

# BUSINESS COMMUNICATIONS COURSE AND COMMUNITY PARTNERSHIP

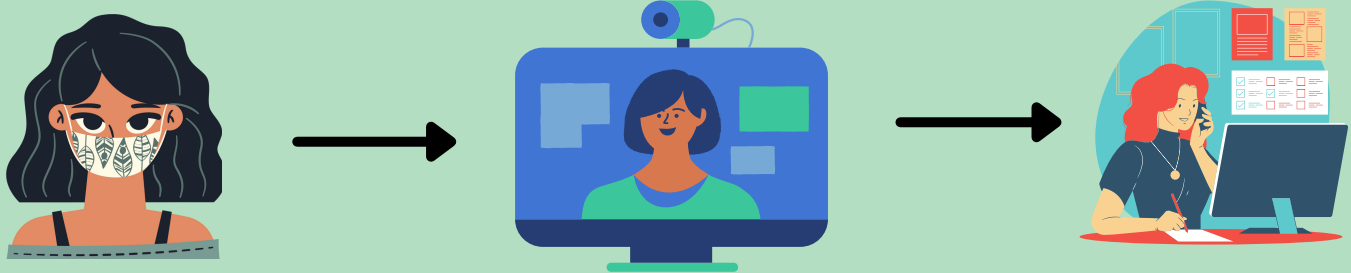
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**"THERE IS NO POWER FOR CHANGE GREATER THAN A COMMUNITY DISCOVERING WHAT IT CARES ABOUT." – MARGARET J. WHEATLEY**



## THE NEED FOR CONNECTIONS IN THE CLASSROOM



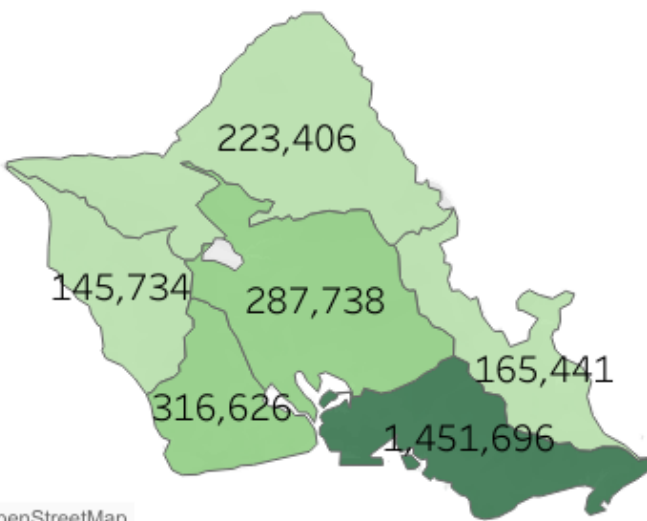
OAHU SHUT DOWN DUE TO COVID-19 RESTRICTIONS

### ALL CLASSES ONLINE

WORKING ONLINE  
ISOLATION & LACK OF ENGAGEMENT  
INCREASE IN UNEMPLOYMENT  
ECONOMIC LOSS & DECREASE IN TOURISM  
INCREASE IN FOOD & FINANCIAL INSECURITY

**Adapt + Customize + Remix**

**Maximize Student Engagement**



### Food Rescue & Redistribution

- 390,483 lbs. of food rescued in 2020 on Oahu
- 2021 Waianae Coast food rescue increased by 297.5%
- 78% comes from food rescue
- 13% comes from USDA
- 9% comes from donations

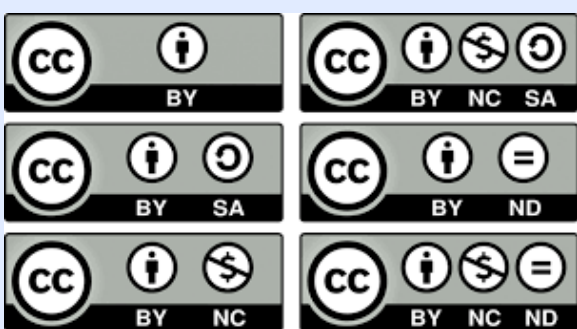
## WAIANAE COAST & LEEWARD



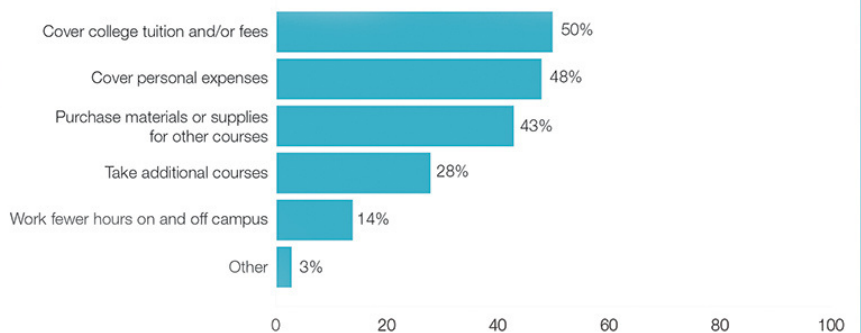
UHWO is a minority-serving institution and serves a large portion of the Waianae Coast & Leeward's student populations. Minority & underserved populations are more vulnerable to financial & food insecurity. During COVID-19 Pandemic, students face job loss, homelessness, and inability to continue education.

## OPEN EDUCATIONAL RESOURCES

Open Educational Resources (OER) are "teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others."



### How students plan to use savings from OER classes



Source: SRI Student Survey/Achieving the Dream, "Participant Experiences and Financial Impacts: Findings from Year 2 of Achieving the Dream's OER Degree Initiative," October 2018.

Retain. Reuse. Revise. Remix. Redistribute.



OPEN EDUCATIONAL RESOURCES

- Retain - make/own copies
- Reuse - use in a variety of ways
- Revise - modify, adapt, or improve
- Remix - make combinations
- Redistribute - share w/ others

- Cost shifting
- Freedom to update content
- Customizable
- Equity of Access
- Sharing community contribution

# BUSINESS COMMUNICATIONS COURSE REDESIGN

SUMMER SESSION 2021 (12 WEEKS)

Course Phases	Weeks	Assignment Focus
Foundation Phase	Week 1	Open Pedagogy Activity
	Week 2	Non-Profit Videos & Website
	Week 3	Outside Research
Development Phase	Weeks 4-5	Draft Project Proposal
	Week 6	Submit Midterm Portfolio
	Week 7	Peer Review Midterm Portfolios
Implementation Phase	Week 8	Revise Project Proposal
	Weeks 9-11	Create Portfolio Content
	Week 12	Submit Final Portfolio Project

## COURSE DESIGN HIGHLIGHTS

**Contributing to the Academic Community:** CC license portfolio projects  
**Contributing to the Local Community:** Non-profit support

### 4 C's of 21st Century Competency: Assignments

#### Critical Thinking:

Proposal aligned with non-profit's mission

#### Communication:

Targeted messages & marketing campaigns

#### Collaboration:

Project learning w/ non-profit partnership  
Peer review

Open license assignments

#### Creativity:

Infographics  
Promotional flyers  
Social Media communications

YouTube video "Creative Commons licenses" <https://youtu.be/WXe6e-ZHlYs>  
 Creative Commons open educational resources (OER): <https://creativecommons.org/>  
 Creative Commons licensed content to reuse work: <https://search.creativecommons.org/>  
 Choosing a license for the Portfolio Project: <https://creativecommons.org/choose/>

Sample "Permission to Use Student Work Form"

#### Period of Consent (Selection One Option)

Short-term Permission—By checking this box I authorize the parties identified above to share this work with others during the time period specified here:

From \_\_\_/\_\_\_/\_\_\_ To \_\_\_/\_\_\_/\_\_\_

Perpetual Permission—By checking this box I authorize the parties identified above to share this work with others in perpetuity.

#### Authorization

By signing below...

- I attest that I am the owner of the copyright in the work identified above.
- I understand that I retain the copyright of this work outside the permission granted here.
- I attest that this work is not subject to any type of restriction (e. g. copyright has been given to someone else) that would prevent its use consistent with this permission.
- I have reviewed the work and removed any personal information contained in it and any content that I am not comfortable sharing with others.

#### FERPA Release

The Family Education Rights and Privacy Act (FERPA) is a US Federal law that protects the privacy of student education records, both financial and academic. FERPA limits the release of student record information without the student's explicit written consent.

## ALOHA HARVEST PROPOSAL PROPOSAL

<https://drive.google.com/file/d/1VO5EG7GLD3V9LxWGUymd4-J5bJlcBEv5/view>

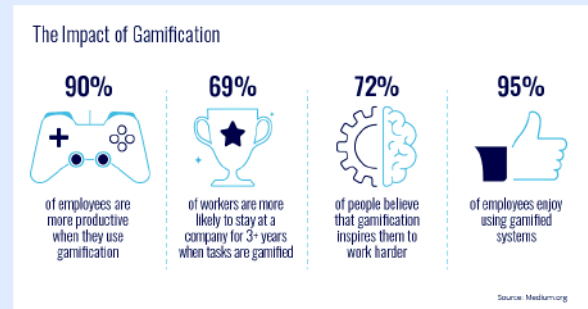
## Future Recommendations

- Link learning objectives & student outcomes
- Facilitate interactive project-based learning
- Connect students with community organizations
- Align local non-profits for community based learning opportunities

**"ALONE, WE CAN DO SO LITTLE; TOGETHER, WE CAN DO SO MUCH"**

**– HELEN KELLER**

### GAMIFICATION OF VOLUNTEER APP INCREASES ENGAGEMENT, SERVICE TIMES, AND FASTER ONBOARDING



Source: Anadea. (2018, January 31). How Gamification in the Workplace Impacts Employee Productivity. Medium. <https://medium.com/swlh/how-gamification-in-the-workplace-impacts-employee-productivity-a4e8add048e6>

### NEED FOR LONGTERM VOLUNTEER WORKERS



### FINANCIAL VALUE OF VOLUNTEERS

According to Independent Sector, the financial value of a volunteer's time increased by 4.9% in 2020 to \$28.54 an hour.

Independent Sector. (2021, April 20). Independent Sector Releases New Value of Volunteer Time of \$28.54 Per Hour. Retrieved June 30, 2021, from Independent Sector website: <https://independentsector.org/news/post/independent-sector-releases-new-value-of-volunteer-time-of-28-54-per-hour/>

### SKILLS-EXPERIENCE TRADE OFF

Currently Aloha Harvest has ongoing needs for skilled volunteers to assist

## REFERENCES:

Trilling, B. & Fadel, C. (2009). *21st Century Skills: Learning for Life in Our Times*. San Francisco, California, Jossey-Bass/John Wiley & Sons, Inc.

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