

Leading in Environmental On-Campus

In FOUR Steps!

Age



CAMPUS ENVIRONMENTAL CENTER
STUDENT-LED ENVIRONMENTAL ACTION AT UT AUSTIN



Tips

Discussions

Case
Examples

Strategies

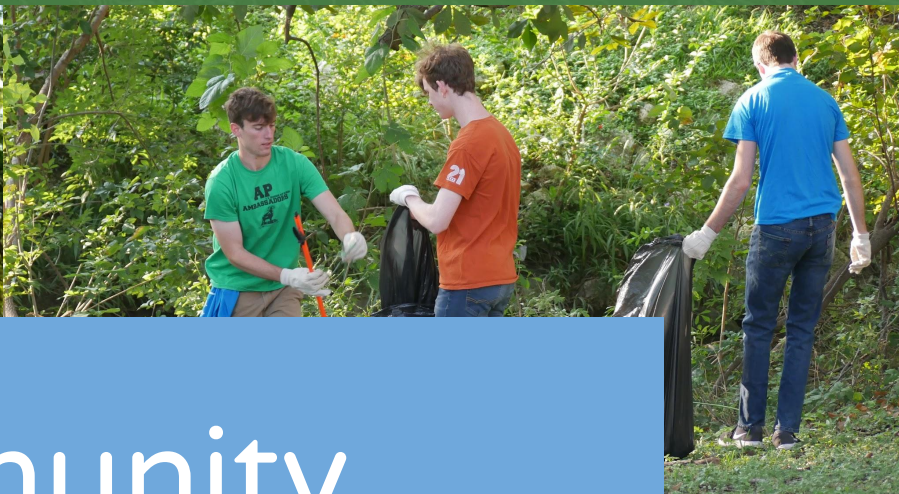


CAMPUS ENVIRONMENTAL CENTER

STUDENT-LED ENVIRONMENTAL ACTION AT UT AUSTIN

To empower the University of Texas at Austin community to pursue a genuine culture of environmental sustainability through constructive and dynamic means.

Project Incubation



Community



Introductions

- Name
- Major
- School & City, State
- How you are involved in sustainability on-campus

4 Steps to Leading Impactful Environmental Change On-Campus

Step One

Build a motivated
community

Why is a
community
important?

What does it
provide?

Diverse Perspectives

Fun & Rewarding Experiences

Contagious Passion & Motivation

More Cooks!

Be honest with yourself

- What are your organization's strengths?
- What would your organization benefit most from?
 - Size
 - Level of formality
 - Commitment levels
 - Membership selectivity/exclusivity
- There is no one-size-fits-all community

Story Time



CEC's Community Model

Value your community members

- Keep them included and aware
 - Surveys & Discussions
 - Email Blasts & Public Announcements
- Recognize their achievements
 - Membership Spotlight
 - One-on-one
- Have fun

Buzz Group Discussions

1. How has community building been important with your work on-campus?
2. What is the main strength your organization could offer?
3. How do you value community members?



Step Two

Create a strategic
plan

Visions, Missions, and Goals

- Common vision statements move a community forward
 - What does success look like?
- Mission statements lay out the path to your vision
 - What do you do?
- Goals are the steps along this path
 - How are you going to do it?

SMART Goals

- **Specific**
 - What exactly needs to be done?
- **Measurable**
 - How will we know we did it?
 - How will we know our progress?
- **Attainable**
 - Can we realistically do this?
- **Relevant**
 - Is this a part of our mission?
 - Does this bring us closer to our vision?
- **Timely**
 - Needs to happen now?
 - What is the timeline?

Tips with Strategic Plans

- Share them
- Remember them
- Be flexible

“You can have the best compass in the world,
but if you don’t look at it you’ll still be lost.”

-- *unknown*

Step Three

Be creative



Understand your audience

- They aren't experts
 - Avoid jargon
- More information isn't always better
 - What do you want them to walk away knowing?
- Give them something to be excited about
 - Doesn't have to be all negative

Story Time

Change your
perspective

University of Arizona



Collaborate with other
organizations

Make a scene

Try new approaches

Run a social media
campaign

Buzz Group Discussions

1. How do you keep students engaged and interested?
2. What is one outside-the-box idea your organization executed?
3. How do you change your perspective to appeal to the student body?



Step Four

Measure your impact

Metrics

What do I measure?

Feedback

Media

Grants

Celebrating

Award
Applications

Future Leadership

Recruiting

Goal Planning

Why?

Environmental
Impact

Educational
Impact

Metrics

Quantify your impact

Social
Impact

Economic
Impact

Membership
Experience

Educational
Impact
Surveys

Feedback

Interest
Survey

Media

- Photos
 - Group Photos
 - Action Shots
 - Progression
- Videos
 - Promotional
 - Recap



Pass the torch!

Pass the Torch

- Anticipate and prepare for student leader turnover
 - Document successes, challenges, and lessons
 - Overlap for planning
 - Incorporate outgoing leaders
 - Develop training and reference resources
- Institutional champions
- Widely communicate your activities and structure

Questions?