

2013-2014 CALL: Learning Community



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2014-2015 Building Partnerships & Plans for Action



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Welcome to the Bold Ideas Challenge

Only one week left to submit your "Bold Ideas"

President Joseph I. Castro seeks your *bold, creative, innovative* ideas to:

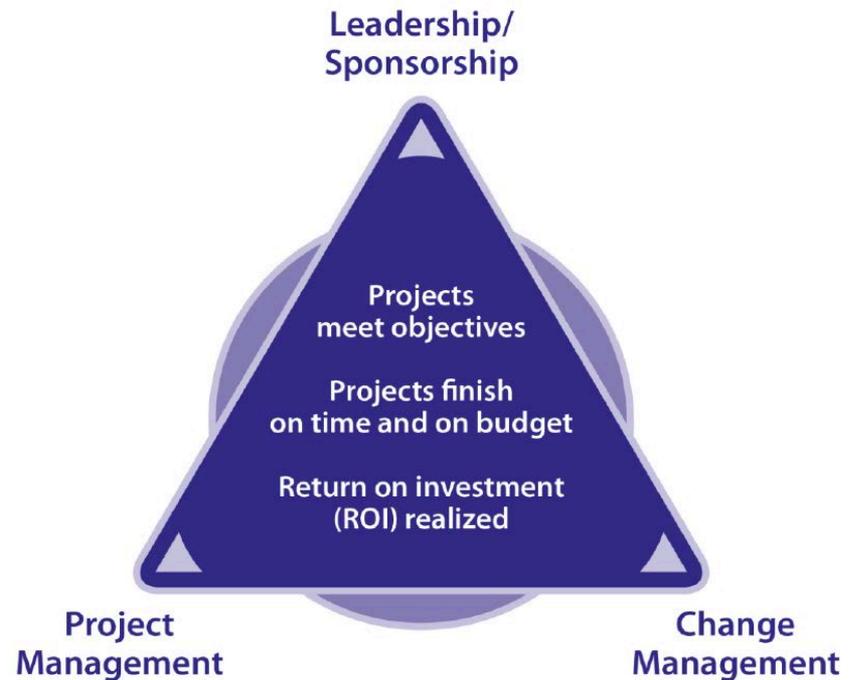
- improve services to students, teaching, and learning or;
- fix an inefficient/ineffective process.

The *Bold Ideas Challenge* is open to all faculty, staff and administrators. *Bold Ideas* may be at any organizational level including campus, division, schools/college, department or individual. Ideas must be campus-specific and cannot be subject to collective bargaining.

President's Cabinet to jury all *Bold Ideas* submittals and select awardees. *Bold Ideas* winners to receive either a \$1,500 cash award (subject to all applicable, state & federal taxes) or a \$1,500 professional development award.

[Click here](#) to submit your *Bold Idea!*

Creativity and Innovation for Effectiveness: Change Management Training



Prosci® PCT™ Model



Executive Sponsor: Associate Vice President for Facilities Management

- Demonstrated commitment from the President's cabinet
- Served as project champion
- Involved in critical decision making across campus

Team Facilitator: Associate Director of Facilities Management

- Facilitated meetings and guides discussions
- Served as liaison with other project teams and administration
- Prepared project charter (with input from Sponsor and Team)

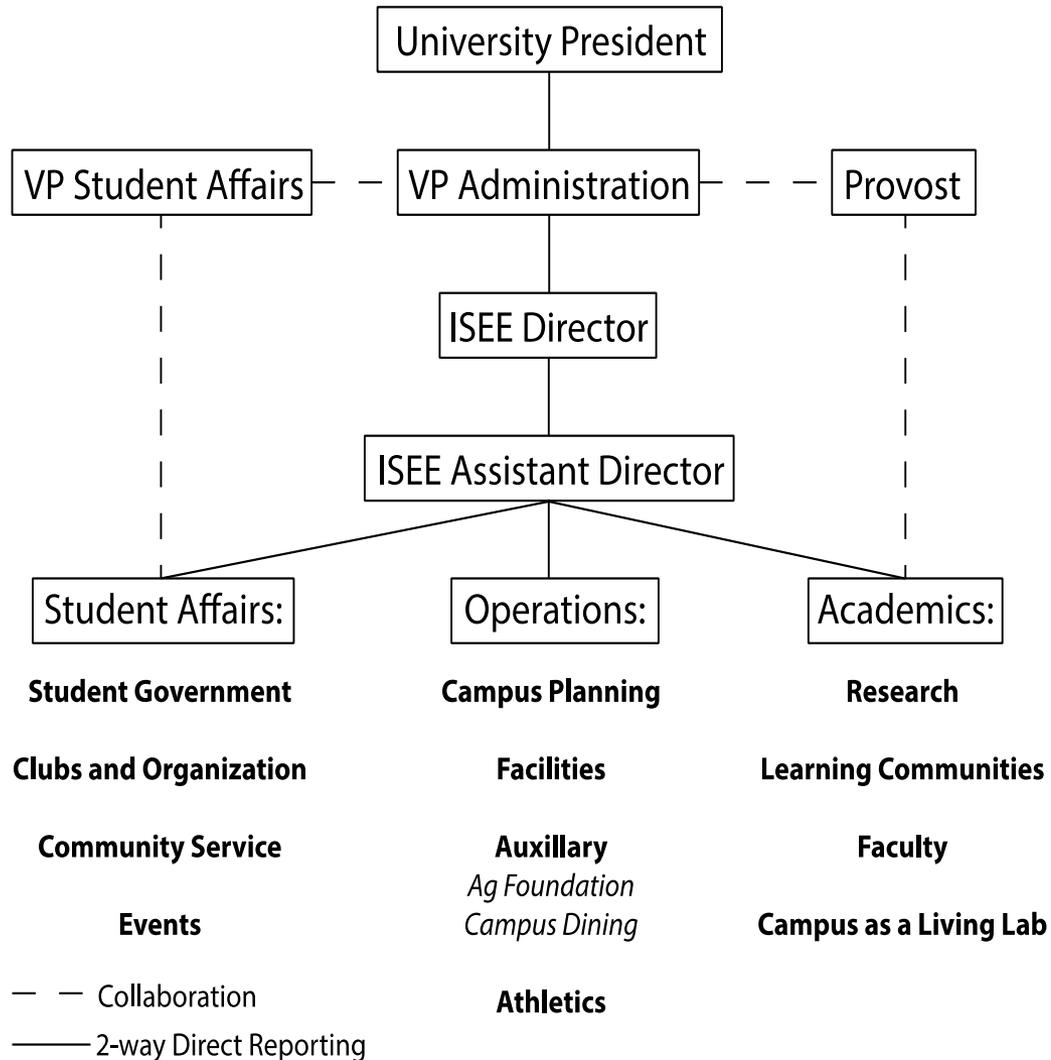


Team Members: Faculty from Earth & Environmental Sciences and Psychology (Applied Behavior Analysis), a **Grounds Crew employee** who is pursuing a masters' degree in Sustainability Management, **Auxiliary Accounting staff**, and a **Student Leader**

- Empowered by engaged supervisors
- Made recommendations on feasibility of potential projects
- Mapped current state and design proposed future state
- Directly involved in execution of plans and recommendations proposed by this team

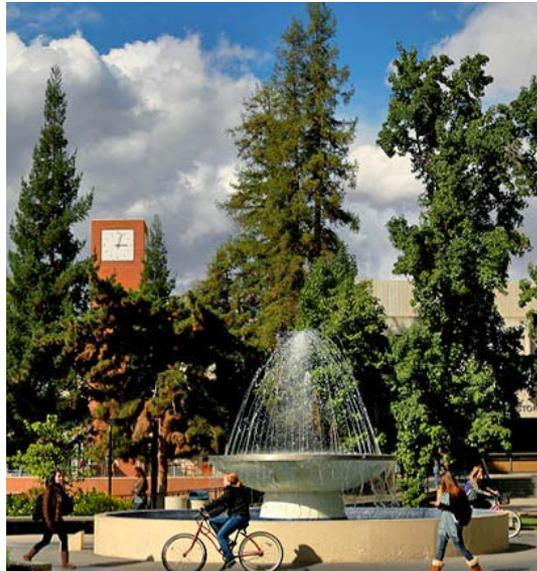


Organizational Structure: Sustainability Institute



Mission Statement

The mission of Institute of Sustainability Education & Engagement is to promote sustainable solutions via *learning, scholarship, engagement, and practice.*



Mission Statement

The institute creates a central hub for interdisciplinary collaborations among faculty, staff, students, administrators, and the community in order to:

Empower student leadership and support student success through sustainability education and engagement

Collaborate across campus and the community to foster sustainable environmental, social, and economic resources

Promote scholarly research and creative work that provides sustainable solutions to regional issues with global significance

Communicate sustainable practices that improve the campus and community

Build an inclusive campus culture where all members are encouraged to participate in creating a sustainable campus, community, and future

Fresno State Sustainability Project - Final Report

The objectives of our project for AY 13-14 were to (1) create a Sustainability Learning Community and (2) provide education and outreach opportunities about campus sustainability. Below we outline the successes of our project related to these two objectives.

1. Creation of a Sustainable Learning Community

1.1 Green Bag Lunches

We held two 'green bag lunches' each semester to provide an opportunity for campus and community partners to learn about existing efforts on campus and to discuss how to implement additional projects and activities. These events were open anyone on campus or in the community.

	Date	Discussion (participants)
1	October 22	Kick-off meeting to discuss status of sustainability on campus and to make priorities for the year (36 attendees including faculty, students, Facilities and administrative staff)
2	November 22	Presentation from IWS-CARTS and discussion on co-mingled waste management system (18 attendees including faculty, students, Facilities staff)
3	April 3	Discussion led by Food Recovery Network at Fresno State; part of Earth Week activities (25 participants including faculty and students)
4	April 30	(16 attendees, including faculty, students Facilities staff, and Richter Center Director, CO representative)

Successes & Challenges: The major success of the green bag lunch events was that we brought together students, faculty, and staff from across campus departments and programs. A major focus of our efforts was streamlining communication among groups on campus that were all working towards sustainability. Challenges we encountered including determining the best way to spread the word to a wide audience and scheduling a day and time that doesn't conflict with student and faculty schedules. In order to streamline scheduling and logistics, we have chosen to continue these lunches in Fall 2014 every third Wed of the month at the same time. We hope that by keeping a regular meeting time, we can attract more attendees.

1.2 Sustainability Ambassadors & Student Club Creation

We recruited eleven student ambassadors who formed an official ASI student club. These students planned and implemented the majority of the efforts for the year. The students represent at least three different colleges on campus and a range of years in school. Each student received a \$500 stipend for their participation. We met weekly with students to plan and implement activities, specifically related to Earth Week.

Successes & Challenges: The students selected as Ambassadors were highly motivated and dedicated. They spearheaded the Earth Week activities and effectively and efficiently cooperated and delegated tasks. Many of the students are involved in other extracurriculars on campus and maintain a heavy school and work commitment. We are concerned that without a salary or stipend, it will be difficult for them to manage to dedicate as much time consistently to similar project. We will continue to seek out potential funding opportunities and to recruit additional students to minimize the workload for individual students.

1.3 Campus Project: Waterwise Garden Construction & Campus Beautification Day

In collaboration with Grounds Crew, the Richter Center for Community Engagement & Service-Learning, Fresno State Horticulture Nursery, and Intermountain Nursery (off-campus), students, faculty, staff, and community members planted over 800 plants, all of which use less water than what was previously in place. The highlight of the project was the construction of a Waterwise Garden that is centrally located on campus and will serve as a demonstration for the campus and local community. The garden is still under construction but eventually will include signage to explain the choice of plants and to document the collaborative partners that supported the project.

Successes & Challenges: The campus service day was hugely successful in that a huge number of plants were put in over a relatively short time span, a project that would not have been possible without volunteers given the heavy workload of our Grounds Crew. One challenge is that after the initial significant effort to construct the garden, it has taken time to coordinate FSSP and Grounds Crew to complete the garden (pathway, signage) so that community members can use the garden and learn from it.

1.4 Conference/Workshop Attendance & Participation

Student Sustainability Ambassadors and faculty participated in conferences and workshops throughout California. These experiences provided great opportunities to learn about sustainability practices at other campus and provided inspiration and discussion for what we can accomplish at Fresno State.

List of Conferences & Workshops

- CSU This Way to Sustainability Conference (4 student attendees)
- CSU-Long Beach Learning Community Workshop (3 students, 1 faculty participated)
- California Higher Education Sustainability Conference, (3 students presented in a session on CSU Campus as Living Lab projects)

Successes & Challenges:

These experiences were extremely useful for building our CSU network and establishing connections with other connections. The students came back from these conferences with lots of ideas and motivation to implement changes on campus. A challenge for the future will be encouraging participation without funding to support these efforts. Some colleges at Fresno State offer funding for travel to conferences related to research activities, but these may not

support FSSP related conferences and activities. Other colleges do not have such funding sources for the students. The financial burden of these conferences can be over \$500 per student, but the benefit of attending was tremendous. For example, the students immediately implemented social media strategies for Earth Week that they learned about during the conference. See also the attached report from a student ambassador on the Chico conference.

2. Education & Outreach Activities

2.1 Earth Week at Fresno State

The Student Sustainability Ambassadors organized and coordinated a weeklong set of activities and events. They collaborated and cross-promoted events with other organizations on campus that were hosting sustainability-related events. The week included film screenings, colloquia and discussions, a 'green bag lunch' seminar, and educational activities for local school children, and culminated in a student-organized festival on Friday, April 4 on Maple Mall. The festival showcased local community and campus resources, all centered around the theme of sustainability and environmental stewardship. All events were free and open to the public.

Descriptions of the events during the week

Switch Energy Project Film Screening presented by Fresno State AAPG Student Chapter and the Department of Earth and Environmental Sciences. *Switch explores the world's leading energy sites, from coal to solar, oil to biofuels, most of them highly restricted and never before seen on film.*

<http://www.fresnostate.edu/csm/ees/switchenergyproject.html>

Sustainability Colloquium & Discussion Panel

Featuring Fresno State professors Dr. Madhu Katti and Dr. Mark Somma, and author and Grist's food & agriculture editor, Nathanael Johnson.

Tatarian Symposium to focus on Journalism and Climate Change

The role of journalism in the debate surrounding climate change will be examined at the [Roger Tatarian Journalism Symposium](#), **9 a.m. until noon on Thursday, April 3 on the Fresno State** campus. The symposium will feature both journalists and scholars in discussing the role of the news media in sorting through conflicting scientific claims and informing the public on the need for political action to curb carbon emissions. The free, public event in the **Satellite Student Union (2485 E. San Ramon Ave)** is presented by Fresno State's College of Arts and Humanities and Department of Mass Communication and Journalism and co-sponsored by the Associated Students, Inc. Readership Program.

Green Bag Lunch

A casual lunch gathering to discuss sustainability and environmental stewardship, featuring the Fresno State Food Recovery Network.

Living on One Dollar Film Screening

"Living on One Dollar" is a film and tool to help empower the extreme poor to take the first steps out of poverty. The film follows the story of four young friends who set out to live on just one dollar a day for eight weeks in rural Guatemala. More info on the

film: <http://livingonone.org/>

Environmental Education Activities & Greenhouse Tour

Registration open to local 5-6th grade classrooms, snacks provided, up to \$50 bus credit available

Earth Day @ Fresno State Festival

Enjoy live music, local food vendors, campus and community resources about sustainability and environmental stewardship.

CineCulture presents: Himalaya Song Multimedia Performance

Himalaya Song is a multimedia performance examining the Himalayas as they undergo major environmental and ecological change. Modern sounds combined with ancient instruments accompany visual imagery and storytelling that will take you on a journey through Himalayas past and present.

<http://cineculture.csufresno.edu/>

2.2 News and Media Coverage

The FSSP has coordinated with campus communications to make sure our efforts are communicated to the campus and public community. This is an important aspect of our educational and outreach efforts. The following stories were published last year and highlight the range of activities that occurred as well as news outlets that covered campus events.

- Campus Waste Management:
<http://www.fresnostatenews.com/2013/11/public-recycling-center-to-close-nov-4-as-new-sustainability-practices-emerge/>
- Ranked as Green Campus:
<http://www.fresnostatenews.com/2014/04/fresno-state-singled-out-as-one-of-nations-most-green-universities/>
- Water Conservation Plan:
<http://www.fresnostatenews.com/2014/04/university-announces-aggressive-water-conservation-plan/>
- Electric Car Charging Station:
<http://www.fresnostatenews.com/2014/04/electric-vehicle-charging-stations-coming-in-2015/>
- Climate change preparedness:
<http://www.fresnostatenews.com/2013/04/forum-on-climate-preparedness-in-the-valley-takes-place-at-fresno-state-april-15/>
- Drought Preparedness:
 - <http://www.fresnostatenews.com/2013/11/drought-preparedness-workshop-to-help-plan-for-limited-water-supply/>
 - <http://www.fresnostatenews.com/2014/04/drought-strategy-for-gardens-may-2-kicks-off-water-wise-weekend/>
 - <http://www.fresnostatenews.com/2014/04/drought-tolerant-plant-exchange-at-water-wise-plant-event-may-3/>

- KVPR Waterwise garden story:
 - <http://kvpr.org/post/campus-wide-collaboration-ups-fresno-states-water-conservation>
- Earth Week Celebration & Sustainability Project:
 - Fresno State News:
 - <http://www.fresnostatenews.com/2014/04/weeklong-earth-day-celebration-under-way/>
 - Local Press:
 - <http://www.theknowfresno.org/2014/04/starting-with-earth-day-new-sustainability-project-aims-to-green-fresno-state/>
 - <http://kingsriverlife.com/04/19/sustainability-project-at-fresno-state/>
 - <http://kingsriverlife.com/04/19/healthy-eating-in-the-valley-three-new-finds-two-new-dishes-one-recent-event/>

3. Synergistic Relationships

While it is difficult to quantify the number of relationships developed, we've attempted to include a brief list and description of synergistic activities that highlight the successes of our efforts to coordinate and communicate across campus.

- Throughout discussions, activities, and conferences, we've recognized the critical importance of engaging the campus community in sustainable practices and ideas through service-learning. **Chris Fiorentino, Director of the Richter Center for Community Engagement and Service Learning**, is supportive of our efforts and is now included in communications of our group efforts. Through discussions with him and his staff, we have learned of other faculty, students, and staff on campus with whom we can build collaborations and relationships.
- **Plant Ops - Grounds Crew:** Staff members regularly attended our green bag lunch meetings and remain supportive and interested in future collaborations. We have recently spoke with Mike Mozinski, the new Director, who has plans for additional landscape changes and student involvement in projects. Additionally, the campus announced an aggressive water conservation management plan.
- **San Joaquin Electric Vehicle Project** - we will have a charging station on campus and Criss Wilhite, FSSP lead faculty, was involved in the grant writing and submission that supported this project.
- Discussions surrounding a **Sustainability Institute:** the Dean of the College of Science and Math convened meetings last spring and summer to begin planning for the creation of a Sustainability Institute. Representatives from all colleges on campus attended. We are moving forward with outlining a mission and strategic plan for the Institute and recruiting funding to support its existence.
- K-12 Outreach: **Liberal Studies majors** planning to pursue teaching careers participated in Earth Day events for local school children. We remain in close communication with **Carol Fry Bohlin, Director of the Math and Science Teacher**

Initiative, who is especially supportive of our efforts to include future teachers in service-learning experiences related to sustainability.

- The Earth Week activity descriptions highlight the **diversity of student and campus organizations** that collaborated to cross-promote events.

3. Summary & Conclusions

In summary, we successfully accomplished our broad objectives to create a learning community and engage the campus and public community through education and outreach. The funding provided support for our activities and allowed students an incentive to dedicate time to FSSP efforts on campus, which proved extremely successful and important. In considering the sustainability of our efforts, we still find challenges for working within existing university resources and structures to incentivize participation in activities related to sustainability, especially when they involve significant time investment and collaboration among multiple departments. Moving forward, we recognize the importance of recruiting additional funding and institutional support to provide time and resources for meaningful collaborative efforts. We will continue to provide opportunities, largely through green bag lunches, for faculty, students, staff, and administrators to interact and collaborate around sustainability issues and projects.

CSU Living Grant

Budget	
Students 11 @ \$500	\$5,500.00
speakers - 2 @ \$250	\$500.00
Travel	\$500.00
Earth Week Activities	\$2,995.00
Hospitality - Green bag lunch / earth day	<u>\$1,500.00</u>
	<u>\$10,995.00</u>

Expenses

Description	Date	Students	Speakers	Travel	Earth Week	Other	Hospitality	Total Expenses
CSU Food Services - Lunch Mtg	11/19/13						\$75.00	\$75.00
Timothy Compton	04/30/14			\$79.20				\$79.20
Johnathan Benson	04/16/14			\$337.70				\$337.70
Kassandra Hishda	04/16/14			\$79.20				\$79.20
Gingger Shankar - Himalaya Song	03/24/14		\$500.00					\$500.00
Sierra Charter School - bus stipend	03/24/14				\$50.00			\$50.00
Kacie Robles	05/16/14	\$500.00						\$500.00
Nicole Warmerdam	05/09/14	\$500.00						\$500.00
Kayla Kelly-Slaten	05/14/14	\$500.00						\$500.00
Kassandra Hishida	05/12/14	\$500.00						\$500.00
Johnathan Benson	05/21/14	\$500.00						\$500.00
Leyla Farshidpour	05/21/14	\$500.00						\$500.00
Madeline Byers	06/11/14	\$500.00						\$500.00
Jillian Millares	05/09/14	\$500.00						\$500.00
Mara Brady - t shirts	04/09/14				\$696.00			\$696.00
Geiger - Water bottles	04/07/14				\$608.67			\$608.67
Geiger - pens	03/28/14				\$487.01			\$487.01
Mara Brady - Refreshments 3/22/14	04/10/14				\$114.38			\$114.38
Mara Brady - Gift Baskets	04/10/14				\$32.04			\$32.04
Mara Brady - Lunch Meeting 3/31	04/10/14				\$66.58			\$66.58
CSU Food Services -Service Day	04/09/14				\$125.00			\$125.00
CSU Food Services - Service Day	04/09/14				\$38.85			\$38.85
Enterprise - M. Brady travel	04/16/14			\$68.10				\$68.10
CSU Food Services - Lunch Mtg	06/05/14				\$81.17			\$81.17
CSU Food Services - Lunch Mtg	06/05/14				\$50.00			\$50.00
Kassandra Hishda -Travel	07/21/14			\$815.12				\$815.12
Jillian Millares - Travel	07/21/14			\$158.00				\$158.00
Leyla Farshidpour - Travel	08/06/14			\$397.00				\$397.00
Plant Operations - Waterwise Garden	06/30/14					\$1,000.00		\$1,000.00
Green Bag Lunches	06/30/14						\$1,135.98	\$1,135.98
TOTAL		\$4,000.00	\$500.00	\$1,934.32	\$2,349.70	\$1,000.00	\$1,210.98	\$10,995.00

total funded by CSU Grant
balance remaining

\$10,995.00
\$0.00

Student Ambassador Stipends

- 1 Jillian Millares
- 2 Johnathan Benson
- 3 Nicole Warmerdam
- 4 Kacie
- 5 Timothy Comptom
- 6 Amanda
- 7 Daniel
- 8 Kassandra Hishda
- 9 Lexie
- 10 Leyla Farshidpour

This Way to Sustainability Conference: CSU, Chico Spring 2014
Johnathan Benson, Timothy Compton, Cassandra Hishida, and Jillian Millares

Developing a Campus Sustainability Plan at CSU Northridge

- Sustainability at CSUN
 - Very little interest, they are also a commuter campus
 - Created core green team and institute for sustainability
 - All staff/faculty driven (through academic affairs)
 - All volunteers (none of their tasks are assigned)
 - *new president
- Goals for the Plan
 - Plan to seek out and organize existing sustainability efforts
 - Coordinated
 - Better resource use
 - More definite goals
 - Change campus culture
- Difficulties
 - Establish credibility for planning team
 - No time to plan, too busy planning
 - Feeling of competition amongst different groups
 - Compare what is already done to what needs to be done
 - Resistance to sharing
- The Plan
 - Based on the Pomona College Sustainability Action Plan
 - didn't assign strictly based on past experience → tried to facilitate more neutral research → helps to look at the big pic
 - asked about different department's top issues of interest (via survey)
 - focus group meetings
 - everyone shows interest initially but few actually show up
 - *utilizing sustainability as a branding opportunity (especially for recruitment)
 - ACUPCC ?
 - Plan approved Jan 2013
 - Not so much funding though
 - One of their priorities = hire a sustainability manager
- Dining Discussion
 - Aspenware
 - Composting commercial
 - Emphasize economics
 - Needs to be institutionalized

- Take away:
 - We need to do the stars report or something similar to that to assess where Fresno State is at right now
 - We NEED to facilitate discussion amongst the CSUs → a lot of them have a lot of valuable experience that we can learn from
 - Exp= CAL POLY SLO, CSUN, CSU CHICO
 - We should try to develop a sustainability plan like this, maybe can save some time by basing it heavily off of CSUN's and Pomona's
- Make sure that lots of people are involved (or at least informed) of the plan as it is being developed so they are familiar with it/feel like they were consulted → more likely to support it
- We should have speakers come during class time and ask professors way in advance so that they can just say go to this talk instead of class (not sure how far in advance we can plan this)

Marketing for Sustainability: How to Utilize Facebook in Building Your Organization and Educating Your Audience

- Facebook Analytics Report
 - Compare highest reach vs lowest reach
 - What is the optimal time
 - What content type is popular
 - Use to see how to improve posts' success
- Quality Content:
 - Eye catching
 - Uniform voice (only 1-2 admins)
 - Interactive media (videos, images, etc)
 - Interesting content
 - Green job listings
 - Sustainable living tip of the day
 - Promote events
- Building followers
 - Boots on the Ground → using social media to facilitate person to person interaction
 - Free local food in exchange for likes
 - Free school supplies in exchange for likes
- Lessons learned from Facebook competitions
 - Greatest way to interact with people
 - Big prize is not necessary
 - Marketing= best way to draw people in
 - Make theme of competition relevant to the times

- Exp photo competition showing how you are conserving water in response to the drought
 - Incorporate likes on FB as part of submission
 - Give prizes for both the most likes and based upon judges decision
 - Example = 1st place for best quality and people's choice for most liked
- Be an active FB user and engage with other active users
 - Follow other university media add location
 - Use hashtags
- Pitfalls
 - Be careful to not fall behind as favored media sites change
 - Have only 1-2 admins on social media sites to present a UNIFORM, COHESIVE VOICE
 - Issues with university marketing
- Twitterfall
 - AS Sustainability doesn't use twitter → but they used twitterfall at an event using a certain hashtag so that you can set up a projector and see people's tweets live on the screen regarding the event
- Instagram
 - Instagram and Facebook compliment each other much better than Facebook and Twitter do
 - More visually engaging
- Takeaway
 - Need MORE INCENTIVES to continue to build user base
 - Need to be eye catching etc to reach out to people with less interest in sustainability
 - Content may change as followership changes
 - Use Facebook to gain face time with users

UC Merced: Integrating Sustainability into Academics and Greek Life

- UCM has a lot of sustainability stuff going on in general
 - Sustainability major
 - Triple zero commitment by 2020
 - Zero net energy
 - Zero Landfill Waste
 - Zero Net Greenhouse Gas Emissions
 - Powersave Campus Program
- Academic Infusion
 - Because they already have courses in the sciences including sustainability concepts, they have focused on developing ways to

- incorporate sustainability into more general classes in order to reach out to non-science/non-sustainability majors
 - Making it fun/applicable = key
 - Quantify your efforts and their success (pre/post course survey)
 - Developed projects that served as one component within a class to sustainability in a way that is not extra work and that makes it relevant to other disciplines
 - Exp= writing 30 marketing course poster project for Water Battle dorm challenge
- Best Practices/Future Goals
 - Integrated sustainability into the writing department
 - Hope to Integrate projects similar to writing 30 in other classes such as management, social science, and writing
- Greeks Go Green
 - 13% of UCM = involved in Greek Life
 - at Fresno State apx 10% student pop = social greek
 - Greenest Greek Competition
 - 2 weeks
 - Greeks collected pledges, hosted tournaments, etc
 - Winner= bragging rights, banner, and free energy audit at house, provided a letter for their chapter
 - Began by meeting with Greek Council
- Take Away:
 - We should go visit UCM to tour the campus and meet with the people working in the Powersave Program
 - I think we should think about planning the Greenest Greek Comp on our campus for April next year
 - I would like to see us facilitate the incorporation of the sustainability projects in general ed courses, how do we do this? Who do we need to talk to?

Misc. Items to Share:

- Apparently Fresno is a relatively green city? We were directed to talk to the city sustainability manager
- Would like to facilitate a green career speed-dating style networking event similar to what we did with Chico (possibly including poster session)
- We should assess the extent to which we are including admin/faculty in our programs → most other campuses were all admin based and they have gotten a lot done (they are already here and already care kind of thing)
- We should facilitate collaboration with other CSUs and UCs (waiting to hear from Kevin with the CSSC?) → especially CSUN since they are also a

- commuter school and have similar problems with a general lack of student involvement
- Creating a permanent faculty position (sustainability coordinator) on campus that is paid (could have several unpaid interns or give class credit)
 - Food recovery hierarchy
 - Feed hungry people
 - Feed hungry animals
 - Composting
 - Landfill
 - What it is to be sustained → going beyond “green” → Social needs, economics, etc need to also be factored in when defining and executing sustainability initiatives
 - <http://greenspacenotes.org/>
 - Composting on campus: Planning to start a program in the dorms for composting, pitch it to the higher ups or RHA.
 - Biodiesel fuel: Discuss the idea of a biodiesel fuel converter on campus. Have contact with CEO of the company.
 - Chico campus tour: 4 LEED certified buildings (3 gold 1 silver), all compostable items in Student Union
 - Any contacts you made that we should follow up with:
 - Destiny from SCOOP
 - Greentraks
 - CSSC (Kevin?)