How Campus Green Funds Promote Student Leadership

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The Green Initiative Fund

University of California, Berkeley
REFLECT

What is a campus green fund?

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If you are a student, what skill sets and opportunities do you wish to gain from joining a campus program?

If you are staff/faculty, what skill sets and opportunities do you want for your students?

Share the possible benefits of a campus green fund.
OBJECTIVE

To prove campus green funds’ abilities in providing students with leadership and job opportunities while simultaneously improving campus sustainability and community.
RUNNING A CAMPUS CAMPAIGN

TGIF Campaign Video

• Build Campus Partners
• Choose Your Audience & Tie the Campaign to Key Issues that Resonate with Your Audience
• Create Selling Points (Saves, Creates, Promotes, Benefits)
• Think Ahead- Evaluate Possible Challenges
• Define a Method for Evaluating Success
• Get a Referendum on the Ballot
GRANT WRITING & PROJECT MANAGEMENT

• Developing a Project Idea & a Budget
• Gathering Support & Approvals
• Managing a Budget
• Tracking Progress & Challenges
• Reporting to a Supervisor

The Berkeley Student Food Collective
Located at:
2440 Bancroft Way, #102.
Berkeley, CA 94704
(right across from Esbleman Hall)

Come in and choose from our...
fresh handmade sandwiches, baked
goods, organic snacks, local fruits and
vegetables, and so much more!
INTERNSHIPS- STUDENTS FIRST

• 20% of one year’s funding must go to student-led projects and/or student internships

• 24 out of 48 projects have been student-led

• In only 4 grant cycles, TGIF has funded **95 paid student internships**, 32 of which are 2011-2012 funded

• Advertise jobs **student online forums** (Facebook, Twitter, Student Group listservs, Berkeley Enviro Portal), classes, and student-attended events

• **Recommendations** written for students based on TGIF-related work
What are some skills you have developed from currently or previously held jobs?

Do “green jobs” create skills and opportunities that are unique from those created by other jobs? If yes, name some. If no, why?
TOP TEN SOFT JOB SKILLS

• Strong Work Ethic
• Positive Attitude
• Good Communication Skills
• Time Management Abilities
• Problem-Solving Skills
• Acting as a Team Player
• Self-Confidence
• Ability to Accept & Learn from Criticism
• Flexibility/ Adaptability
• Working Well Under Pressure

-Kate Lorenz, AOL Jobs, November 2010
GREEN JOB SKILLS

• Environmental Outreach, Education, & Behavior Change
  – DeCals, Campaigns, Events
• Corporate and Social Responsibility
• Recording and Reporting Metrics
  – Energy, Water, Waste, People
• New Technologies: Designing, Installing, Learning
• Business Plans
  – Running a food cooperative or bicycle center; financially sustaining a project beyond initial grant funding
• Networking for the Industry
How can green funds do more for the campus community and public?
MARKETING & COMMUNICATIONS

• TGIF uses various forms of social media to communicate with students
  • TGIF News listserv and 4 grant cycle listservs, student group listservs, TGIF website, TGIF Changents Blog, TGIF Facebook & Twitter pages

• TGIF Coordinator attends campus classes, student-attended events, and student group meetings in order to meet with students directly
  • TGIF Coordinator has open door policy and communicates meeting availability with students

• TGIF publishes student-written articles and interviews students for the TGIF newsletters
  • TGIF Coordinator nominates student-led projects for local and national awards and recognition
CAMPUS COLLABORATION

- Various campus departments working together on projects
- All current and past TGIF projects have been led by students and staff
- The TGIF process has brought students and staff together for campus sustainability
  - Project approvals needed from staff members
  - Student/Staff co-leadership of projects
  - Student interns supervised by staff

Stanley Hall Custodial Staff: Green Award Winners
DIVERSITY & SOCIAL JUSTICE

- Need more diversity in our project themes and applicant pool.
  - No faculty led projects.
  - Student applicants tend to be studying science or involved with environmental clubs.
- TGIF needs to do more to connect projects to social justice
  - Currently, there are no environmental justice projects.
  - Beyond UC Berkeley, who/what will these projects impact?
  - What moral obligations do we have to the campus community and public (Cities of Berkeley, Oakland)?
What actions can you take to implement a green fund program or improve an existing one?
Projects Made Possible by Green Funds

UC “Bee” Sustainable Video
REACT- WICKED AWESOME IDEAS

How will what you have learned during this session contribute to your personal development, professional development, or both?

As a result of your attendance at this educational session, what question(s) do you have that are important for the profession to further examine?

Please identify one wicked awesome idea that you will take with you and try to implement immediately in your jobs or further discuss with colleagues at your institution.

WWPRD What Would Paul Revere Do?

And yes, we really do say ‘wicked’!
Thank You!

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http://bit.ly/acuiblock9c
#acuiblock9c

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