



IN THIS ISSUE

- 1 Launch of Sustainability Master Plan 2025
- 2 Faculty Spotlight: Ashley Hollan
- 3 Staff Spotlight: Andrew Moffa
- 4 Student Spotlight: Kelly Donovan
- 5 Get Involved
- 6 Earth Week

ELON SUSTAINABILITY NEWSLETTER

ELON UNIVERSITY TO LAUNCH SUSTAINABILITY MASTER PLAN 2025 ON EARTH DAY

By: Kelly Harer

The Elon University community is invited to celebrate the launch of Elon University's Sustainability Master Plan 2025 with food, interactive activities and exciting prizes on April 22 (Earth Day). Attendees will learn about Elon's goals for a more sustainable future, connect with others and discover opportunities to support sustainability at Elon.

This celebration is the culmination of over 18 months of work, with input from more than 300 students, faculty and staff. The new Sustainability Master Plan includes eight goals and numerous strategies spanning academics, dining, engagement, facilities, purchasing, technology, transportation and waste. Learn more about the development of the plan [online](#).



Elon University staff, faculty and students brainstorm at the Sustainability Master Plan Working Groups Summit in Spring 2024.

SUSTAINABILITY MASTER PLAN 2025 LAUNCH CELEBRATION

**April 22, 2025 from 4 to 5 p.m.
McKinnon Hall, Moseley Center**

Celebrate the launch of Elon University's Sustainability Master Plan 2025 with food, interactive activities and exciting prizes!

FACULTY SPOTLIGHT: ASHLEY HOLLAN

BY: MJ VOLPE

Ashley Hollan, visiting assistant professor in arts administration, is a familiar presence in Arts West and at Loy Farm, but her passion for sustainability extends far beyond the classroom. Her commitment to sustainability is deeply rooted in both her upbringing and career. Her childhood was spent on her great-grandmother's farm in Saxapahaw, North Carolina where she developed an early appreciation for nature. Her advocacy began in elementary school with an ambitious recycling program, setting the foundation for a lifelong dedication to environmental efforts. In college, she majored in public policy, art and art history, recognizing her ability to advocate for sustainability through law and the arts. A transformative experience studying tropical ecology in Costa Rica through the Duke Talent Identification Program further solidified her commitment to environmental law and sustainability.



Ashley Hollan is a visiting assistant professor in arts administration.

Determined to advance her advocacy, Hollan pursued law school at the University of Denver, focusing deeply on environmental law for the first two years while serving on the Board for the Natural Resources and Environmental Law Society. Throughout her legal career, she has worked at the U.S. Fish and Wildlife Service, Rock the Earth and in environmental litigation at an international law firm. She has represented clients focused on sustainability, including an intentional eco-community in Panama and a large-scale music festival with an environmental mission. Now, as an entertainment lawyer, she continues to support sustainable initiatives within the arts and recreation industries.

Hollan's commitment to sustainability doesn't stop with law. She is also an intermedia storyteller and artist whose research-based installations address critical environmental issues. Her recent work, "[mutual] aid the forest," presented at the Elon Faculty Biennial, examined the #StopCopCity movement through multimedia, highlighting the intersections of environmental justice and activism. As a co-faculty advisor for the EcoVillage Living-Learning Community at Loy Farm and an instructor of Eco Art, she directly engages with sustainable models at Elon, inspiring students to take action.

Hollan also prioritizes sustainability in her personal life, supporting local and eco-conscious businesses while continually seeking ways to lessen her environmental

Faculty Spotlight Continued

impact. Her interdisciplinary approach to sustainability—through teaching, art and law—has made her a fierce environmental advocate. As a professor, artist and lawyer, she embodies a deep dedication to sustainability, making a lasting impact both within and beyond Elon University.

STAFF SPOTLIGHT: ANDREW MOFFA

BY: HURIA TAHIRY



Moffa enjoying a hike during a family vacation in Canada.

Andrew Moffa, assistant director of the Kernodle Center for Civic Life, has long been passionate about sustainability, both professionally and personally. Growing up, family gatherings often ended with hikes or visits to natural museums, instilling in him a deep appreciation for the environment. Frequent trips to national parks as a child made nature an integral part of his life, a habit he still maintains today.

For Moffa, sustainability is more than just a concept. It's embedded in his role. His work emphasizes community engagement, social justice and environmental responsibility. One of his key initiatives involves planning Alternative Break trips, where students engage in service-learning experiences in

places like Asheville, Wilmington and Charleston (South Carolina). These trips focus on pressing issues such as food insecurity and nature conservation, allowing students to make meaningful contributions while deepening their understanding of sustainability.

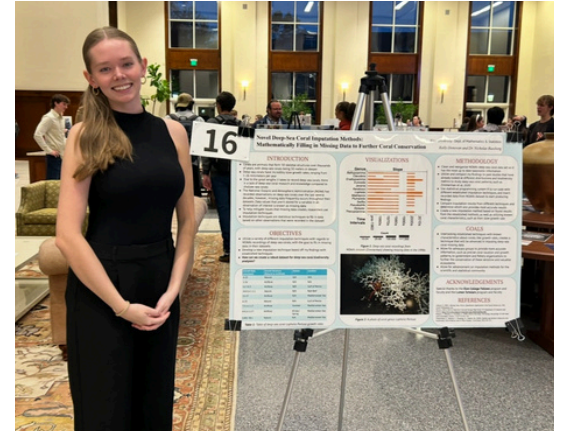
He also collaborates with Burlington Animal Services, supporting shelters and promoting responsible animal care. These community-based efforts highlight how sustainability extends beyond just the environment. It also plays a crucial role in fostering social responsibility and community well-being.

Among the many initiatives he has led, Moffa's favorite project is the Fall 2023 Alternative Break in Wilmington. The experience had a significant impact, bringing students together to work on sustainability-focused service projects that left a lasting impression on both the participants and the community. Moffa doesn't just promote sustainability at work. He practices it in daily life. He's a strong advocate for reusable bags and carpooling, small but meaningful steps that reduce waste and carbon footprints. His commitment to sustainability, whether through work, personal habits or community outreach serves as an inspiring example of how small actions can create a big impact.

STUDENT SPOTLIGHT: KELLY DONOVAN

BY: AUDREY NOTT

Kelly Donovan, a junior double majoring in applied mathematics and statistics and minoring in geography and geographical information systems (GIS), has always had a passion for the environment, weather and climate change. Through the Elon College Fellows program and conversations with upperclassmen, she learned about the work that Dr. Nicholas Bussberg, assistant professor of statistics, was conducting. Dr. Bussberg introduced Donovan to the idea of studying coral reefs by using mathematical and statistical methods.



Kelly Donovan presenting her research at the Elon College Fellow poster session during the Fall 2024 semester.

More specifically, Donovan will be examining deep-sea coral reefs because little is known about them due to their challenging ocean depths. Donovan will be conducting her research by looking at data sets from the National Oceanic and Atmospheric Administration (NOAA), which has the largest database for deep-sea coral information. NOAA data contains information on coral characteristics, such as their slow growth rates. A significant amount of this data is unfortunately incomplete, which is why Donovan's work plays a crucial role. She aims to utilize these datasets and her novel mathematical and statistical imputation technique to accurately predict and fill in the missing values. Donovan's research will improve deep-sea coral understanding in the scientific community and further coral conservation predictions and tactics.

Donovan's research aims to inform conservation tactics for deep-sea corals. Furthermore, while writing her literature review, Donovan additionally investigated the broader context of ocean health and ocean conservation efforts. She gained a deeper understanding of the negative impacts humans are causing to the ocean and the importance of ocean rights and preservation. Outside of her research, Donovan lives sustainably by taking short cold showers, limiting her reliance on driving and flying, recycling and spreading awareness of sustainable topics through her social media accounts. She urges others to do their own research, have an open mind and protect the species that help humans thrive.

GET INVOLVED

CAMPUS AS A LIVING LAB

Partnering on campus to find solutions to real sustainability issues

Elon University's Campus as a Living Lab program connects students, faculty and staff using Elon's campus for engaged and experiential learning and sustainability research, generating new knowledge to advance sustainability on campus.

Learn more and propose a Campus as a Living Lab project idea or research question on the [Office of Sustainability website](#).

SHARE THE RIDE NC

WHAT IS IT?

STRNC is a free, secure and user-friendly online tool that helps find ridesharing options for commuting or single trips to the airport, beach or wherever else you travel. It also allows users to log their trip to learn about dollars saved and emissions reduced. [Learn more and sign up here!](#)

HOW TO JOIN:

REGISTER: There is an Elon-specific program for students, faculty and staff. Using your Elon email, register for a free account and create a profile!

FIND A RIDE! Enter some info about where you want to go so you can view and communicate with potential matches through the system.

EMERGENCY RIDE HOME PROGRAM

This program reimburses eligible faculty/staff commuters for a qualified emergency ride home a maximum of 4 times in a fiscal year.

To be eligible, participants must:

1. Be a part-time or full-time employee and
2. Have carpooled, biked, walked, taken the train or a bus to work on the day a ride is needed.

It's available for commuters when:

1. They or an immediate family member gets sick or has a crisis
2. Their carpool driver has to unexpectedly leave early or stay late OR
3. They must work unscheduled overtime

Learn more [online!](#)



Earth Week Schedule

Learn More & Register

21 Monday	5-6 pm From Squirrels to Song Birds: Data on Elon's Bird Species	
22 Tuesday	4-5 pm Sustainability Master Plan Launch Celebration 6-7 pm Fly Into Spring	
23 Wednesday	5:30-6:30 pm Food For Thought 7-8 pm Earth Week Keynote: Bill McKibben, "The Race for a Working Climate: What Now?" 9-10 pm S'mores with Outdoors	
24 Thursday	5-7 pm Party for the Planet	
25 Friday	3:30-5:30 pm Paint N' Plant 4-5:30 pm Bloom with Pride 4-6 pm Bike to Burlington *	
26 Saturday	Sustainable Day of Service * 9-11 am Peacehaven Farm 12:30-3:30 pm Herb Festival Clean-Up 1-3 pm Lake Mackintosh Kayak Clean Up	
27 Sunday	11 am - 4 pm Carolina Farm Stewardship Association Farm Tour *	

*Registration Required

Learn more and register on the [Office of Sustainability Website](#).

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