

MAR. 28th

20
18

DOLLARS ARE FLYING OUT OF YOUR GREEN FUND!

DOES THAT EQUAL SUCCESS?



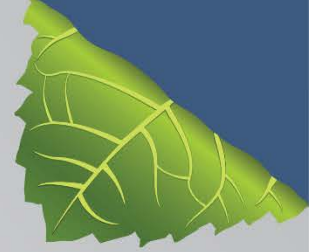
SUSTAINABILITY
RESPECT. PROTECT. PRESERVE.

LARA HENDRICKSON, Sustainability Operations Coordinator

OVERVIEW



AGGIE GREEN FUND



BACKGROUND

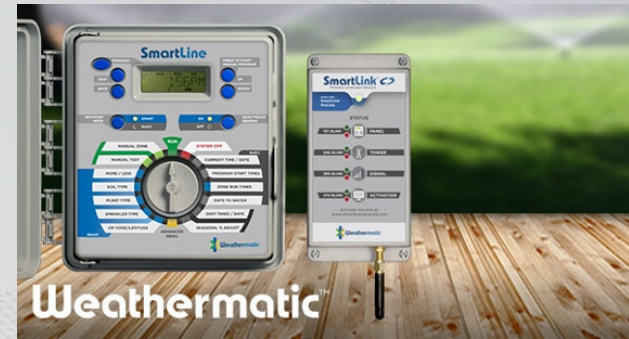
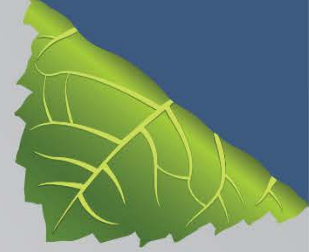


Aggie Green Fund

- Student-led initiative implemented in 2011
- Grants for campus environmental improvements
- \$1.7 million granted to over 60 projects
- Advisory Committee selects grants
 - Student majority plus faculty/staff representatives
 - Advised by Office of Sustainability staff



NOTEWORTHY PROJECTS



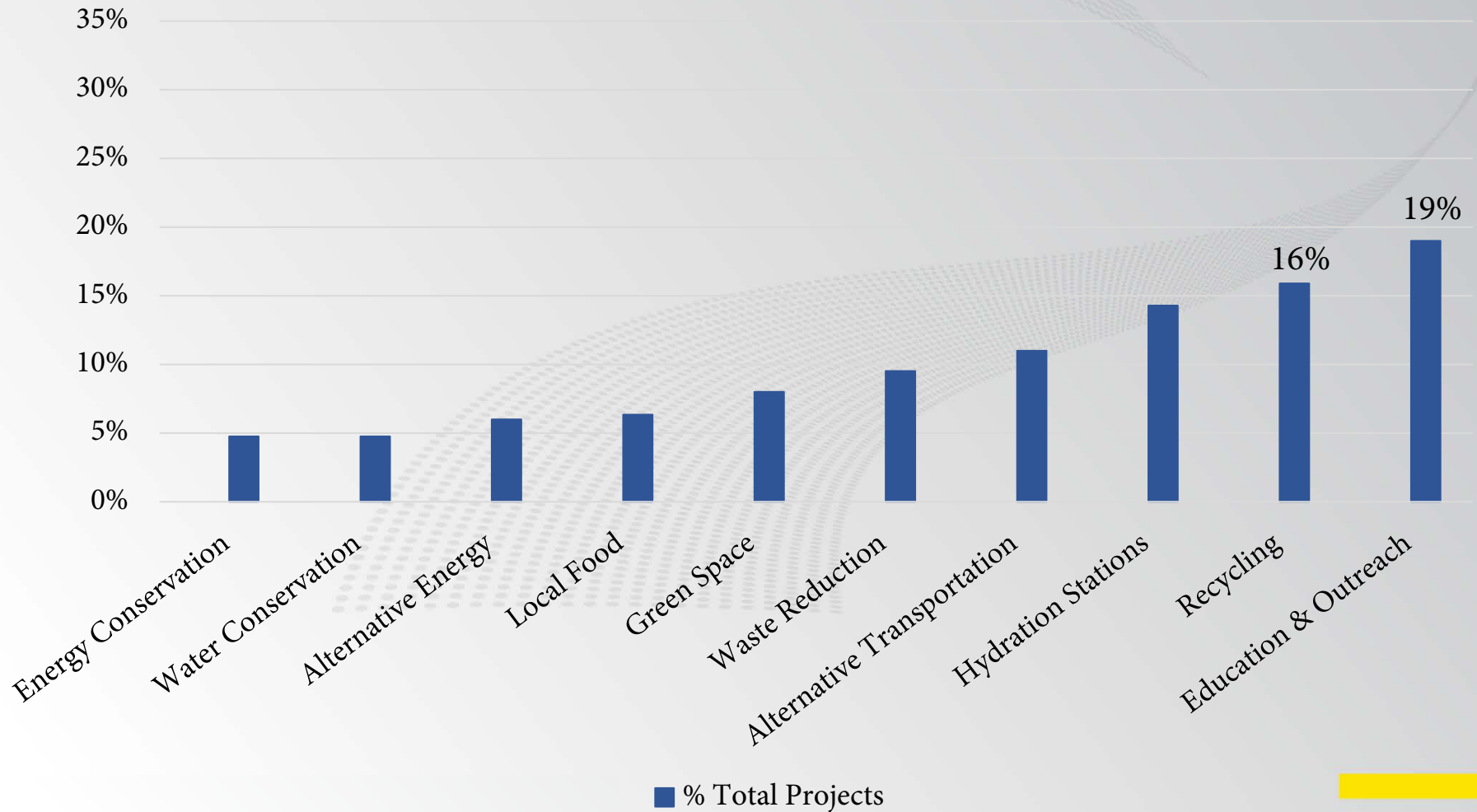
IMPACT

WHAT CHANGES ARE YOU MAKING TO CAMPUS?



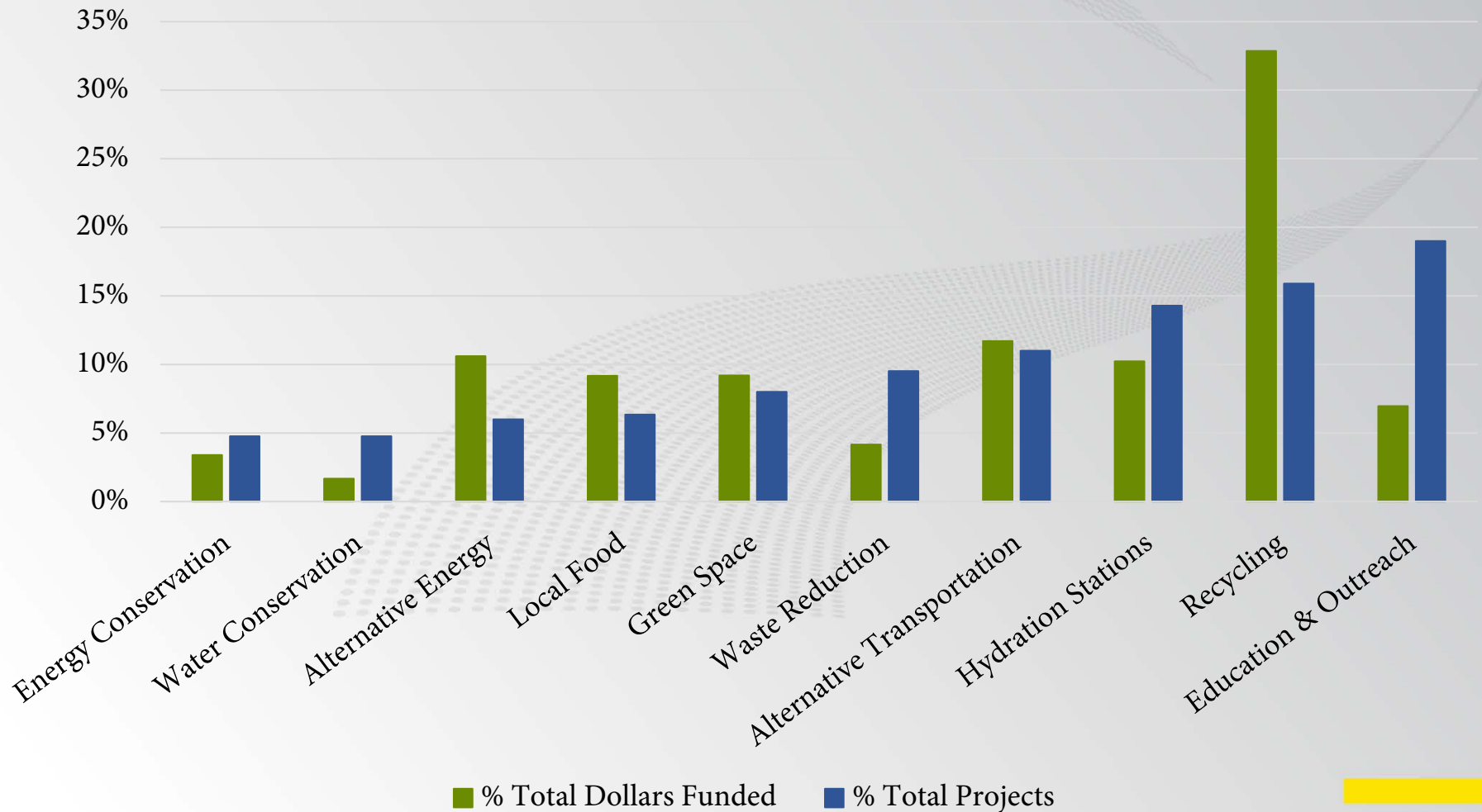
FUND ALLOCATION

FY11-FY17 FUNDED PROJECTS



FUND ALLOCATION

FY11-FY17 FUNDED PROJECTS

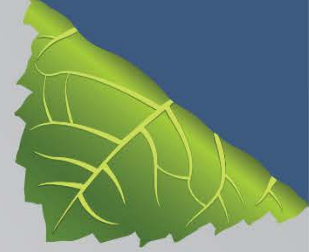


FUND ALLOCATION

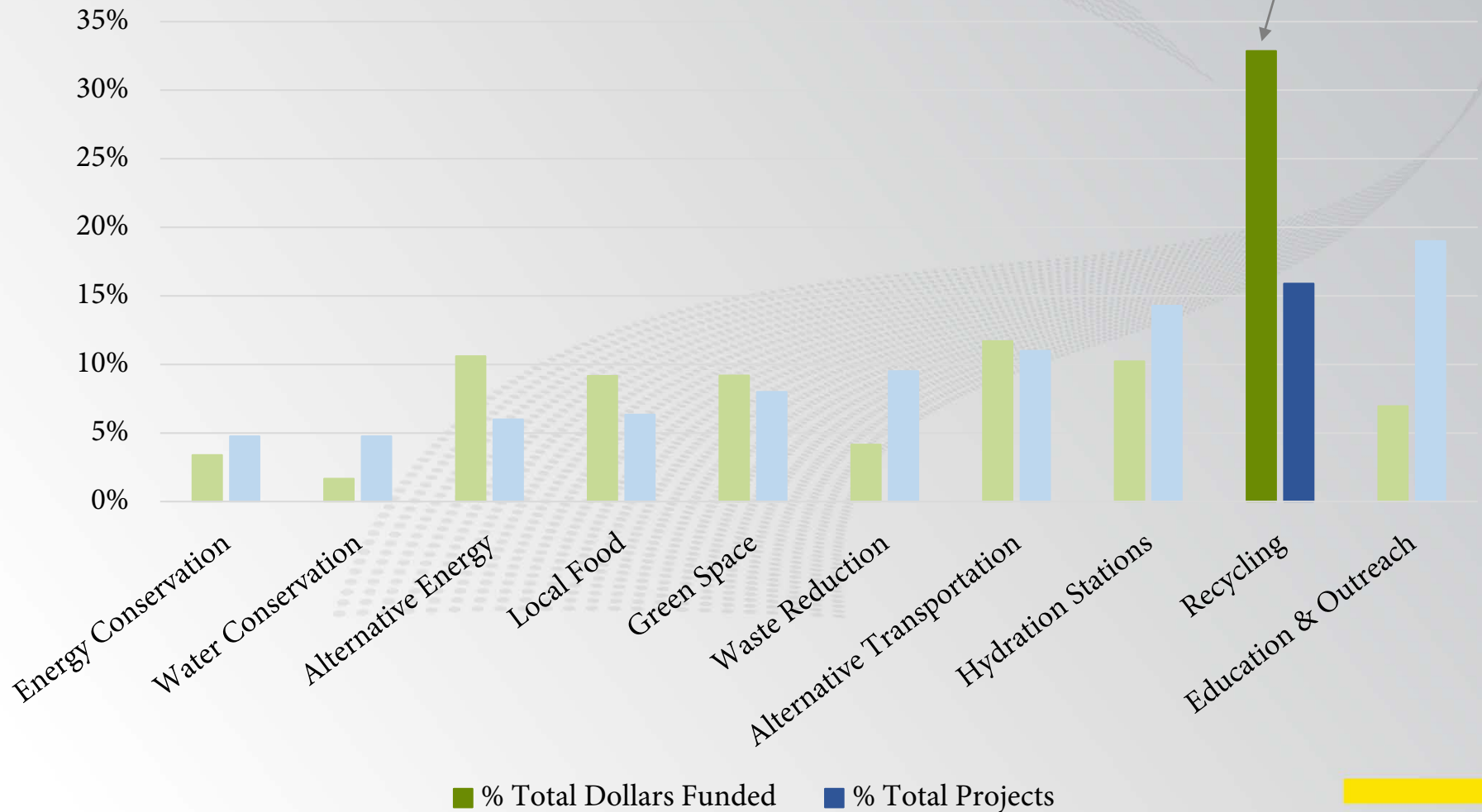


- As you evaluate historical fund distribution, what can it tell you about campus priorities?

FUND ALLOCATION

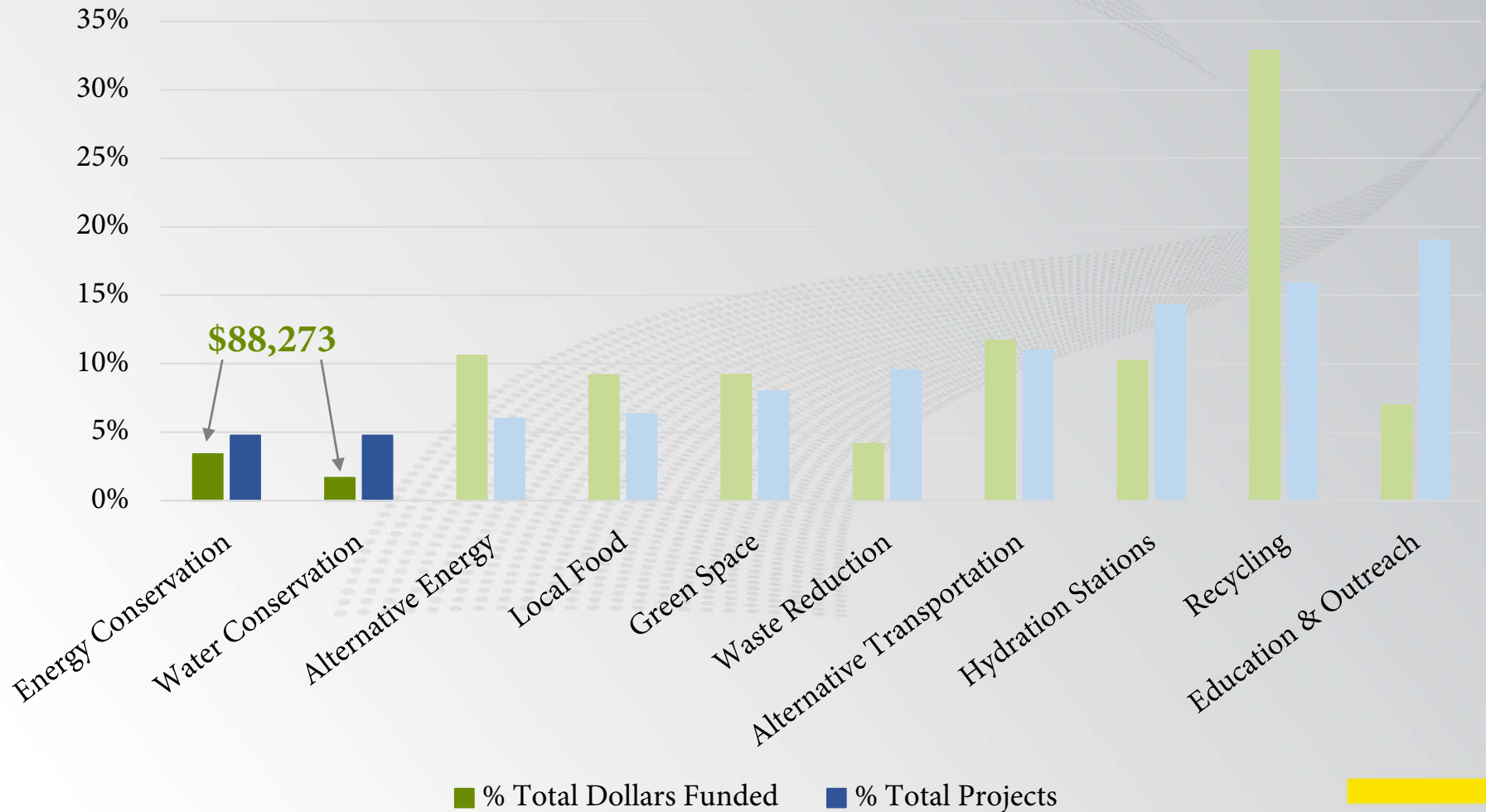


FY11-FY17 FUNDED PROJECTS



FUND ALLOCATION

FY11-FY17 FUNDED PROJECTS



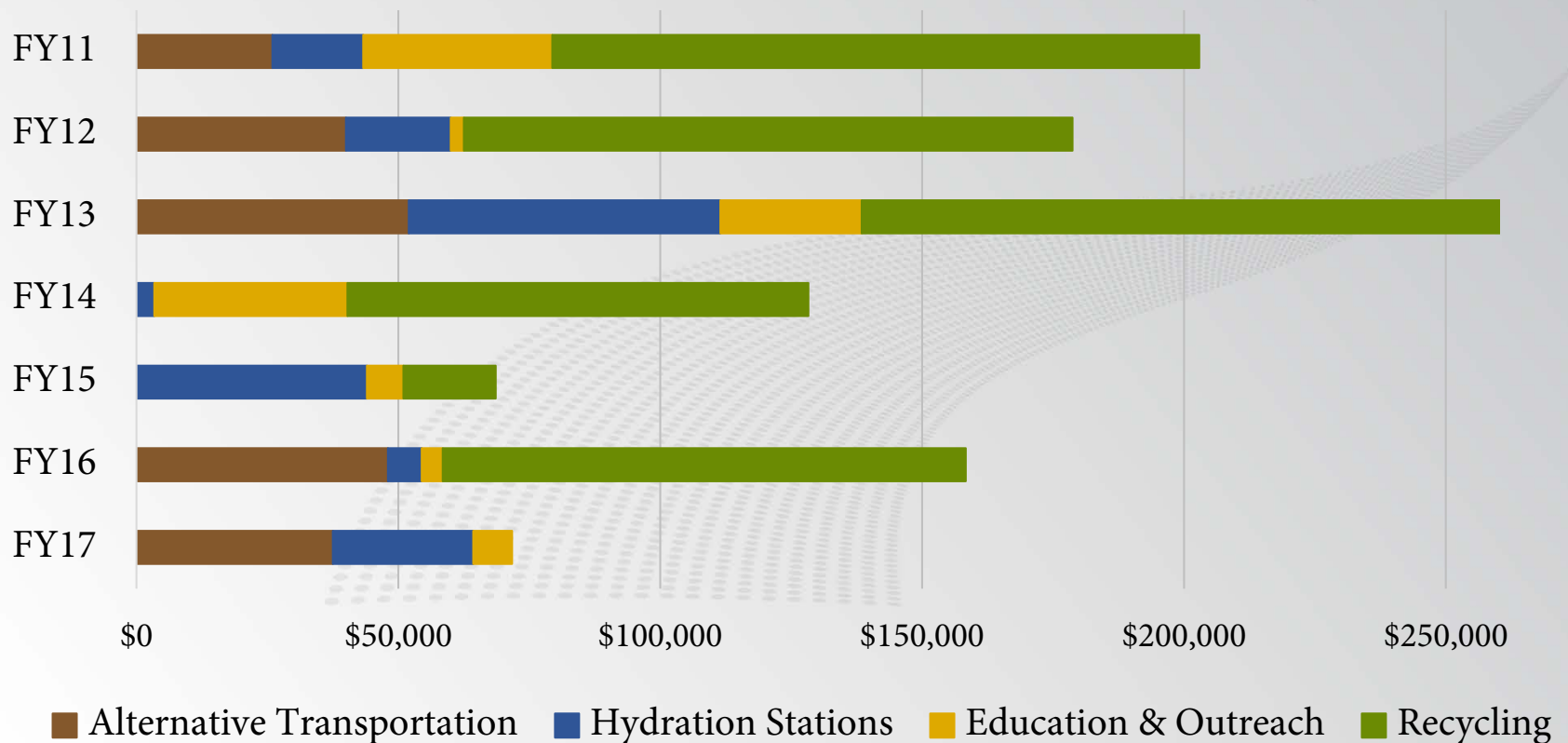
FUND ALLOCATION



- As you evaluate historical fund distribution, what can it tell you about your funding committee's priorities?

FUND ALLOCATION

COMMITTEE PRIORITIES OVER TIME



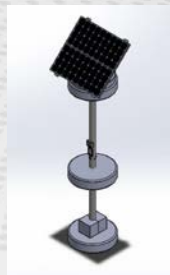
FUND ALLOCATION



- Consider refining project criteria and selection to meet gaps in campus needs

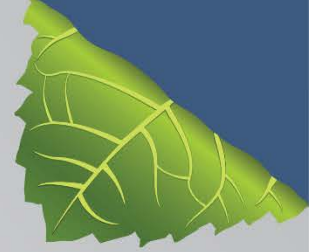
FUND IMPACT

EXTENDING YOUR REACH



- Departments match with in-kind funding
- Extend scope with external funding
- Start a trend around campus
- Support pilots and foster innovation

CAPTURING PROJECT IMPACT

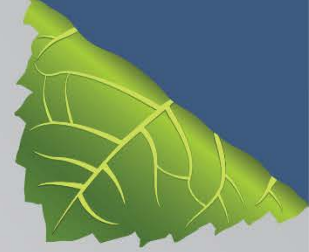


- Grantee Project Data

- What data are you gathering?
- How are you gathering it?
- How useful is this data?
- How are you using the data?



CAPTURING PROJECT IMPACT



- Address weak data links in future cycles
 - Grantee reporting
 - Project Analysis Chair

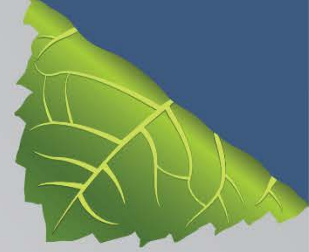


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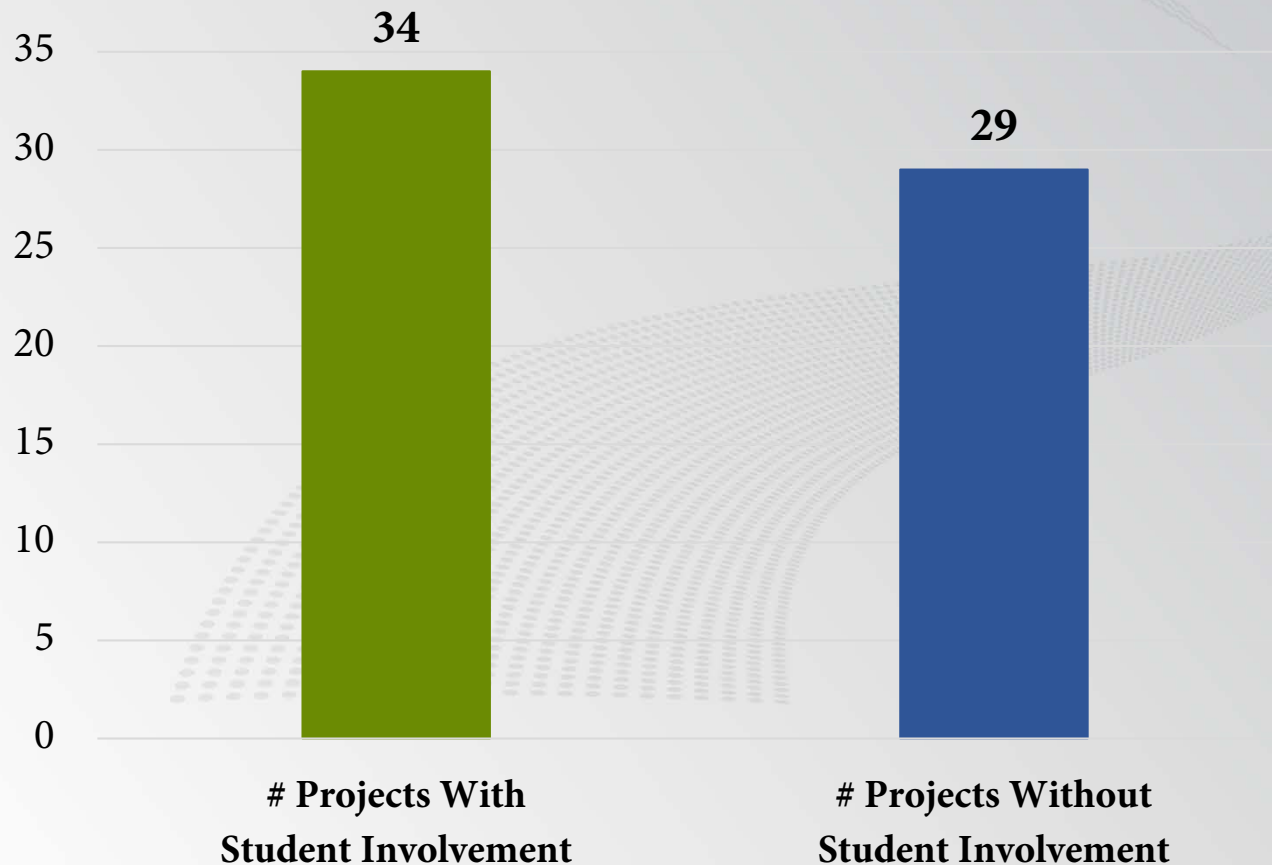
ARE YOU HAVING THE IMPACT YOU INTENDED?



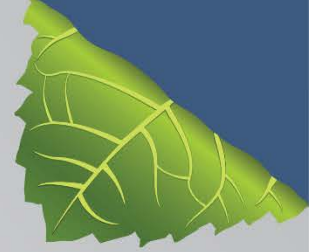
QUALITY APPLICANTS



FY11-FY17 STUDENT PROJECT INVOLVEMENT



QUALITY APPLICANTS



WHAT MIGHT BE DETERRING STUDENTS?



**OPPORTUNITIES
AVAILABLE!**

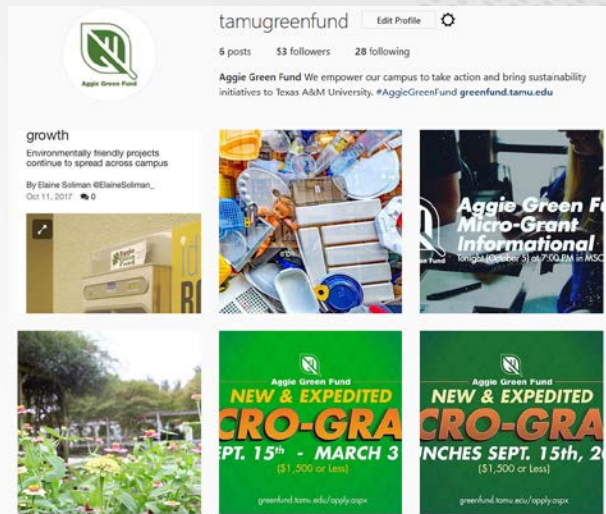


- How aware is campus of the fund?
 - Marketing co-chairs
- Diverse outreach channels
 - Present to student organizations
 - Project signage requirements
 - Website and social media



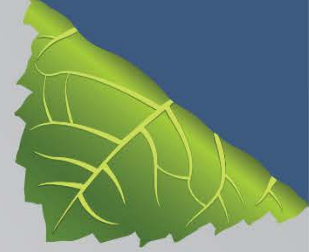
QUALITY APPLICANTS

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QUALITY APPLICANTS



WHAT MIGHT BE DETERRING STUDENTS?

- How aware is campus of the fund?
 - Marketing co-chairs
- Diverse outreach channels
 - Present to student organizations
 - Project signage requirements
 - Website and social media
 - T-shirts for grant recipients



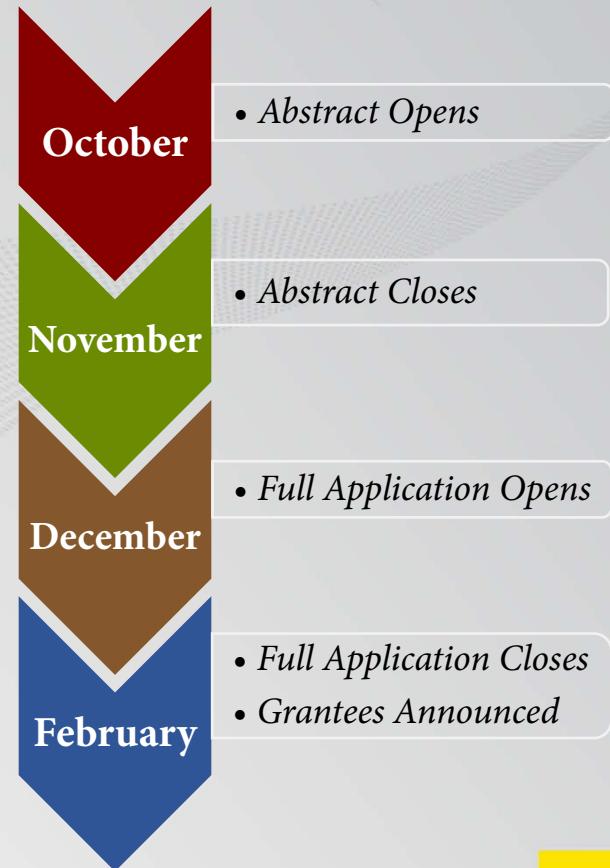
QUALITY APPLICANTS

IN-DEPTH GRANT PROCESS



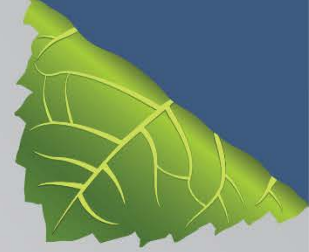
- Major Grant application is two-phase process

- Phase I: Abstract
- Phase II: Full Application

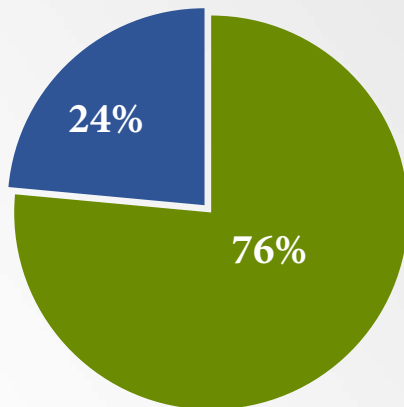


QUALITY APPLICANTS

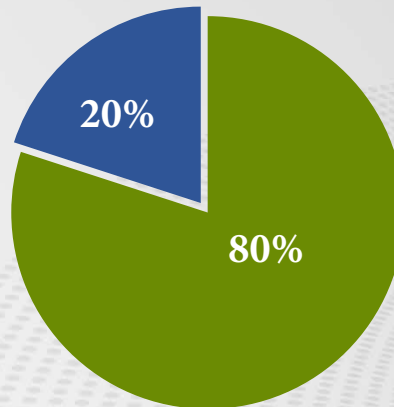
APPLICANT FOLLOW-THROUGH



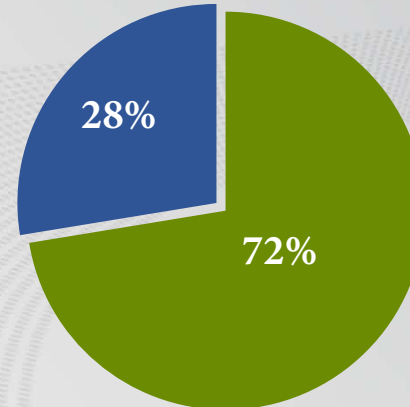
2015



2016



2017



■ Applicants Who Completed Full Application

■ Applicants Who Dropped Out Between Abstract & Full Application



QUALITY APPLICANTS

WHAT MIGHT BE DETERRING STUDENTS?



QUALITY APPLICANTS

WHAT MIGHT BE DETERRING STUDENTS?

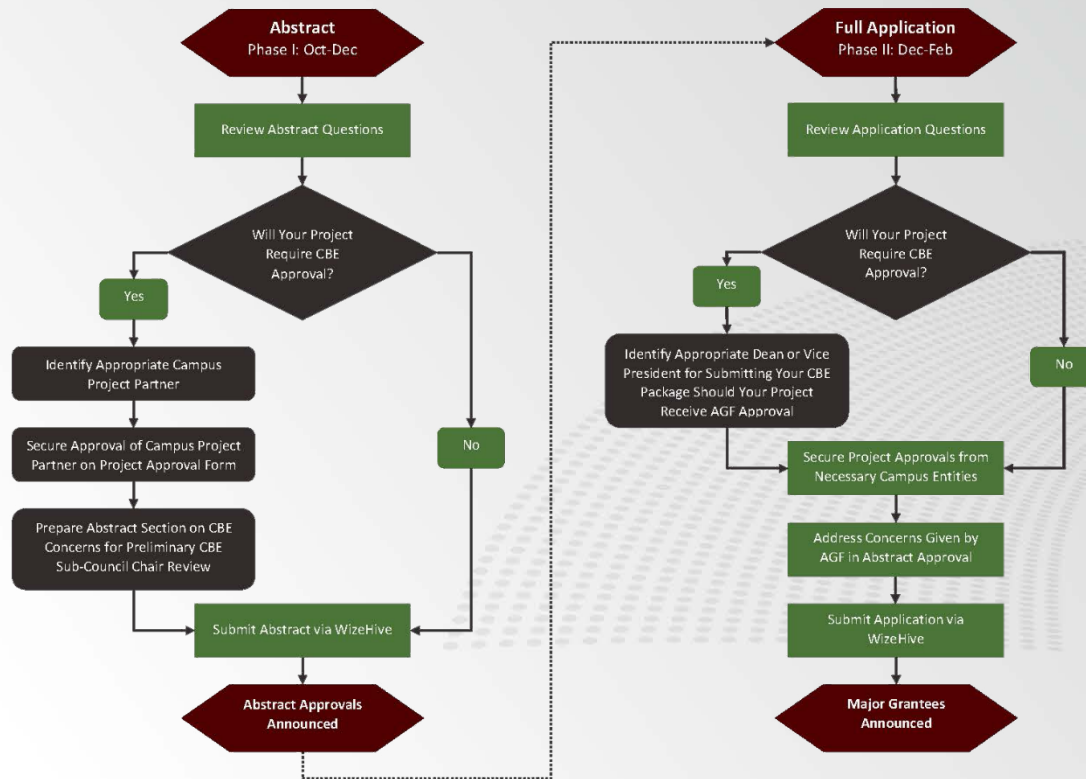


The graphic features a teal background with a repeating pattern of lightbulbs. At the top center is a logo of a leaf with a recycling symbol inside. Below it, the text "Aggie Green Fund" is in white. A red-bordered box contains the words "NEW & EXPEDITED" in bold black letters. Below this, "MICRO-GRANT" is written in large, bold, red letters with a black outline. Underneath, "LAUNCHES MARCH 1st, 2017" is in white. The website "greenfund.tamu.edu/apply.aspx" and the amount "(\$1,500 or Less)" are listed in white. In the bottom right corner is the Texas A&M Sustainability logo, which includes the letters "ATM" and the words "TEXAS A&M SUSTAINABILITY" and "RESPECT. PROTECT. PROMOTE."


Aggie Green Fund
NEW & EXPEDITED
MICRO-GRANT
LAUNCHES MARCH 1st, 2017
greenfund.tamu.edu/apply.aspx
(\$1,500 or Less)


QUALITY APPLICANTS

WHAT RESOURCES ARE AVAILABLE?

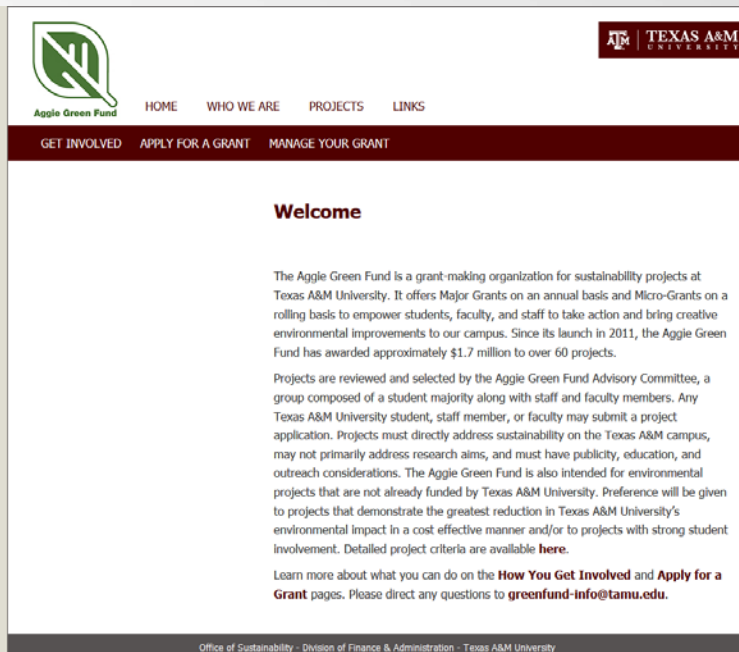


- Grant Process Flowchart
- Information sessions
- Common campus approval partners
- Resources accessible online

QUALITY APPLICANTS

WEBSITE IS KEY RESOURCE

BEFORE



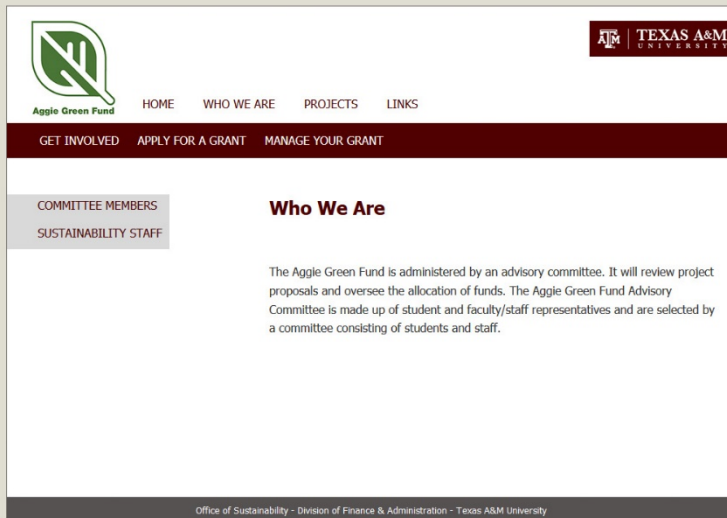
AFTER



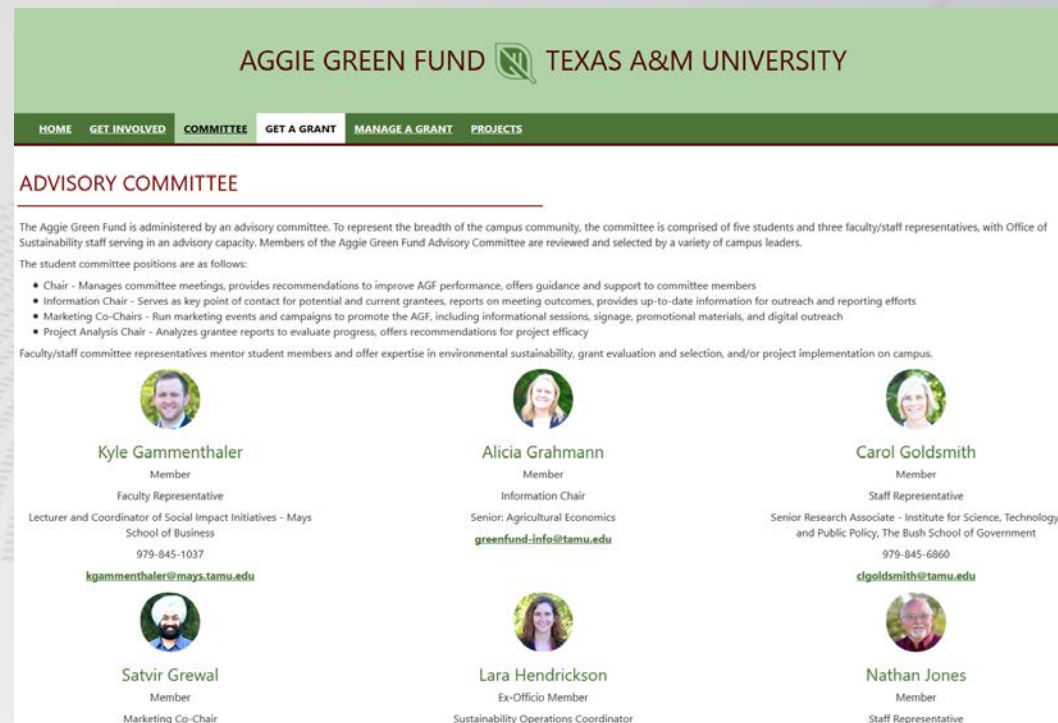
QUALITY APPLICANTS

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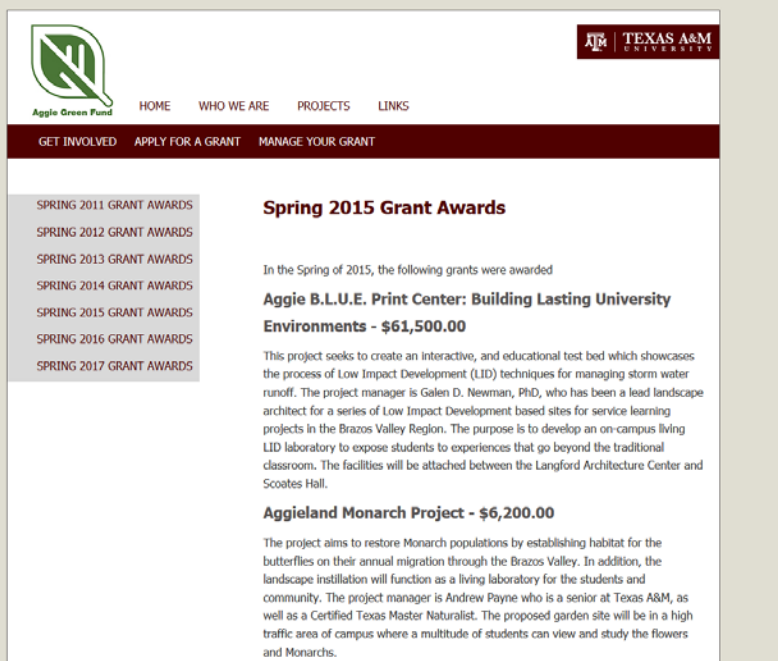
AFTER



QUALITY APPLICANTS

WEBSITE IS KEY RESOURCE

BEFORE



AFTER



AWARDING FUNDS

VERSUS DISTRIBUTING THEM



- Institutional barriers can dampen your fund
 - Campus approval processes
 - Project site location
 - Not including the right entities

AWARDING FUNDS

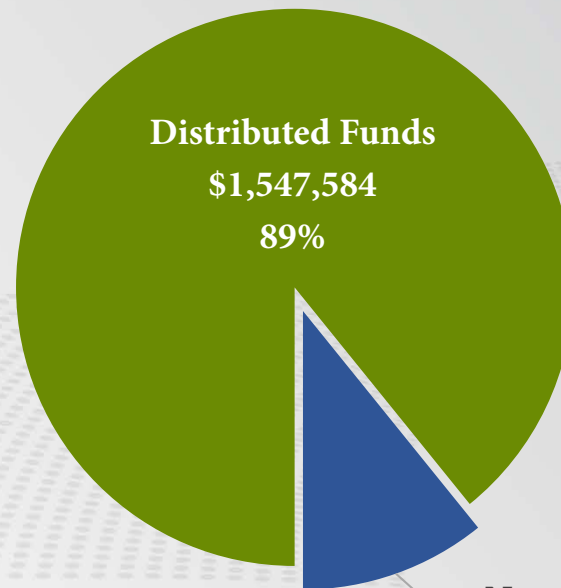
VERSUS DISTRIBUTING THEM

Awarded Funds
\$1,735,364



AWARDING FUNDS

VERSUS DISTRIBUTING THEM



Non-Distributed Funds

\$187,780

11%

AWARDING FUNDS

VERSUS DISTRIBUTING THEM



- Institutional barriers can dampen your fund
 - Campus approval processes
 - Project site location
 - Not including the right entities
- **Continually re-evaluate grant process**

DISBURSING FUNDS EFFICIENTLY

PROJECT TIMELINES

- Are applicants proposing reasonable timelines?
- How well are applicants adhering to them?
- Timeline transparency and accountability

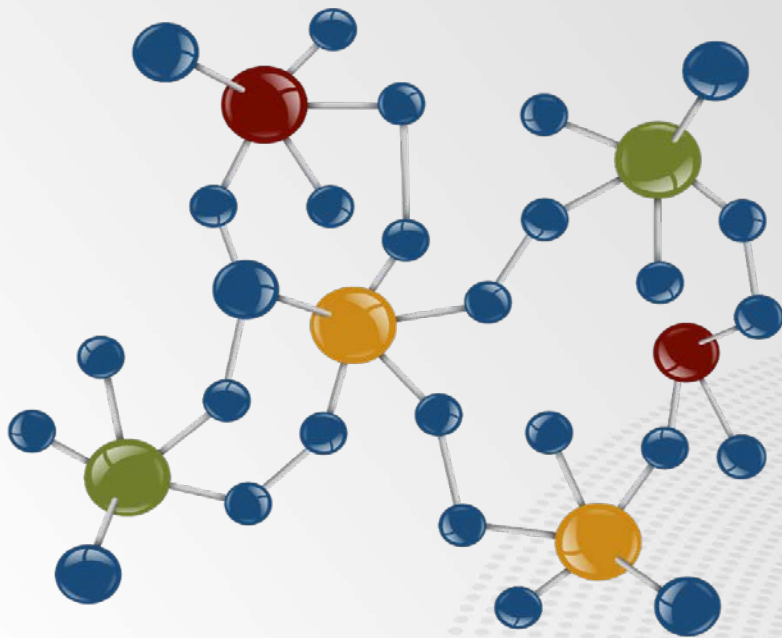
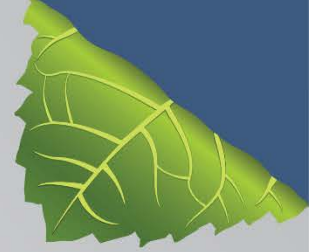


CULTURE

ARE YOU FOSTERING A SUSTAINABILITY MINDSET?



BUILDING LINKAGES

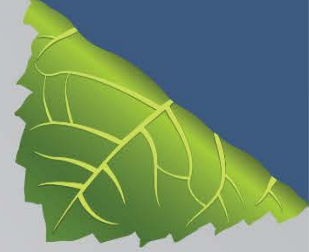


- Share impact with campus community
 - Involve campus student leadership
 - Tie into existing sustainability efforts
- Strengthen relationships with other departments
- Leverage faculty/staff expertise and connections



ENGAGING STUDENTS

STRENGTHEN COMMITTEE INVOLVEMENT

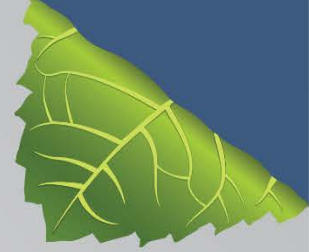


- Targeted committee member application
- Draw from diverse perspectives
- Ensure continuity between years



ENGAGING STUDENTS

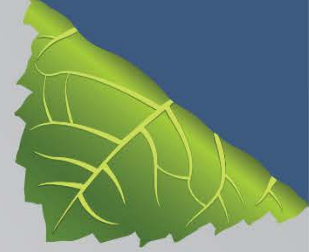
STRENGTHEN COMMITTEE INVOLVEMENT



- Create and support well-defined roles
 - Leverage unique strengths
 - Chair position is crucial
 - Actively mentor students
 - Encourage/empower input



LASTING IMPRESSIONS



"Being Chair of the Aggie Green Fund has been one of the most rewarding experiences of my 4 years at Texas A&M. Serving for an organization that literally "makes change happen" allows you to have a tremendous impact on Texas A&M and the perception of sustainability throughout the Bryan-College Station community."

Craig Wolf '17



"Aggie Green Fund was the most rewarding organization I was part of during my time at Texas A&M University."

Andrea Marsh '13

"AGF support for projects across Residence Life is most appreciated. Residents' standard of expectations has risen to incorporate sustainable practices and concerns. They want recycling, water bottle filling, and other visible signs that Residence Life and the University are working toward a more sustainable environment."

*Dr. Carol Binzer,
Director Residence Life*



QUESTIONS?



SUSTAINABILITY
RESPECT. PROTECT. PRESERVE.

Creating a Culture of Sustainability

Kelly Wellman, Director of Sustainability

Lara Hendrickson, Sustainability Operations Coordinator

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| [@SustainableTAMU](https://www.instagram.com/SustainableTAMU)