



08/19/2014

NOTE: *The activities and data introduced in this report are from dates between July 1, 2013 and June 30, 2014. For more information on this report contact José Gálvez Contreras, GMC Outreach Coordinator for Sustainable Community Development at galvezcontrerasj@greenmtn.edu.*

COMMUNITY OUTREACH REPORT

In this community outreach report for the GMC Sustainability Office I track the total numbers of service learning and volunteer hours contributed by members of GMC and the greater Poultney communities during the academic year 2013-2014. The numbers presented in this document are conservative figures. The results are based on projects, events, and activities that I was responsible for organizing or helping to organize in my role as Outreach Coordinator for Sustainable Community Development at GMC. These activities range from the 7th Annual Earth Fair to Poultney 2020 to volunteer recruitment for annual events such as Poultney Maple Fest, Spotlight on Business in Poultney, or Twilight in the Meadow in Rutland.

I. Description of Activities

In chronological order, the following section provides a brief description of the activities from which the data was gathered.

Poultney 4th of July 2013 Parade! (July 4, 2013)

Every year, the town of Poultney with great pride celebrates the nation's independence day with a big parade and fire works celebration on 4th of July. In 2013, GMC's Sustainability Office Outreach Program supported the planning and organizing of the independence festivities in various aspects of participation. Specifically, GMC faculty, staff, students, and alumni contributed service hour to help with set up for the morning activities and assisted the Poultney Historical Society in distributing copies of the U.S Declaration of Independence to the public during the parade.

Martin Devlin Memorial 5k Fun Run/Walk (July 4, 2013)

For many summers, GMC has served as host to Martin Devlin Memorial 5K Fun Run/Walk to benefit Rutland Area Visiting Nurses and Hospice. In 2013, the Sustainability Office through its Outreach Program supported the event with recruitment of student volunteers. 3 GMC students assisted during the registration process and directed runners/walking along the track.

First Year Impressions (FYI!) program! (August 25-30, 2013)

First Year Impressions! (FYI!) is GMC's innovative pre-orientation program with purpose to introduce new students to the human and physical landscape beyond the college gates through community service. The vision of this program is that students get an early start on building

connections with the greater Poultney community, and feel empowered to take action to make it an even more sustainable place to live. This program is was inspired by Williams College's *Where Am I!?* pre-orientation program and was crafted by current GMC students, a faculty, a staff, and a local citizen. The Sustainability Office Outreach Program in collaboration with Student Life does the coordination and planning of the program.

In the fall of 2013, FYI! consisted of 6 upperclassmen, 6 new students, 1 faculty member, 1 staff member and 20 members of the Poultney community. The total number of hours that were contributed to community service through FYI! amounts to a total of 1,289 hours. This hour contribution records include all hour contributions from the inception of the program to its planning to its implementation and execution. The numbers are conservative because they do not fully represent the effort of so many people in the background who helped grow this program.

Twilight in the Meadow (September 15, 2013)

The Rutland Area Farm and Food Link, is a local non-profit organization that works to expand availability and access to locally produced foods, bolster the greater Rutland region's agricultural economy, and increase community appreciation and understanding of the positive impact of farms and farmers on the Rutland region. Ever since 2009, GMC has supported RAFFL with its annual fundraiser event, Twilight in the Meadow. Twilight in the Meadow takes place on a farm, under a tent, where seasonal food, music and auctions are enjoyed. Seven student volunteers and 1 staff members helped out in the celebration of this festivity. In 2013, the Sustainability Office Outreach Program recruited a total of 10 volunteers to help out at the event.

Poultney Chili Cook-Off (September 28, 2013)

The last Saturday of September the Poultney Rotary Club celebrates its annual fundraiser and local event the Chili Cook Off. The Chili Cook Off is one of the most well attended community events of the year and it is a lot of fun. Families and friends get to taste local chilies of all sorts and also have the opportunity to vote for their favorite one. GMC usually assists the Rotary with set up in the morning around and take down around in the afternoon. The event takes place on Main Street. In 2013, the GMC Sustainability Office Outreach Program recruited 9 GMC students and 1 staff member to help the Poultney Rotary with the preparations of the event.

Chili Cook Off 5K Fun Run (September 28, 2013)

The 5K Fun Run takes place every year during the Poultney Chili Cook Off at the corner of Depot and Main Street. Poultney Rotary organizes this event. In the fall of 2013, 4 GMC students helped with registration and also to direct runners/walkers throughout the designated running route. The GMC Sustainability Office Outreach Program coordinated student volunteers.

Poultney Thanks & Giving (November 19, 2013)

In November of 2013, a group of 22 dedicated Green Mountain College students planned a whole day of community service between the college community and town of Poultney, Vermont called "Poultney Thanks & Giving". The day event incorporated numerous engagement opportunities at 24 different locations. These engagement opportunities included three free meals, volunteer opportunities, workshops, and free events. Some of the activities ranged from town wide clean up to maintenance of the Poultney Educational Trail to volunteering at the Young at Heart Senior Center. Over 350 participants made the inaugural event a huge success. During the day, it is estimated that participants contributed some 893 volunteer hours and 382 service-learning hours total. For almost

semester long, the 22 students with support of the GMC Sustainability Office Outreach Program, dedicated 259 hours of their time outside of the classroom to plan and prepare for the event. The total hours that were dedicated to service through Poultney Thanks & Giving amounts to 1,534 total.

Maple Fest 2014 (March 23, 2014)

The annual Maple Fest is one of the largest events in Poultney and Poultney Chamber of Commerce organizes many interesting things for participants to do and see around the Poultney area. The event highlights Vermont's first seasonal crop, delicious maple syrup. In the spring of 2014, 5 GMC students and staff through the GMC Sustainability Office Outreach program supported the organizers of the events by volunteering 20 hours in community service.

Spotlight On Business (April 12, 2014)

In the Fall of 2013, the GMC Sustainability Office Outreach Program, the GMC Digital Photo Class, and three students supported the Poultney Chamber of Commerce during their annual Spotlight on Business Event hosted at Poultney High School. Students recorded pictures of local vendors and participants as part of a photo class project. The photos were gifted to the Chamber of Commerce. This event was a great opportunity for GMC students to interact with the local business owners and learn about our local economy. There were over forty other businesses and organizations represented at the venue.

Campus Green Up Day (April 22, 2014)

GMC is committed to having a mirror event of Poultney Thanks & Giving every spring during Earth Week called Green Up day. Green Up day focuses on clean up of the College campus. The tradition of Green Up day has been around a long time at GMC and has gone through many changes. For the 2013 Green Up, faculty, staff, and students raked leaves and picked up trash. Classes were involved and many staff offices were closed so that employees could participate.

Poultney High School Photo Project (March 16-April 24, 2013)

GMC Digital Photography class partnered with the GMC Sustainability Office Outreach Program to develop a photo project that captured images of "A Day in the Life of Poultney High School". College students visited the local public high school to record images of their students, faculty, staff, and administration. This project was conceptualized with the purpose to connect college students to high school students. GMC had the opportunity to remind themselves of who they were a couple of years ago and also to empower new young talents as they continue imagining of what they will be in the future. The Digital Photography class dedicated several weeks working alongside with Poultney High School. The photo exhibit was displayed at the 7th Annual Poultney Earth Fair: Powering Into Our Future.

7th Annual Poultney Earth Fair (April 24, 2014)

The Poultney Earth Fair is a completely grassroots event organized by a committee of ten to thirteen people with the intention to educate children and their families about the environment. The theme of the event changes every year, and for the sixth annual Earth Fair the committee decided on the theme "Powering Into Our Future." This year the GMC Sustainability Office Outreach Program supported the Earth Fair committee through coordination, planning, and execution of the event. The Fair brought over 150 members of the GMC and Poultney communities together to collaborate on projects and over 500 attendees (including children, parents, family, friends, and college community members) came to the event.

Poultney 2020 (May 3, 2014)

Poultney 2020 is a long-term project that took-off after a daylong conference, planned and organized as a revitalization effort between GMC and the town of Poultney in the Spring of 2013. During the conference attendees voted on four priorities to become the main focus of this effort: a main street park, community arts center, recreation network (parks and trails), and a locavore restaurant. On May 3rd, a big gathering at Depot Park took place to celebrate the first anniversary of Poultney 2020. Over 150 people attended the celebration.

Since inception of Poultney 2020, the GMC Sustainability Office Outreach Program has continuously supported Poultney 2020 through promotion, logistics, and the coordination of the four projects ideas. Poultney 2020 was launched with the aspiration to generate community involvement and discussions towards creating a vibrant future for all. Poultney 2020 aligns with GMC's vision of its Strategic Sustainability 2020 Plan.

Green Up Day (May 3, 2014)

Green Up Day, observed on the first Saturday of May, is a statewide effort in the State of Vermont to clean up roadside trash. Over the year, the Town of Poultney has been actively been part of this statewide initiative. In 2014, the GMC Sustainability Office Outreach Program supported the town with recruitment of volunteers. About 20 volunteers collaborated to clean up the town for Green Up Day.

Model United Nations (On Going)

Representing the African nation of Togo, GMC students won several awards at the National Model United Nations conference held April 13-17 in New York City. More than 5,500 students from around the world, representing hundreds of colleges and universities, attended this conference. This year, the GMC team scooped the second highest award, the Distinguished Delegation award. In addition, Salima Mahamoudo '16 won the Outstanding Position Paper, written for the United Nations Environmental Program committee. On top of that, Bianca Zanella '15, was selected as rapporteur for the UN Habitat committee. The GMC delegation was lead by head delegate Lian Kariuki and co-head delegates Allan Jales-Coutinho '16 and Denise Castro '14. The success of the team would not have been possible without the support of several departments on campus, including the GMC Sustainability Office Outreach Program. In my role as outreach coordinator for sustainable community development I mentored and coached the students for a semester long period. The students prepared and trained themselves for a year-long period.

Poultney Historical Society (On Going)

GMC and the Poultney Historical Society have developed a strong partnership with the purpose of promoting and highlighting our local history among members of our community. The GMC Sustainability Office Outreach Program supports the Historical Society with several ongoing projects including the planning of East Poultney Day, accessioning, scanning historical photos, communications and docenting at the museums, among others. In 2014, over 500 hours were contributed by the GMC community to the Historical Society through the coordination of the GMC Sustainability Office Outreach Program.

Poultney Women's Club (On Going)

The Poultney Woman's Club is a women local area organization that focuses on service to the community. The Woman's Club coordinates several projects throughout the year including

Christmas Tree Gifts for the children, Community Breakfast with Santa, and Community Easter Bunny Breakfast. The GMC Sustainability Office Outreach Program is committed to support the Woman's Club with the recruitment of volunteers for any of their year-long project, activities, and events.

Young-at-Heart Senior Center (On Going)

Serving Rutland County seniors for more than 30 years, Young At Heart Senior Center is a positive force in making the region a better place to live and thrive. Young at Heart serves community lunches to all seniors in the area and provides a wide array of recreational activities for the locals. The GMC Sustainability Office Outreach Program has an ongoing partnership with and supports Young at Heart through volunteer recruitment and promotion of their programs.

Poultney Food Shelf (On Going)

The Poultney Food Shelf is a local non-profit that serves the towns of Poultney (VT), Middletown Springs (VT) and Hampton (NY). Projects in which GMC supports our local Food Shelf is through annually student-driven fundraisers; food cans drives at the end of each semester; and provision of fresh organic produce from our campus farm during the summer time. The GMC Sustainability Office Outreach Program is actively assisting the Food Shelf in all kind of activities possible, where assistance is necessary or requested.

Other Volunteer Activities

The GMC Sustainability Office Outreach Programs provides assistance to community members to help recruit student volunteers. These are varied throughout the academic year and encompass a wide range of activities including help with clean up of community spaces, service based projects with the local schools, and others.

II. Data

Description of Categories

- **Activity:** Lists the projects, events, or activities that were organized or supported by the Sustainability Office through the Outreach Coordinator.
- **Participants:** Includes all people who helped in the planning and organization of each of the activities listed, not just people who attended. Participants include faculty, staff, students, and community members without any distinction.
- **Attendees:** Includes all the people who attended any of the projects, events, or activities listed.
- **Volunteer Hours (VH):** Refers to the number of hours that were contributed by the participants in volunteer work (hours that are not counted as service learning).
- **Service Learning Hours (SLH):** Refers to the number of hours that were contributed by participants to a service-based project as part of a class, independent study, or internship.

Table 1. Compiled Data

Activities Data Results				
Activity Name	Participants	Attendees	VH	SLH
4th of July Parade	6	350	39	0
Martin Devlin Memorial 5K Fun Run	3	45	12	0
First Year Impressions! (FYI!)	44	44	1289	0
RAFFL's Twilight in the Meadow	10	150	60	0
Poultney Chili Cook-Off	10	400	39	0
Chili Cook-Off 5K Fun Run	3	30	12	0
Poultney Thanks & Giving	255	350	909	633
Maple Fest 2014	5	200	20	0
Spotlight on Business	5	250	10	25
Campus Green Up Day	11	11	30	10
Poultney High School Photo Project	16	200	0	620
7th Annual Poultney Earth Fair	158	500	1,672	1,612
Poultney 2020	48	150	472	192
Green Up Day	20	20	80	0
Model United Nations	14	14	0	2,198
Poultney Historical Society	7	500	309	200
Poultney Woman's Club	11	11	52	0
Young At Heart Senior Center	5	5	80	5
Poultney Food Shelf	3	3	4	25
Other Volunteer Activities	17	17	56	0
Total	651	3250	5145	5520

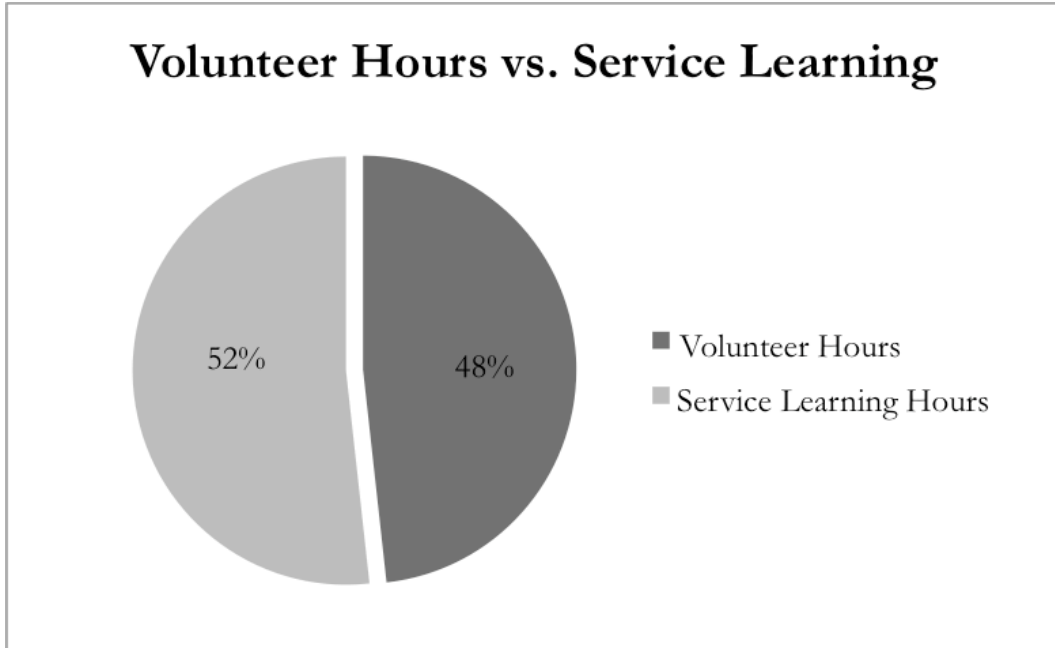
$$\text{Volunteer} + \text{Service Learning} = \text{Total Hours}$$

$$5,145 + 5,520 = \underline{\underline{10,665}}$$

Table 1 shows that a total of 651 participants were in participants were involved in the planning, organizing, and execution of each of the activities described in this document. This number

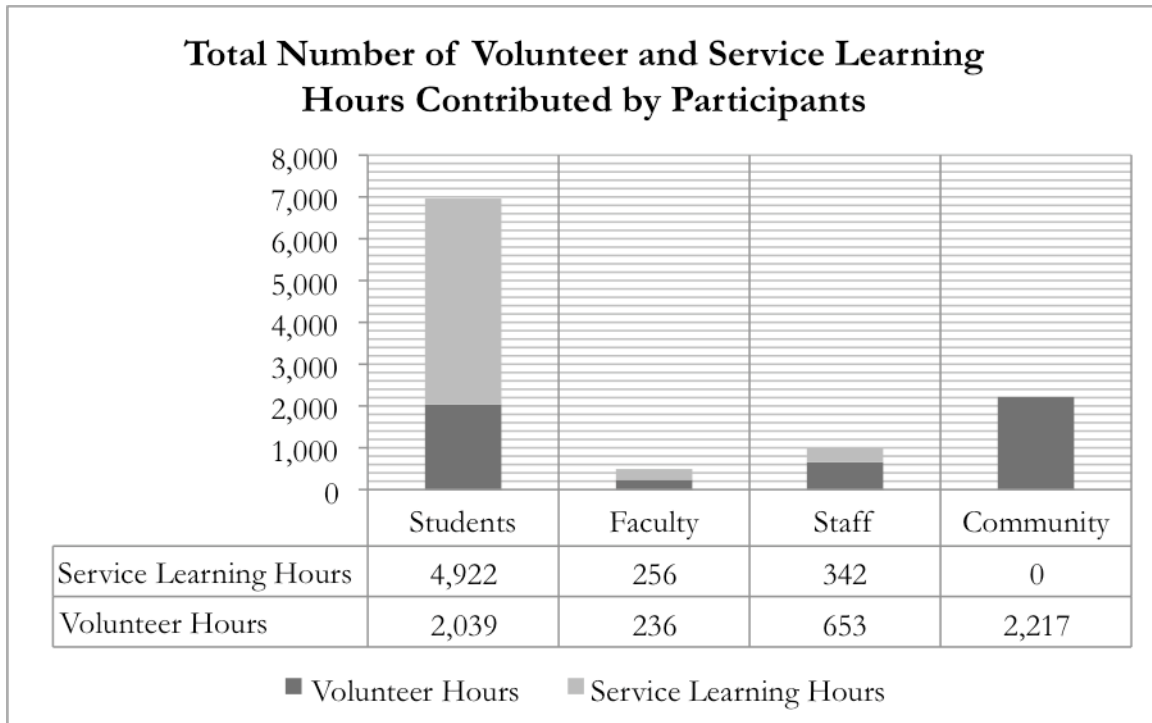
represents an increase of 202 more people we were involved during the 2013-2014 compared to the 2012-2013 academic year. Also, this year, based on the information presented in this table, the average hours of volunteer and service learning contributed per person is equal to 16.38 hours. Last year, the average hours of service per person were 14.84 hours.

Graph 1. Service Learning vs. Volunteer Hours



Graph 1 shows that the total hours of service from volunteering accounts for 48% of the work and the total percentage for hours from service-learning accounts for 52%. This is a significant accomplishment for the GMC Sustainability Office Outreach Program, as these results appear to be more balanced compared to last year's results. Last year, the percent for service learning was 34% in relationship to volunteer hours with 66%.

Graph 2. Number of Hours Contributed by Different Categories of Participants



Graph 2 represents the amount of volunteer and service learning hours contributed by the participant groups. GMC students contributed 65% to total number of volunteer and community service hours in the academic year 2013-14; community members 21%; staff 9%; and faculty 5%.

III. Conclusion

The purpose behind the GMC Sustainability Office Outreach Program work is twofold.

First, at GMC we are committed to educating the next generation of transformational leaders that will foster meaningful change in their communities and the broader world. As reflected in the figures presented in this report, through our work at the Sustainability Office and its Outreach Program, we demonstrate our commitment to this mission by providing students with hands-on experiences that immerse them in their immediate communities through volunteering and service learning. Our hope is that through these activities they can develop their leadership skills and establish long-lasting relationships as they carry out their careers. Second, GMC is committed to helping build the social, financial, and natural capital of the Town and the region. Our effort demonstrates that we strive to have a net positive impact on the world across all three of these areas. Our aim is to be active, responsible citizens of our local and global communities.

As reflected in the collected data, during the 2013-2014, The GMC Sustainability Office Outreach Program significantly helped advanced our twofold work. Our outreach effort grew significantly compared to last year. The hope is that this program continues to grow and maintain its important role and status of bringing the college and town of Poultney together through civic engagement and educational based projects.

APPENDIX. CHARTS BY ACTIVITY

Activity 1. Poultney 4th of July Parade

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	3	15	0
Faculty	1	8	0
Staff	1	8	0
Community	1	8	0
Total	6	39	0

Activity 2. Martin Devlin Memorial 5k Run/Walk

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	3	12	0
Faculty	0	0	0
Staff	0	0	0
Community	0	0	0
Total	3	12	0

Activity 3. First Year Impressions! Pre-Orientation Program

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	14	551	0
Faculty	4	138	0
Staff	6	240	0
Community	20	360	0
Total	44	1289	0

Activity 4. RAFFL's Twilight in the Meadow Event

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	8	40	0
Faculty	1	12	0
Staff	1	8	0
Community	0	0	0
Total	10	60	0

Activity 5. Poultney Rotary's Chili Cook-Off

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	9	36	0
Faculty	0	0	0
Staff	1	3	0
Community	0	0	0
Total	10	39	0

Activity 6. Poultney Rotary's 5K Fun Run

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	3	12	0
Faculty	0	0	0
Staff	0	0	0
Community	0	0	0
Total	3	12	0

Activity 7. Poultney Thanks & Giving

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	162	511	633
Faculty	9	32	0
Staff	8	112	0
Community	76	254	0
Total	255	909	633

Activity 8. Maple Fest

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	4	16	0
Faculty	0	0	0
Staff	1	4	0
Community	0	0	0
Total	5	20	0

Activity 9. Spotlight on Business

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	3	0	15
Faculty	1	0	10
Staff	1	10	0
Community	0	0	0
Total	5	10	25

Activity 10. Campus Green Up Day

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	4	12	0
Faculty	2	6	0
Staff	5	12	10
Community	0	0	0
Total	11	30	10

Activity 11. Poultney High School Photo Project

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	14	0	560
Faculty	1	0	30
Staff	1	0	30
Community	0	0	0
Total	16	0	620

Activity 12. 7th Annual Poultney Earth Fair

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	63	524	1312
Faculty	6	0	108
Staff	4	128	192
Community	85	1020	0
Total	158	1672	1612

Activity 13. Poultney 2020

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	12	72	72
Faculty	6	0	80
Staff	5	25	40
Community	25	375	0
Total	48	472	192

Activity 14. Green Up Day

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	7	28	0
Faculty	0	0	0
Staff	1	4	0
Community	12	48	0
Total	20	80	0

Activity 15. Model United Nations

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	12	0	2,100
Faculty	1	0	28
Staff	1	0	70
Community	0	0	0
Total	14	0	2,198

Activity 16. Poultney Historical Society

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	2	45	200
Faculty	1	40	0
Staff	1	80	0
Community	3	144	0
Total	7	309	200

Activity 17. Poultney Woman's Club Events

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	8	40	0
Faculty	0	0	0
Staff	1	4	0
Community	2	8	0
Total	11	52	0

Activity 18. Young-At-Heart Senior Center

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	4	75	5
Faculty	0	0	0
Staff	1	5	0
Community	0	0	0
Total	5	80	5

Activity 19. Poultney Food Shelf

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	2	2	25
Faculty	0	0	0
Staff	1	2	0
Community	0	0	0
Total	3	4	25

Activity 20. Other Volunteer Activities

Category	No. of Participants	Volunteer Hours	Service Learning Hours
Students	16	48	0
Faculty	0	0	0
Staff	1	8	0
Community	0	0	0
Total	17	56	0