



LKS COMMUNITY ACTION PROJECTS (CAPs) 2016-2018

ALL OUT KNOXVILLE (AOK)

All Out Knoxville (AOK) is a platform for the LGBTQ+ community and our allies to connect, network, and support one another as we work together to build a more inclusive and welcoming city for everyone. All Out Knoxville was created out of a desire to update the narrative about LGBTQ+ people in our community to more accurately resemble our diverse and vibrant reality. We are committed to building a network of likeminded individuals who are excited about working together to make Knoxville a more desirable place to live for LGBTQ+ people and our allies. We do this by providing monthly opportunities for networking, socializing, and volunteer work. We also manage an online platform, alloutknox.com, which is a hub for everything LGBTQ+ in the city of Knoxville: from local news and events to member spotlights and engagement opportunities.



Mission: All Out Knoxville seeks to achieve a more active, accessible, and inclusive LGBTQ+ community in the City of Knoxville.

I. Social and Digital Media Management + Growth

- **Who:** This project is ideal for students who are passionate about LGBTQ+ issues and have some level of social media management and marketing experience. An interest or background in photography, video editing and/or writing would be ideal, but not required. Students must be available to help assist with AOK's events throughout the year.
- **Quantity:** 2 students
- **What:** The social and digital media team will play an active role in the development and growth of All Out Knoxville's online community. The team will maintain our presence on various social media platforms and help create and publish content that is relevant to our followers. This will be done through research to find articles, stories, resources, or other content and posting it on social media in a manner that invites conversation and interaction. The team will also be responsible for creating and curating original content in the form of member spotlights, interviews, and photo/video collection at events and programs throughout the year. The team will regularly analyze and report on the activity on social media networks as well as on the All Out Knoxville website.

II. Community Engagement + Event Management

- **Who:** This project is ideal for students who are passionate about LGBTQ+ issues and have an interest in community development and engagement. An interest in event planning and management would also be ideal. Team members should also possess strong verbal and written communications skills. Students must be available to help assist with AOK's events throughout the year.



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- **Quantity:** 3 students
- **What:** The Community Engagement team will schedule, implement, and periodically suggest new community-based programs, partnerships, and other engagement activities for All Out Knoxville members.

Currently, AOK hosts three types of events: social, professional/networking, and service. This team will be responsible for planning one of these type of events per month (on average).

The team will help identify, initiate, and deepen relationships with various community partners by attending meetings on AOK's behalf to provide information about engagement opportunities and advocate for participation in our events. This team will also be responsible for periodically researching, surveying, and benchmarking similar LGBTQ+ organizations across the nation to improve the programs and resources made available to our members.

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SMOKEY'S PANTRY

Smokey's Pantry is the first food pantry at the University of Tennessee, Knoxville and we focus our services in the students, faculty, and staff of our university. The pantry is a collaboration between the student government, Tyson House (the Lutheran and Episcopalian Campus Ministry), FISH Pantry, and also with support from the Division of Student Life, Office of Sustainability, and many more partners than can be named here. We do not ask for IDs or any qualifying information and provide a substantial grocery supplement for a week of groceries. The Tyson House is located less than a block off of the Strip and across from the Golden Roast.



I. **The purpose of this Community Action Project is to design and implement a sustainable program that will work to eliminate food insecurity on campus and in our community.**

- **Who:** Scholars are who are interested in and passionate about food security.
- **Quantity:** 6 Students Total
 - 2 students dedicated to coordinating fundraising and food-raising for Smokey's Pantry.
 - 2 students dedicated to marketing and outreach coordination, including increasing awareness about the pantry, recruiting volunteers, and identifying potential community partnerships.
 - 2 students dedicated to surveying the status of food insecurity on campus and developing a report of statistics about UTK food insecurity.
- **What:** This capstone project aims to eliminate food insecurity for UTK students, faculty, staff, and community members. Scholars should commit to serving all guests of the pantry and prepare to work as a team to coordinate marketing, outreach, fundraising, food-raising, surveying, and volunteer development to enhance the pantry's capacity to serve our community. The long-term goal of this CAP entails helping to ensure a sustainable pantry environment for our community and eliminate food insecurity on campus.
 - **Action Items for the Future:**
 - Work at least 1 pantry shift a month (3:00 p.m. – 7:00 p.m. on Tuesdays) to gain a deeper understanding of guest participation and food needs
 - Coordinate a marketing strategy that aims to raise awareness of food insecurity on campus and of pantry operations
 - Develop fundraising and food-raising strategies that will lend to creating sustainable pantry operations
 - Recruit and develop a consistent volunteer base
 - Survey the campus community to determine the state of food insecurity on campus at UTK so that the pantry can better serve its guests
 - Identify and develop relationships in the community that can enhance the pantry's sustainability and performance
 - Participate in Smokey's Pantry Steering Committee meetings

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IJAMS NATURE CENTER

Vision: Through direct experience with the outdoors all people will appreciate and care the natural world.

Mission: To encourage stewardship of the natural world by providing an urban greenspace for people to learn about and enjoy the outdoors through engaging experiences.



I. Ijams Naturalist

- **Who:** Naturalists should be enthusiastic, energetic individuals with a love of the outdoors that can assist the center in fulfilling its mission to develop and maintain the park as a wildlife sanctuary, to increase knowledge, understanding, and appreciation of the natural world, and provide quality environmental educational programs and nature-related experiences.
- **Quantity:** 3 Students Total
- **What:** Naturalists assist the staff with environmental education programs, as well as participate in special Ijams events and functions. Ijams Naturalists will conduct programs at Ijams Nature Center, as well as other education facilities in and around Knox County. This project will be both onsite and offsite, however, the majority of our education programs are on weekday mornings between 9am and noon, so this position is best suited for scholars with availability during that time.
 - **Essential Functions of Position**
 - Deliver public programs for visitors of all ages and abilities
 - Create engaging school field trips that get students outside and support classroom curriculum
 - Assist with handling and caring for non-releasable education animals
 - Assist with maintenance of Ijams' Organic Garden and Greenhouse

II. Ijams Social Media and Marketing

- **Who:** This position is best suited for scholars who have some level of experience with social media and marketing management. Ideally, students will have experience with photography and writing. Aspects of this project can be completed offsite, but the ideal scholars would have some hours of availability on a weekly basis during Ijams' business hours (Monday through Saturday 9am-5pm, Sunday 11am-5pm) to be at Ijams Nature Center.
- **Quantity:** 3 Students Total



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- **What:** The Social Media and Marketing Intern should have a strong knowledge and understanding of the digital media landscape, including various social media websites and marketing practices. This Intern will help Ijams consistently market all of our programs, special events, recreational activities, etc., as well as what is going on in Knoxville, and we are looking for a candidate that can be present to help manage our social media campaigns, press releases, and weekly email blasts. The intern hired for this position will need to work well independently as well as be a team player.
 - **Essential Functions of the Position**
 - Help write and layout weekly email blasts on Robly.
 - Monitor and post on blogs, forums, and social networks.
 - Online outreach and promotion using Facebook, Instagram, LinkedIn, Twitter, and more
 - Website research on marketing techniques Ijams might put into practice
 - Take pictures of events, programs, etc for social media purposes

III. Ijams Park Management

- **Who:** This position is ideal for scholars with experience in Wildland Recreation, Forestry, Horticulture, Landscape Architecture, or a related field.
- **Quantity:** 3 Students Total
- **What:** The Park Management scholars will report any damages or necessary repairs to the Grounds Manager and work with him to make the repairs. In addition, this Intern will assist with litter patrol on the 12 miles of trail, 6 parking areas, and corridor of roadside passing through the park, as well as maintain visitor's services within high use areas. This will include; lawn work, leaf-blowing, trash collection, landscaping, and other tasks as needed.

The students will also assist with the care of all gardens, including native plantings, cottage gardens at the historic Home Site, and other planted areas throughout the 300-acre park. The total acreage of Ijams gardens is approximately three acres. In addition to weeding and watering these gardens, they may work with the Volunteer Coordinator to organize workdays for these gardens and supervise the work of these volunteers.

The students in this position may also work with the Grounds Manager to implement an invasive species management plan for the Park. Under the supervision of the Grounds Manager, they will direct volunteers in the removal of Chinese Privet and Japanese Bush Honeysuckle from 5 – 10 acres of the park. In addition, they will assist the Grounds Manager in the application of herbicides to control other non-native plants as identified in the management plan.

Finally, this position will serve an important role as a front-line interpreter. While performing duties on the trails, they will encounter hundreds of visitors each month and will be trained to not only provide trail information, but also to interpret the cultural and natural resources of Ijams Nature Center.

The entirety of this position will need to be onsite at Ijams Nature Center, so the students will need to have some hours of availability on a weekly basis during Ijams' business hours (Monday through Saturday 9am-5pm, Sunday 11am-5pm).

 - **Essential Functions of Position**
 - Assist with trail maintenance and repair throughout the park
 - Assist with planting, weeding, and maintaining gardens and planted beds throughout the park
 - Coordinate invasive species removal efforts
 - Train and manage volunteers (groups and individuals) to assist with landscaping needs



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- Assist with recycling and litter pick-up efforts throughout the park and facilities
- Assist with scout projects (trail improvement and park enhancements) as needed