Faculty Athletic Rep.



Dr. Carolee Larsen
Lecturer of Sociology
Dept. of Sociology & Criminal
Justice



Valerie Smith
Lecturer of English
Department of English



Dr. Adrienne Williamson
Assessment Coordinator and
Professor of Psychology
Dept. of Psychological Science

Dean's Office Support



Dr. Teresa Raczek
Interim Associate Dean, Student Engagement
and Success

New Faces

We issued a call for steering committee members for the 2023-2024 year and are excited to have had a strong response and a very capable, committed group ready to assume the role of 365 Days of Learning & Service committee members. Our 2023-2024 steering committee members will be formally announced in the fall.

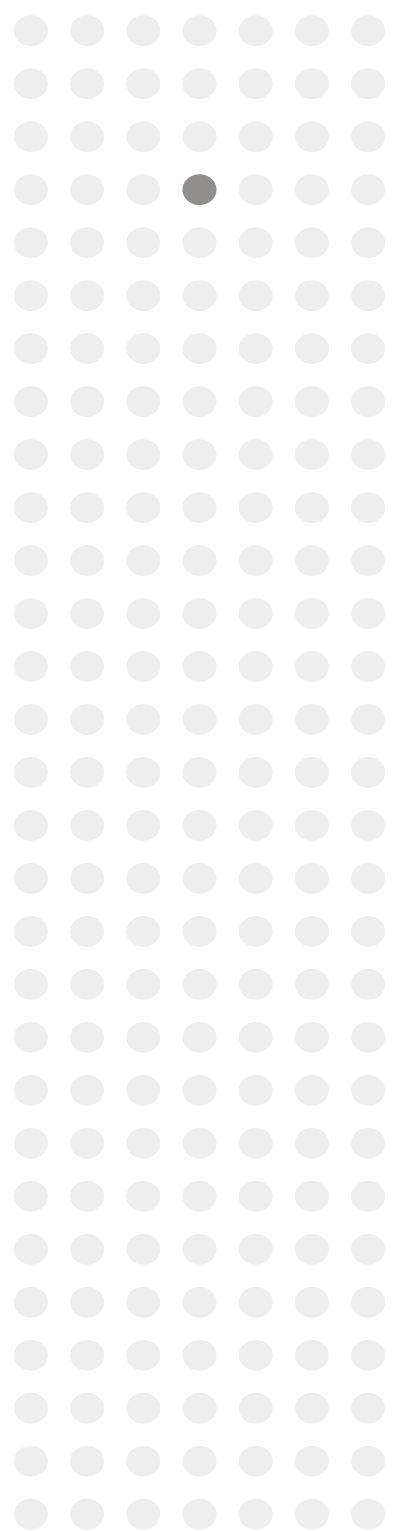
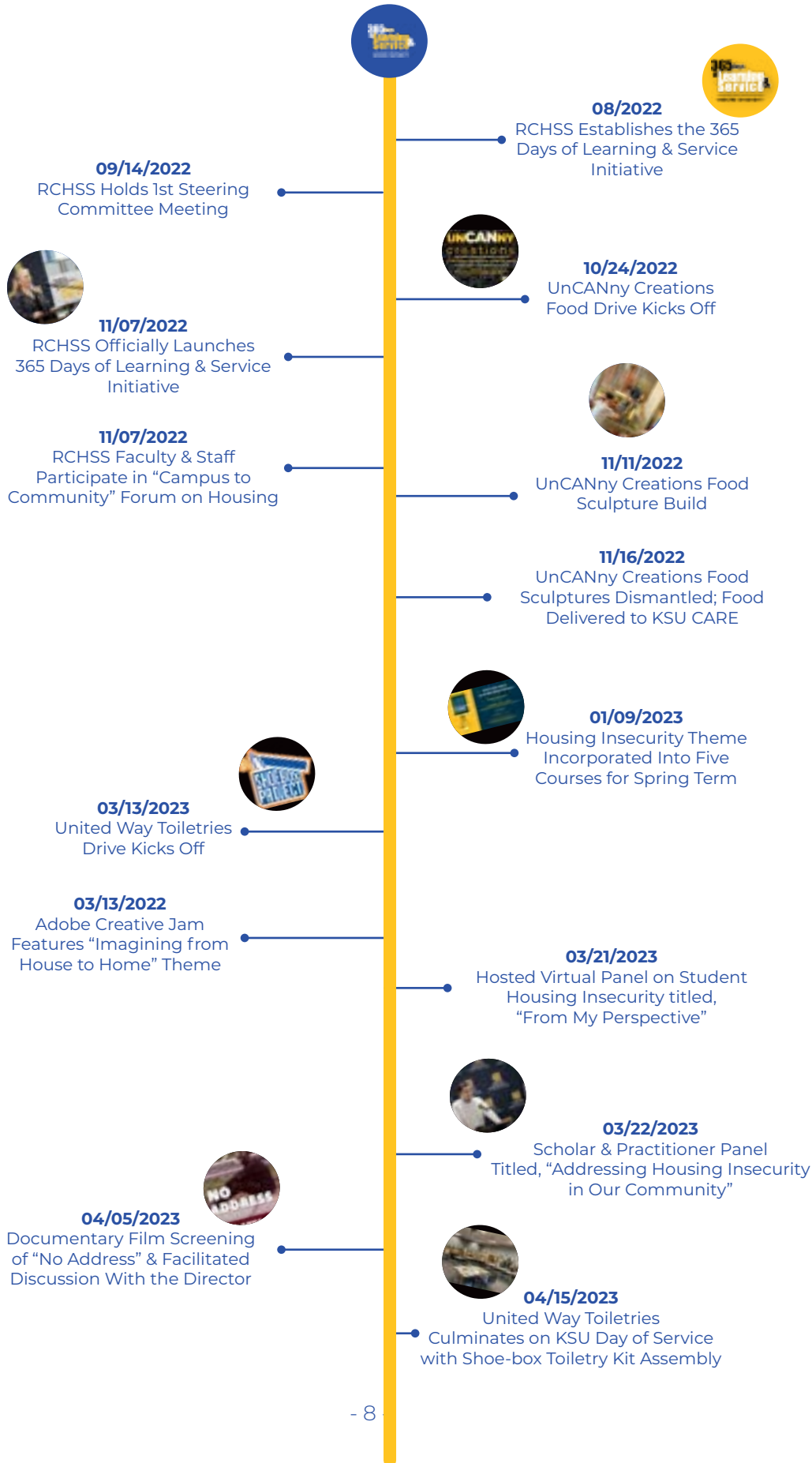
On July 1, 2023 Dr. Michael Chen joins the Dean's office in the role of Associate Dean for Student Success and Inclusive Engagement. Dr. Chen will be responsible for all events and activities related to 365 Days of Learning & Service and ensure continuity of the initiative for AY 2024-2024. He will work closely with our incoming Steering Committee members and the Dean's communications and marketing team to organize and promote the initiative.



Hung-Tao (Michael) Chen, Ph. D.
Incoming Associate Dean
Student Success and Inclusive Engagement



365 Timeline of Events



365 Event Summaries

The 2022-2023 inaugural year of the 365 Days of Learning & Service initiative was rewarding and exciting. The steering committee, faculty, staff, and students who were involved in developing events, logistics planning, marketing, and on-the-ground management worked very hard and delivered excellent results. This success is the result of a dynamic learning culture, active collaboration, creative initiative, and patience. The outcome was the successful delivery of seven events and multiple activities focused on the housing insecurity issue. It is important to note that this initiative was delivered to the RCHSS community in conjunction with the launch of another initiative, Professionals with Purpose, and college-specific events such as the annual All College Awards ceremony, which required careful coordination of resources.

The first step in preparing for the events was to establish an identity that would facilitate consistent marketing for the initiative, but not compete with the KSU or RCHSS brands. The communications team designed a “mark” to identify the initiative and secured approval on 09/01/2022 from KSU’s Strategic Communications (Strat Comm) team for its use.



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

RCHSS officially launched the 365 Days of Learning & Service initiative with a press conference held in the Academic Learning Center (ALC) building on November 7th, 2023; the event was hybrid with an in-person audience and a live stream on Microsoft Teams. The launch was scheduled to coincide with the “Campus to Community Forum on Housing” hosted by KSU CARE Services as part of Homelessness Awareness Week. Dean Kaukinen delivered opening remarks that outlined 365 Days of Learning & Service’s mission, followed by three special guests including Dr. Chris Hess, assistant professor of sociology and steering committee member; Aaron Goldman, founder and Board chairperson for Open Doors Atlanta and president and co-owner of Perennial Properties; and Amy Barrow, Sr. director for Homelessness and Community Engagement, United Way.



The RCHSS marketing team prepared a family of media materials to promote the event that were also made available to event attendees. The materials included:

- Large way-finding presentation boards so attendees could easily find the event space.
- A media kit that included a press release, that was also shared with KSU's Strat Comm group to share with local media as part of the Homelessness Awareness Week press kit they developed.
- A fact sheet about 365 Days of Learning & Service
- A run-of-show schedule
- An Email invitation that was distributed to the RCHSS community prior to the event

The 365 Days of Learning & Service initiative was officially launched on November 7, 2022. Click the link to watch the event in full. A link to the video of the launch event and samples of these materials are below.



<https://vimeo.com/769055101>

The 365 Days of Learning & Service rollout event required event and media materials including, A) Way-finding boards in the lobby and 5th floor of the ALC building.



B

Norman J. Row College of Humanities and Social Sciences Lunches
365 Days of Learning & Service Initiative

Kennesaw, GA (Nov 16, 2022) – The Norman J. Row College of Humanities and Social Sciences (RCHSS) announced on November 7th the launch of the 365 Days of Learning & Service Initiative to bring students, faculty, and staff together to reflect on a contemporary relevant issue facing our community. Presented by Dean Katie Kaukinen and community partners including Open Doors Atlanta, The United Way, and KSU faculty, the program enables the college to go beyond research and study and put into practice what is learned throughout the year through service opportunities. The inaugural 2022-2023 year focuses on issues surrounding housing insecurity and the experience of being un-housed.

"As a college of humanities and social sciences, it is essential that we connect what we learn with practical experiences that lead to positive change in our communities," Dean Kaukinen said. "The ability to study an issue, apply critical reasoning to challenging issues, communicate clearly about strategic solutions, and to develop leadership skills that can facilitate change around issues that impact all of us speaks to the very foundation of who we are as a college, an institution, and a community."

The initiative presents a series of events and opportunities for engagement at multiple levels. Components of the program vary from year to year and may include elements such as a speaker series, service-learning classes and other opportunities for service, support for faculty to develop teaching modules, student creative design competitions, film showcases, and book discussion groups. Through the 365 Days of Learning & Service events and activities, KSU and RCHSS will develop and strengthen relationships with institutional partners in our community, and create opportunities for students, faculty, and staff to develop into leaders who drive positive change well beyond the year of study.

Each year the initiative will address a different relevant issue facing our community. The mission is to develop a deeper understanding of the many facets of a persistent societal challenge and cultivate commitment and leadership among participants in the 365 Days of Learning & Service addressing those challenges. The purpose of focusing on a single issue throughout the year is to inspire among participants a long-term commitment to the issue and dedication to developing actionable solutions that generate positive change.

"Although Gandhi did not actually say, 'be the change you want to see in the world,' this message succinctly expresses the spirit behind 365 Days of Learning & Service," Kaukinen added. "This initiative is a tangible way to deliver experiential learning opportunities that enable students to internalize issues, develop community networks, build strategic leadership skills, and cultivate empathy. We believe these are foundational tools to becoming an agent of positive change in the community as our students graduate and move into their respective professions."

###

B) a press release created in partnership with KSU Strategic Communications; C) event "run of show"; D) 365 initiative Fact Sheet for the press kit; E) staging details for room set-up; and F) email invitation from Dean's office to faculty, staff and special guests.

C



November 7th Rollout Event

- 8:30 A.M. Breakfast: Coffee, Juice, Pastry provided for ~30 people
- 9:00 A.M. Dean Kaukinen opens the event: Welcome and introduction of Dr. Hess
- 9:02 A.M. Dr. Chris Hess, Assistant Professor of Sociology and 365 Steering Committee member
- 9:07 A.M. Aaron Goldman, Founder and Board Chairperson, Open Doors Atlanta and President and Co-Owner of Perennial Properties
- 9:13 A.M. Amy Barrow, Senior Director for Homelessness and Community Engagement of United Way
- 9:18 A.M. Katie Kaukinen Officially Rolls out the Program
- Program Concludes

D

November 7th Rollout Event

Program Overview
The Norman J. Row College of Humanities and Social Sciences (RCHSS) developed the 365 Days of Learning & Service Initiative to bring students, faculty, and staff together to reflect on a contemporary relevant issue facing our community. The program enables the college to go beyond research and study and put into practice what is learned throughout the year through service opportunities. The inaugural 2022-2023 year focuses on issues surrounding housing insecurity and the experience of being un-housed.

Let by a steering committee of faculty, the program presents a series of events and opportunities for engagement at multiple levels. Components of the program vary from year to year and may include elements such as a speaker series, service-learning classes and other opportunities for service, support for faculty to develop teaching modules, student creative design competitions, film showcases, and book discussion groups. Through the 365 Days of Learning & Service events and activities, KSU and RCHSS will develop and strengthen relationships with institutional partners in our community, and create opportunities for students, faculty, and staff to develop into leaders who drive positive change well beyond the year of study.

365 Days of Learning & Service Program Rollout Event
1. **365 Days of Learning & Service Program Rollout Event**
a. Hosted by Katie Kaukinen and moderated by Amy Barrow
b. **Dr. Chris Hess** (Assistant Professor of Sociology and 365 Steering Committee member)
c. **Aaron Goldman** (Founder and Board Chairperson, Open Doors Atlanta and President and Co-Owner of Perennial Properties)
d. **Amy Barrow** (Senior Director for Homelessness and Community Engagement of United Way)

- a. Creations will remain on display from Nov. 11 – Nov. 30
- f. Nov. 16 creations dismantled, and food delivered to CARE Services in the Loft in Carmichael Student Center by 10:00 A.M.
- g. Context Rules attached

3. Service-Learning Classes: In January, multiple classes across RCHSS departments/schools will incorporate the issue of housing insecurity and the experience of being un-housed into the curriculum, thus enabling students to gain a deeper understanding of the issues and begin developing ways to become engaged in facilitating change and gaining insights into leadership roles around the issue. Select classes will also offer service-learning opportunities.

Student Speaker Panel: Students who experience housing insecurity or have been un-housed are the most affected to offer perspective to the community, and to highlight practical challenges students face, the specific needs to address to better support uninterrupted education. The panel will offer perspective with other guidance and direction to those who are committed to developing ways to address their needs.

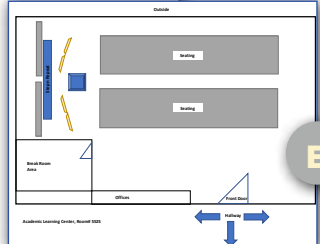
RCHSS Featuring Community Partners: At least once during the year, the 365 Days of Learning Initiative will conduct tabling events to connect students with community partners who offer services and can address students' needs. In addition, community partners offer students opportunities through volunteering both on and off campus.

Panel: Scholars who have studied and written about homelessness will discuss their work and offer perspectives around the intractable nature of housing insecurity and strategies for making change.

Learning & Service will host a film festival featuring movies that have placed on the list, with post-viewing facilitated discussion on the representations and experiences of being un-housed, policies that affect housing issues, and strategies for making change.

Learning & Service will partner with the annual Adobe Creative Jam by showcasing student work that addresses the experience of being un-housed as the subject matter for the hands-on activity. Participants will create and share their work during the video context. With this focus, participants will have an immersive exposure to the highlights and will film swarmerms about the issue through the final presentation screening of video production to a larger audience.

- 10. **KSU Day of Service:** Faculty, staff, and students will be invited to participate in a range of volunteer opportunities on a single day to engage with the community, discuss ways to be of service around this topic, and develop leadership skills in the process.
- 11. **Symposium of Student Scholars:** Students who conduct in-depth study on the topic of housing insecurity and the experience of being un-housed will present their work during the bi-annual Symposium of Student Scholars and will be recognized for their work.



E

YOU ARE INVITED

The Norman J. Row College of Humanities and Social Sciences
Announces the official launch of its 365 Days of Learning & Service Initiative.



DATE: MONDAY, NOV 7, 2022
TIME: 8:30 AM COFFEE & PASTRY
9:00 AM PROGRAM BEGINS
PLACE: ACADEMIC LEARNING CENTER (ALC), ROOM 1025

F

This initiative enables the college to go beyond research and study and put into practice what is learned throughout the year through service opportunities. The inaugural 2022-2023 year focuses on issues surrounding housing insecurity and the experience of being un-housed.



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 24th and each of the three competing teams collected items through November 10th. Items collected by the dean's office were evenly distributed among the three competing teams on the day of the sculpture build, which took place on November 11th.

On November 11th, the teams were allowed to begin building their sculptures at 8:30 A.M. in designated locations: two in the English Department building and one in the Radow College lobby. Teams had until 3:30 to complete their sculptures, at which point Dean Kaukinen and three guest judges 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.

This food drive was conducted in support of KSU CARE Services' Hoot Out Hunger program to restock their food pantry.



This event has been identified as a legacy event. Plans are to conduct UnCANny Creations annually to support KSU CARE Services.



Dean Kaukinen presented the winning team, which built a slice of pie from canned goods and boxes of Cheetos flavored instant mac-n-cheese, with prizes including a gift certificate for a team lunch from the dean.





Marketing and promotion for UnCANny Creations included:

- Promotional collection bins with branded labels placed throughout the Social Sciences and English buildings.

UNCANNY
creations

Contribute your building materials today!

Cans and non-perishable dry goods will be used in the UnCANny Creations build and then donated to the KSU CARE Food Pantry.

KSU
KENNESAW STATE UNIVERSITY
NORMAN J. RADLOW COLLEGE OF HUMANITIES & SOCIAL SCIENCES

365 days of Learning & Service
HOUSING INSECURITY



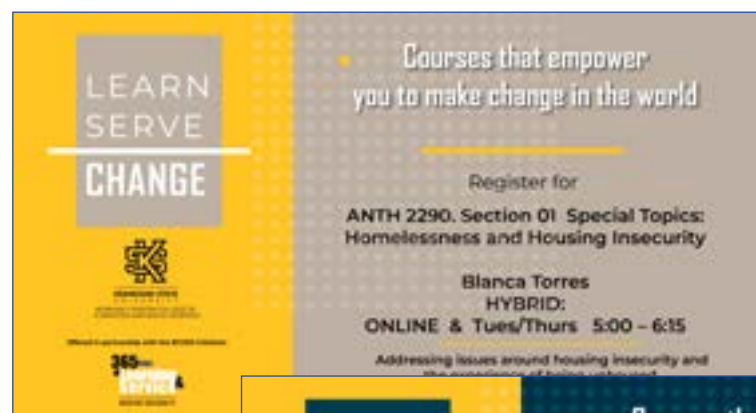
EVENT: Curriculum Engagement

An important component of the 365 Days of Learning & Service mission is to create an environment where faculty are inspired to incorporate the theme into their curriculum. The intent is for the classes to have a lasting impact on students, to encourage both faculty and students take up new research to investigate the topic more deeply, to develop new civic collaborations, and to explore community engagement opportunities for experiential learning. Promoted as “Courses that empower you to make change in the world,” this year five classes embraced this opportunity, including:

Sociology. Special Topics: The Sociology of Housing (SOCI 4490), Chris Hess. Students each researched a factor of housing insecurity and presented their finds to the whole class. The class then worked with the Cherokee County Homeless Veterans Program to create a point-in-time survey tool that they can use to estimate the numbers of unhoused individuals in the region.

Communications. Public Speaking (COMM 1110), Meredith Ginn.

Students in this class learned the fundamentals of public speaking and applied those principles by staffing 365 Days of Learning and Service information tables in the Social Sciences building and on the campus green. The students developed and practiced short pitches on the crisis of homelessness and how students can help. They provided information on toiletry and food drives, KSU Day of Service, and other 365DSL events.



A



Anthropology. Special Topics: Homelessness and Housing Insecurity, (ANTH 2290), Blanca Torres.

In this class, students read ethnographies about people who have experienced homelessness and analyzed the causes of the housing crisis. The students completed ethics training and then volunteered with KSU CARES. They also conducted their own ethnographic interviews of staff at non-profits that support unhoused people. By writing pre- and post-service learning reflections they showcased what they learned by becoming immersed in a service project.

Public Relations. Public Relations Campaigns (PR 4465), Tom Vizcarrondo.

This senior capstone class takes on projects as Peak Communications, KSU's student-run public relations agency and their spring client was Habitat for Humanity, a non-profit that provides housing and housing support for those in need. The students prepared a campaign to promote awareness of the many programs that Habitat offers in the Atlanta area.

B

• **Courses that empower you to make change in the world**

Register for
**CRN 15633 . COMM 1110 Section 06
Public Speaking**

Meredith Ginn

Tues/Thurs 9:30 – 10:45

Addressing issues around housing insecurity and the experience of being unhoused.

LEARN SERVE CHANGE

365 Days of Learning & Service

Kennesaw State University

This course explores the organization of materials and the vocal and physical aspects of delivery in various speaking situations. In the service-learning section, students will have the opportunity to use their voices as advocates to raise awareness of the prevalence of housing insecurity in our surrounding areas. Students will specifically work to promote KSU CARE services, whose mission is to provide access to food, temporary housing, and other supportive services to foster students' realization of a healthy, stable, and dignified life academically and professionally.

Offered in partnership with the BCHES Initiative.

Samples of the promotional strategy for the new 365 Days of Learning & Service classes included, A) Owl TV advertising (examples on previous page); B) Flyers promoting course at various tabling events; C) in the student newsletter.



English. English Composition II class (ENGL 1102), Valerie Smith.

Students completed community-engaged research projects that reflected on the housing crisis as experienced in different communities including African, Muslim, Asian, and Latin communities in the Atlanta region. They also wrote about the ways that the housing crisis intersects with health and mental health.

Classes were advertised via the following channels:

- Owl TV
- Flyers distributed at tabling events,
- *Student News Minute* newsletter
- *Hootletter*, the faculty and staff newsletter
- In D2L

EVENT: United Way Toiletries Drive

Working in partnership with United Way of Greater Atlanta, the RCHSS team launched a toiletries drive on March 13, 2023 that ran through April 14, 2023. The goal was to collect as many toiletry items as possible, and shoeboxes in which to pack them. The items collected, based on a specific list provided by United Way, were placed in bins on both the Kennesaw and Marietta campuses at the following locations:

- RCHSS Advising, Willingham Hall, Suite 202
- Interdisciplinary Studies, Room SO 2019
- World Languages & Cultures WLC, Pilcher Building Room 221
- English Dept., English Building Rm. 155
- Technical Communication & Interactive Design, Marietta Campus,
- Atrium Building (J), Rm. 333
- History Dept., Rm. SO 4120
- RCHSS Dean's Suite Lobby, Rm. SO 5010
- School of Conflict Management, 3201 Campus Loop Rd., Front Lobby



C

RADOW'S Student News MINUTE

ANNOUNCEMENT

365 days of Learning & Service

HOUSING INSECURITY

RCHSS Rolls Out New Educational Opportunity

RCHSS is launching its 365 Days of Learning & Service Initiative that creates educational and community...

More

RCHSS Rolls Out New Educational Opportunity

RCHSS is launching its 365 Days of Learning & Service Initiative that creates educational and community engagement opportunities around a specific issue that impacts our community. This year the focus is on housing insecurity and the unmet need for the lack of affordable housing. Learn more about how you can be empowered to make positive change in the world.

Your Are Invited to LIVESTREAM US

The Norman J. Radow College of Humanities and Social Sciences announces the official launch of its 365 Days of Learning & Service Initiative.

365 days of Learning & Service

HOUSING INSECURITY

DATE: MONDAY, MARCH 13, 2023

TIME: 6:00-6:30 PM (EST)

LENGTH: 30 minutes. All times using the 12-hour or PM/AM.

https://bit.ly/3988888

On the final day of collections, the bins were retrieved from the above locations and delivered to the Social Sciences building in preparation for KSU's Day of Service on April 15th. Collected items were packed in decorated shoeboxes and prepared for delivery to United Way for distribution to people who are either struggling with housing insecurity or are currently unhoused.

A 21-person team of volunteers that included students, faculty, and staff gathered in Room SO 5074 on Saturday, April 15th, KSU's Day of Service, to pack the shoeboxes.



RCSS had 21 volunteers participate in the toiletries box-packing event on KSU's Day of Service Event.

Marketing and promotion for the drive and the Day of Service event included:

- Announcements in the faculty & staff newsletter, *Hootletter*
- Announcements in the student newsletter, *Student News Minute*
- Flyer distribution at tabling events
- Promotion on Owl TV
- A hero banner on the RCSS web page
- Series of social media posts on Instagram, Facebook, Twitter, and LinkedIn



A

365 days of Learning & Service
RESOLVING INSECURITY

Toiletries Drive: GIVE GENEROUSLY.
March 13 - April 14
FIND A BIN & DROP IT IN!

BIN LOCATIONS

- BOKS Advising, Willingham Hall, Suite 202
- ISD, Room SO 2019
- WLC, Picher Building, Room 221
- English Dept., English Building, Rm. 155
- SCID Marietta Campus, Atrium Building (I), Rm. 333
- History Dept., Rm. SO 4120
- BOKS Dean's Suite Lobby, Rm. SO 5010
- School of Conflict Management, 3201 Campus Loop Rd., Front Lobby

We need shoeboxes, too!

Supporting those experiencing housing insecurity or who are temporarily un-housed.

B

Four smaller promotional flyers for the Toiletries Drive, each focusing on a different item category: Hand towels, Body products, Combs & brushes, and Sneakers.

Toiletries Drive: GIVE GENEROUSLY.

WE NEED these items & shoeboxes too!

FIND A BIN & DROP IT IN

FROM March 13 - April 14

365 days of Learning & Service
RESOLVING INSECURITY

United Way
United Way of Greater Atlanta

The Norman J. Radow College of Humanities and Social Sciences, in partnership with United Way of Atlanta, is conducting a toiletries drive to stuff shoeboxes to distribute to individuals experiencing housing insecurity or who are currently un-housed. Please drop your donations in the marked bins placed in the following locations:

- BOKS Advising, Willingham Hall, Suite 202
- Interdisciplinary Studies, Room SO 2019
- World Languages & Culture WLC, Picher Building Room 221
- English Dept., English Building, Rm. 155
- Technical Communication & Interactive Design, Marietta Campus, Atrium Building (I), Rm. 333
- History Dept., Rm. SO 4120
- BOKS Dean's Suite Lobby, Rm. SO 5010
- School of Conflict Management, 3201 Campus Loop Rd., Front Lobby

Samples of the promotional materials for the toiletries drive included, but was not limited to: A) promotions on Owl TV; B) a series of social media posts focusing on different items for each post. The posts appeared on Twitter, Instagram, Facebook, and LinkedIn; C) flyers that were distributed at a variety of tabling events.



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



EVENT: Adobe Creative Jam “Imagining from House to Home”

The School of Communication and Media (SOCM) organized and managed the third annual Adobe Creative Jam under the direction of Senior Lecturer of Communication Sarah Johnson, with support from the Dean’s office staff. The Adobe Creative Jam is a live and virtual training session for students to build their creative video production skills through using the Adobe tool Premiere Rush. Students who signed up for the event were eligible for Adobe gift swag, and professional training and feedback on the short videos they produce. They were encouraged to enter their 60-second films into a competition for prizes at the end of the one-week window to produce their videos.

The event kicked off March 15th and the finale was held on March 29th, with the time in between dedicated to students working on their videos and learning the software, and judges reviewing submissions and selecting winners.

The RCHSS team partnered with SOCM and KSU CARE Services to highlight housing insecurity and the experience of being unhoused, and together developed the theme, “Imagining House to Home.” At the kickoff and training event, KSU CARE Services Executive Director Marcy Stidum presented an overview to participating students about the impacts of housing insecurity, the challenges of being unhoused, and the sensitivities around including people in such circumstances when producing their videos.

Participation in this event helped increase awareness of the issue and resulted in more than 250 participants taking a deep dive into the topic of housing insecurity:

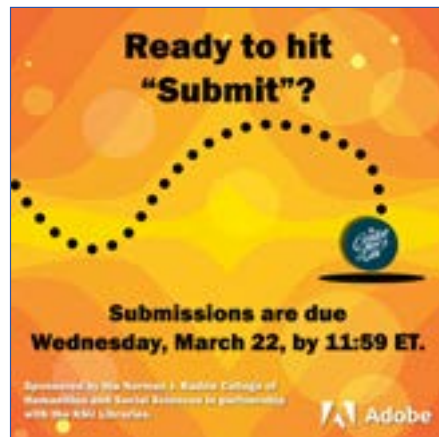
- 258 students, faculty, and staff registered for the Jam.
- Undergraduate and graduate students from 40 different majors registered for the Jam.
- Jammers represented ALL 11 of the KSU Colleges.
- The four Adobe Jam winners were from four different majors (Dance, Media and Entertainment, Public Relations, and Technical Communication).
- Twenty students produced videos focused on the housing insecurity issue
- Nearly 40% of participants said the Jam was their first experience with Adobe Rush software. The event engaged students across the curriculum in learning something new that will help prepare them to be career-ready graduates.
- By participating in the Jam, 30 students earned a micro-credential in Digital Storytelling.

Promotion for the event included:

- Multiple announcements in the faculty & staff newsletter, *Hootletter*, asking faculty to encourage their students to participate in the event and add it to their curriculum.



- Multiple announcements in the student newsletter, *Student News Minute* encouraging students to participate
- Flyer distribution at multiple tabling events
- Promotion on Owl TV
- A hero banner on the RCHSS web page and the SOCM Web page
- A series of 10 social media posts on Instagram, Facebook, Twitter, and LinkedIn



WHAT IS A JAM? Creative Jams are competitions where college students learn about a specific Adobe program and compete against one another to test their digital literacy skills. The event occurs over a span of a few weeks and kicks off with students utilizing a presentation and receiving training from an Adobe expert. Students then take what they learned to create unique video content and finally present their work to a jury of industry experts and peers. The event is open to all KSU students regardless of their major! Faculty are also invited to participate as observers. This is a great (FREE!) professional development opportunity that could also be incorporated into a faculty member's 2023 PPA as a student success goal! Get all the details on the event website: <https://www.kennesaw.edu/campus/2023/03/01/creative-jam/> and mark your calendar for Jan. 18 when registration opens!

WHEN WILL THE JAM BE HELD? The 2023 Jam will kick off on both KSU campuses and virtually via Zoom on Wednesday, March 15 from 1 to 2 p.m. with a full workshop-style complete with Adobe Premiere Rush software tutorials and song giveaways. Students will have from March 15 through March 22 to record, edit, and produce their videos. Submissions will be due on Wednesday, March 22 by 11:59 p.m. Then, on Wednesday, March 29, join the party back on both campuses and virtually at 1 p.m. to find out which projects were named as finalists. Winners go home with serious prizes and on-campus bragging rights!

WHY SHOULD STUDENTS PARTICIPATE?

1. First, because it's a lot of FUN!
2. To add in-demand skills to their resumes. Students participating in the Jam can claim one of KSU's newest nano-credentials in Digital Storytelling!
3. To test out industry-leading software.
4. To interact with the KSU community while networking with classmates and professionals currently working in a variety of fields.
5. To take advantage of the FREE Adobe Creative Cloud license offered by KSU to ALL students. (Download the entire Adobe Creative Cloud bundle [here](https://www.kennesaw.edu/campus/2023/03/01/creative-jam/).)
6. To get cool Adobe swag and win prizes.
7. And of course, for on-campus bragging rights!

HOW CAN PROFESSORS BUILD THE JAM INTO THEIR COURSE CONTENT?

- Offer participation in the competition in place of an existing assignment.
- Offer students the opportunity to participate in the Jam for extra credit or to replace a low grade.
- Share the attached postcard via O2.
- Encourage honors classes or honors students to join the competition. Premier Rush is a great way for students to showcase their work!



Samples of the promotional materials for the Adobe Creative Jam included: A) a series of 10 social posts, and B) promotion in the Faculty & Staff newsletter.

EVENT: Panel on Student Housing Insecurity

This panel discussion titled “From My Perspective” had a big impact on those who participated. The discussion was conducted via teams and included four KSU students who have lived, or are living with, housing insecurity. They spoke candidly with faculty and staff about how their experiences impacted their ability to be fully engaged in learning and campus life.

One of the desired outcomes from this panel was to raise awareness among faculty and staff regarding how to recognize the signs of students who may be struggling with being unhoused and how to tactfully intervene, direct students to services, offer flexibility in assignment deadlines, and ,provide other encouragement and support.



Outcomes from this panel discussion may become legacy events to include development of holiday meal events during spring break, Thanksgiving and Christmas.

The discussion drew more than 60 participants, many of whom have been inspired to work with KSU CARE Services to develop ways to become more actively engaged in supporting the KSU student community. This event was directed specifically to faculty and staff so marketing was limited to a direct email invitation (above) and publication in the faculty and staff newsletter, *Hootletter*.



KENNESAW STATE
UNIVERSITY

NORMAN J. RADLOW COLLEGE OF
HUMANITIES AND SOCIAL SCIENCES



EVENT: Scholar & Practitioner Panel on Housing

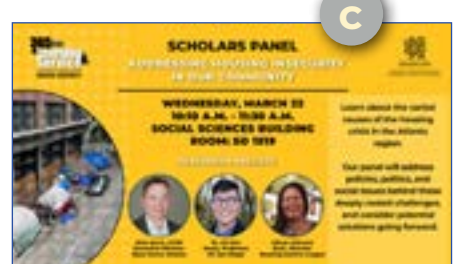
KSU Lecturer Dr. Valerie Smith moderated a panel with Dr. A.J. Kim, Associate Professor of City Planning at San Diego State University, Matt Hurd, Executive Director of Open Doors Atlanta, and Alison Johnson, Executive Director of Housing Justice League. The event, titled “Addressing Housing Insecurity in our



Community,” was open to students, faculty and staff, and reached more than 35 participants.

This panel examined the crisis of homelessness and housing insecurity including issues of rising rents and evictions, which has seen an increase following the elimination of COVID-related eviction protections, gentrification, and home loss resulting from increasing and unaffordable property taxes. In addition to examining the myriad causes of the housing crisis, the panel discussed potential solutions.

The event was promoted throughout the college through a web banner posted on the main RCHSS web page (shown above), a series of social media posts on Instagram, LinkedIn, Facebook and Twitter, Owl TV, Owl Life, both the student newsletter and the faculty & staff newsletter, and the distribution of an event flyer at tabling events.



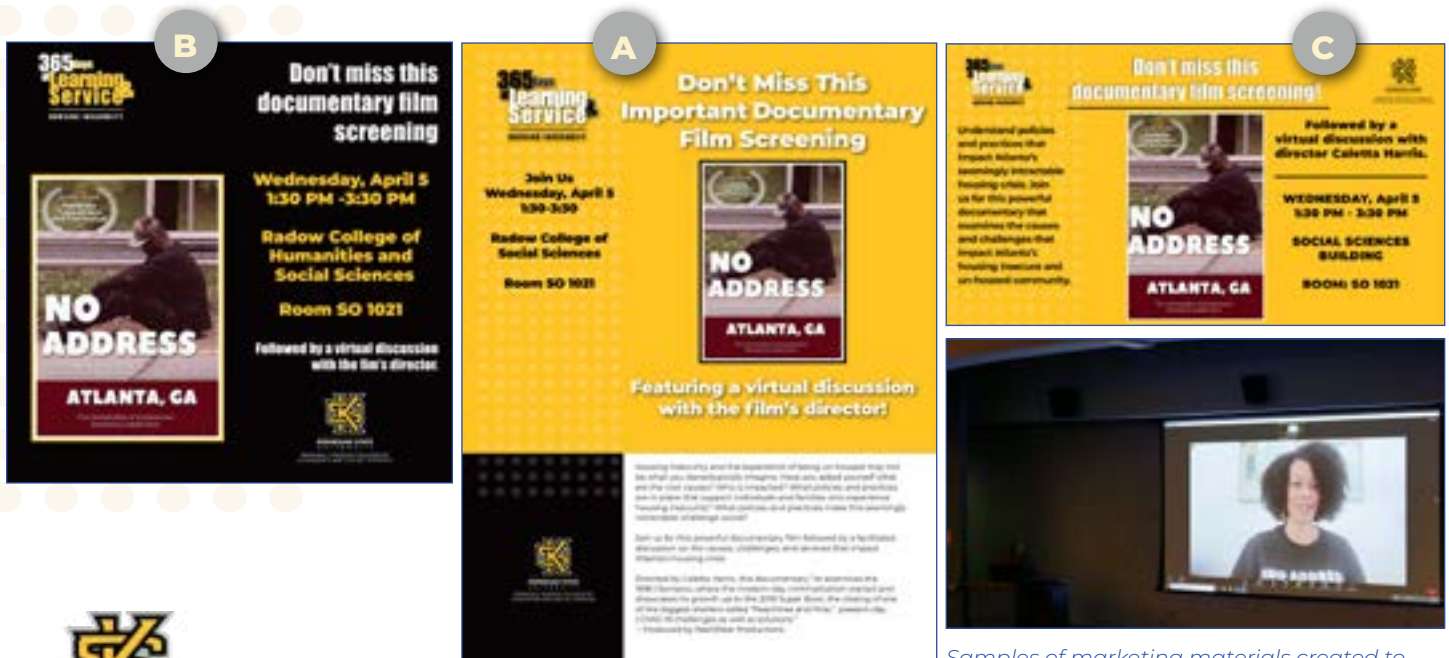
Samples of marketing materials for the Scholars Panel: Addressing Housing Insecurity in Our Community included, A) web page banner on the RCHSS main page; B) an event flyer distributed at multiple tabling events; C) advertisements on both Owl TV and Owl Life; and D) multiple posts on social media platforms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

EVENT: Documentary Film Screening - “No Address”

The award-winning documentary “No Address,” by director Caletta Harris, examines the “criminalization” of the homeless population in the metropolitan Atlanta area. The film focuses on the aggressive policies leading up to the Olympics and the years that followed, including the uptick in arrests preceding 2019 Superbowl that was hosted in Atlanta, and the closure of shelters around the city.

As part of the 365 Days of Learning & Service, RCHSS hosted a screening of the documentary on April 5th, followed by an interactive discussion among the more than 30 participants. Documentary director Caletta Harris joined the conversation via Zoom.

In keeping with the mission to educate, inform, and inspire by closely examining this topic, participants were able to develop a deeper knowledge of how city policies, policing, and gentrification impact the lives of people facing housing insecurity. This thorough examination of the issue will inform the participants’ should they choose to become more active in community organizations, teach classes, or engage with students who may be facing these issues.



Samples of marketing materials created to promote the documentary screening event included: A) a promotional flyer distributed at tabling events; B) social media posts on Twitter, LinkedIn, Instagram, and Facebook; and C) advertising on Owl TV. The image at the top right is the live video chat with the documentary director, Caletta Harris.



Assessment & Next Steps

General Recommendations

Overall, the program was very successful. To improve event management and impact, we recommend:

1. **Planning no more than two 365 Days of Learning & Service events per month to ensure proper levels of staffing and pre-event marketing.**
2. **Hold most events during the first 10 weeks of the semester and before exams to maximize attendance.**
3. **Create an open call for faculty to contribute ideas for speakers, programming, and to offer funds.**
4. **Launch call for next 365 theme early in the year prior to the implementation year to allow ample time for planning**
5. **Develop a toolkit for faculty on how to plan 365 events**
6. **Establish a full calendar of 365 Days events prior to launching the new year**

UnCANny Creations

3 Teams Competed	840+ Donated Food Items
	25 KSU Participants

Assessment: UnCANny Creations was successful but did not benefit from a full-blown marketing effort due to a very short timeline for planning and multiple major events competing for resources. Other demands included planning and executing the overall 365 Days of Learning & Service launch, as well as planning and launching the Professionals With Purpose initiative. Despite minimal promotion and early hiccups in efficient team communication, the event achieved its goal to create multiple sculpture builds, engage students, faculty, and staff in the process, and deliver substantial food products to KSU CARE Services. This event has the potential to grow and become a more visible and exciting event for RCHSS and the KSU campus overall.

Next Steps: This legacy event will be conducted annually. Recommendations for better event delivery include:

1. Much earlier planning and team recruitment for sculpture builds
2. Early Engagement of KSU Care Services in planning
3. Include the Marietta Campus School of Architecture and Construction Management



4. Identify multiple build sites earlier and use them for promotional purposes.
5. Deploy comprehensive marketing program to generate donations and campus-wide participation
6. Host a kick-off meeting with participation team members to explain logistics competition rules, schedule, and prizes.
7. Set a goal of four competing teams up from the three this year.

Curriculum Engagement

5 Classes Adopted 365 Theme	

Assessment: We were excited to have five courses that were aligned with the topic of housing insecurity and the experience of being unhoused, some of which also offered service opportunities. Generally speaking, these courses offered unique experiences that engaged some of the student body with the topic.

Next Steps: To achieve wider participation in the upcoming year's theme of sustainability, we recommend the following:

1. Encourage faculty who might not already have this topic as part of their curriculum to adopt the theme wherever possible.
2. Work with Dean's office to develop a micro-credential or certificate that is sustainability focused for the spring 2024 term
3. Prepare marketing materials to promote classes that can be brought under the 365 Days of Learning Service umbrella to more vigorously promote enrollment in these classes to students.
4. Set a goal of reaching 25% more students through the Sustainable Curriculum Engagement

United Way Toiletries Drive

120 Toiletry Kits Assembled	
6 Donation Sites Available	21 KSU Day of Service Participants

Assessment: By all accounts this was a successful drive with strong participation and satisfying results. This is intended to be a legacy event and will be conducted annually.

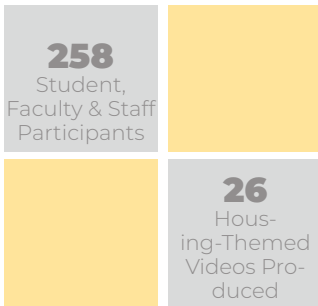
Next Steps: Recommendations improve event delivery include:

1. Ensure relationships with United Way of Atlanta are maintained. Introduce Dr. Chen to our United Way contact Amy Barrow.
2. Engage more directly with each school/department to boost contributions; perhaps create a competition for earning incentive prizes for most items donated.
3. Develop new ways to promote toiletry drive more aggressively.



4. Tie the drive to sustainability of housing/employment/ etc. and have “price” of admission be toiletry items to a sustainability event scheduled during the month the drive takes place.

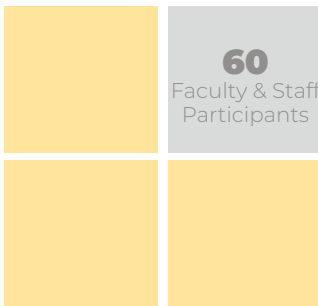
Adobe Creative Jam



Assessment: This event was primarily organized by the School of Communication and Media with support provided by the Dean’s office Staff. The “Jam” created an opportunity to emphasize the issue of housing insecurity and the challenges of being unhoused to a broad audience and to more deeply explore the topic through the creative process of video production. By all accounts this was a successful event.

Next Steps: Due to the change in the availability of the Adobe Creative Suite to KSU students, it has not yet been determined whether this will be a legacy event for the RCHSS 365 Days of Learning & Service.

Student Panel “From My Perspective”



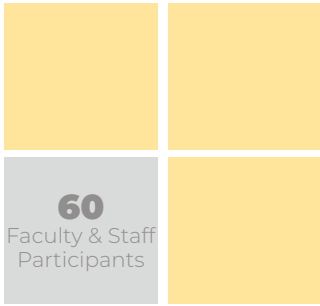
Assessment: More than 60 faculty and staff were actively engaged in this panel discussion with four students who have experienced housing insecurity. By all accounts, the event was well received and generated important discussions. Although this is not planned to be a legacy event, some outcomes may result in continued engagement with the KSU community.

Next Steps: Intense conversation with participants led to the possibility of the following actions.

1. Coordinate with KSU CARE Services to develop a process through which students in need can sign up for holiday meals at faculty & staff homes
2. Coordinate with KSU CARE Services to identify other student needs that could be matched with supportive Faculty and staff.
3. This may require someone in the dean’s office to intentionally follow up with KSU CARE Services.



Scholar/Practitioner Panel “Addressing Housing Insecurity in Our Community”

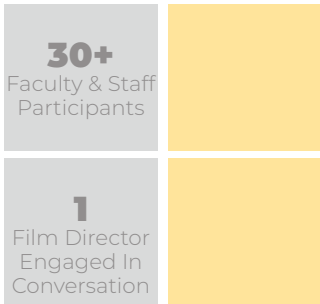


Assessment: More than 60 faculty and staff were actively engaged in this panel discussion with experts in the field offering valuable insights around the policies and challenges in finding solutions to this ongoing challenge.

Next Steps: For the upcoming year focusing on sustainability the Steering Committee should begin work now to identify experts in the field who can speak to the wide range of topics under this umbrella.

1. Ensure speaker panels are coordinated better with class schedules to ensure greater participation and access for students.
2. Coordinate better with faculty to bring in speakers who are aligned with their curriculum so expert panels can be assigned class credit time.
3. Develop comprehensive marketing support the panel events, including in Owl Life to make certain students attendance is captured via tap-in for more accurate attendance data

Documentary Film Screening “No Address”



Assessment: This was a moderately well attended event. Despite some challenges coordinating the director's involvement, it was ultimately arranged for her to participate via a live feed into the auditorium for an interactive discussion with the audience.

Next Steps: If films are screened during the 365 Days of Learning & Service's sustainability focus, we recommend the following:

1. Create more of a movie screening event feel with popcorn/snacks.
2. Conduct a “warm-up” session prior to the movie's start with the audience answering sustainability-themed trivia questions with door prizes for correct answers.
3. Schedule the screening during already scheduled class blocks to make it easier for students to attend and incorporate the movie screening into class curriculum.
4. Ensure coordination with, not competition to, an existing sustainability film festival on campus.

