



greening
LAFAYETTE

**A Campus-Wide Initiative for Sustainability
Through a Connected Communities Model**

Alexa Gatti '16 & Miranda Wilcha '16
LAFAYETTE COLLEGE

- An everyday lived experience
- Shared vision and values
- Developing environmental citizens
- Promoting cohesion of campus sustainability efforts

Connected Communities Program

- Freshmen organized into five commons
- Orientation, academic, and social activities
- Navigate their first year with help of PARDNers, RAs, OLs



**LIVECONNECTED
LEADCHANGE**
THE CAMPAIGN *for* LAFAYETTE COLLEGE

ENVIRONMENTAL STUDIES CAPSTONE COURSE





Understand connections to environmental systems at Lafayette (scientific backing)



Role as environmental citizens in broader community and applying knowledge (on campus, in Easton, etc.)



Increased knowledge of available sustainability programs on campus and in region

LEARNING OUTCOMES & GOALS



Communications Task force: Creating an Image

- LAFSync, website, social media presence, advertising



Project April: Earth Week Kickoff Events

- Tradition of April events to engage freshmen with Greening Lafayette



SustainLAF: ECO certificate and Programming

- Prolonged programming for all 4 years



ECOreps and Personnel: Foundation for Greening Lafayette

- Working alongside new Sustainability Office, PARDners, Landis, clubs, classes, etc.

COMMUNICATIONS TASK FORCE
Generating Campus Awareness



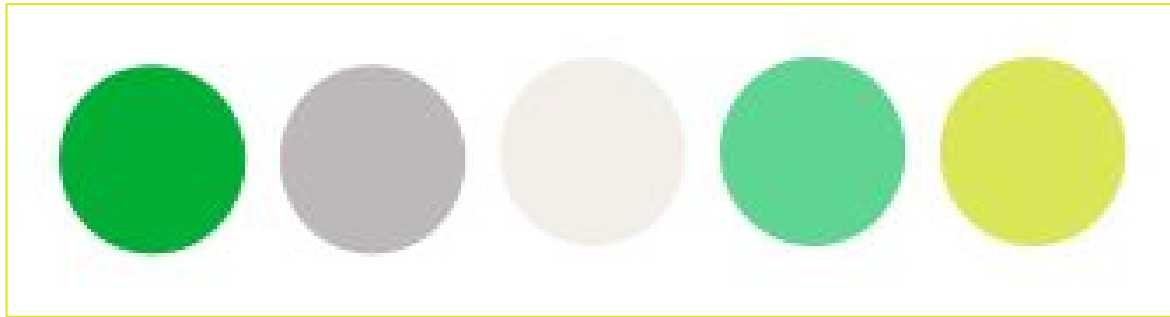
PURPOSE & GOALS FOR COMMUNICATIONS

- Branding the module
 - Logo
 - Name
 - Style Guide
- Create Digital Interface to relay information
 - For students and leaders
- Market the module
 - Advertise for April kickoff
 - Brand recognition on campus
 - Gauge student experience
- Create unified vision of Greening Lafayette



INFORMATIONAL TOOLS PRODUCED

- **Style Guide:** set of standards for writing and design
- **Survey:** pre- and post-April survey about student engagement with environmental initiatives at Lafayette



DIGITAL INTERFACE

- **Information hub for participants & leaders**
 - Upcoming events
 - ECORep Program
 - ECO certificate
- **Tools created**
 - LAFSync and website
 - Facebook page



LAFSync Search for anything... My Memberships Bethany

Campus Life
Greening Lafayette

Home People Events Files Forms Photos More 18 Members Settings

Feed Profile

Greening Lafayette is a module within Lafayette's Connected Communities Program that aims to bring the community together to **engage with environmental issues, through education and action**. There is a strong focus on raising awareness on sustainability and its various components (such as food, water, energy and waste).

This will provide students, specifically underclassman, with events, discussions and other opportunities relating back to environmental issues.

Upcoming Events

- Saving Planet Earth- Dr. M. Sanjayan
Thursday, Apr 14, 2016
- LaFill
Monday, Apr 18, 2016
- LaFarm to Table
Wednesday, Apr 20, 2016

See All

Top Files

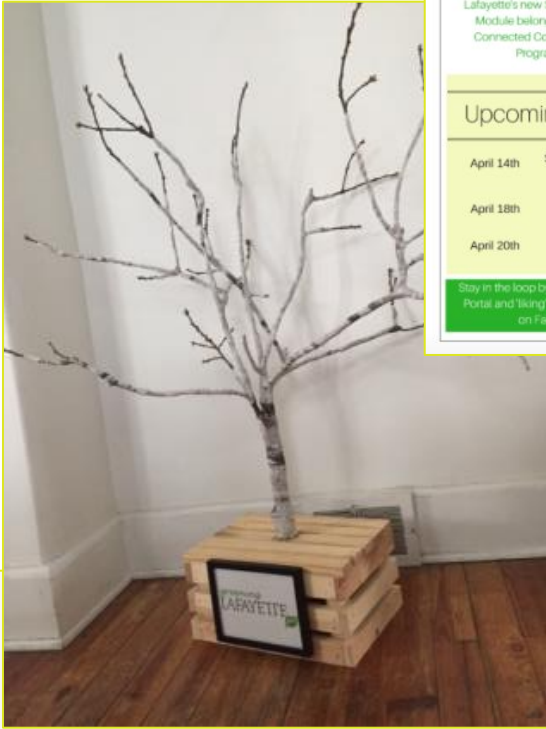
- Environmentally Focused Classes
- ECO Certificate Requirements

See All

Most Recent Photos

MARKETING TOOLS PRODUCED

- Posters
- Kiosk
- Brochures
- Stickers



greening LAFAYETTE
Lafayette's new Sustainability Module belonging to the Connected Communities Program

Lafayette's own Sustainability Module in the Connected Communities Program

Learn more by joining our LaFSync portal & 'liking' our Facebook page!
<http://111766.orgsync.com/org/greeninglafayette>

greening LAFAYETTE

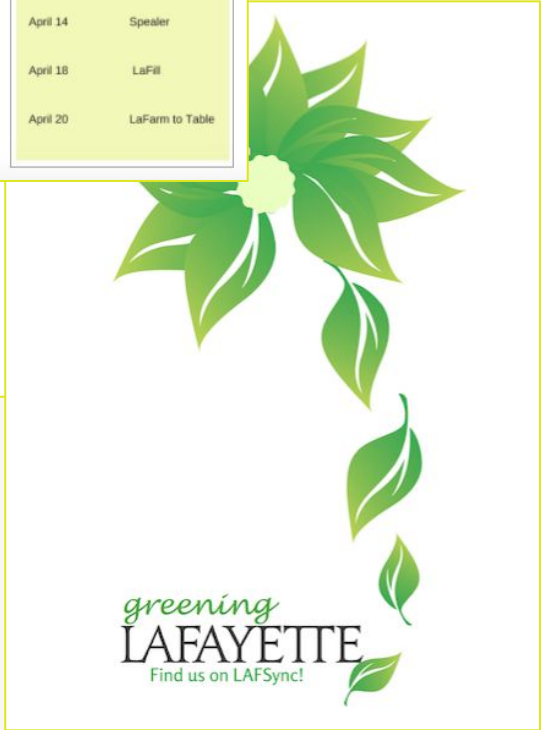
Upcoming Events

April 14th	Saving Planet Earth- Dr. M. Sanjayan
April 18th	LaFill
April 20th	LaFarm to Table

Stay in the loop by joining our LaFSync Portal and 'liking' Greening Lafayette on Facebook!

Join Us

April 14	Spealer
April 18	LaFill
April 20	LaFarm to Table



PROJECT APRIL:
Earth Week & Campus Campaigns



Three Events



LaFill:
Interactive
Waste
Display



'Saving
Planet
Earth'
Lecture



'LaFarm'
to Table:
Food Loop
Display

LEARNING OUTCOMES AND PURPOSE

Students understand their connection to environmental systems (food, water, energy, waste) at Lafayette

LaFill: awareness of waste generation, landfills, waste reduction practices

LaFarm: awareness of Lafayette's Sustainable Food Loop

SPE: human role in ecosystems, conservation

Students understand their role as environmental citizens in this community. Preparation to apply environmental lessons beyond Connected Communities.

LaFill: waste reduction campaign and activities on the quad

LaFarm: Marquis activities and volunteer day

SPE: global connection, conservation, career opportunities, and call to action

Increase student knowledge of available sustainability programs on campus and in the region.

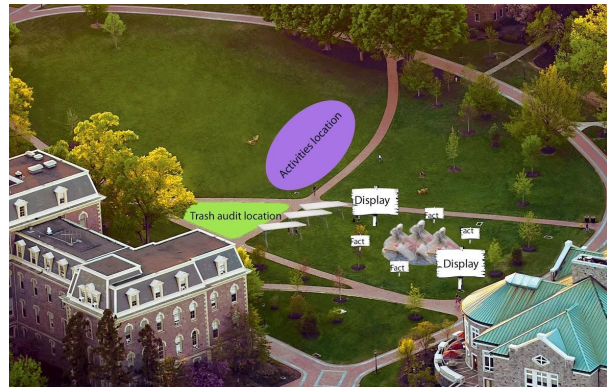
LaFill: ECOrep, LEAP activities, Earth Week programming

LaFarm: volunteer opportunities, connection to Dining Services, LaFFCo activities

SPE: cosponsor, introduce certificate program, connect with professors and students

LAFILL: INTERACTIVE WASTE DISPLAY

- Visual representation of waste produced by the college on the quad
- Goal: To increase student awareness of waste production and encourage reduction
- Fact display and waste reduction activities
- Campus Waste Reduction Campaign



'SAVING PLANET EARTH'

- Purpose:
 - Students learn role in the community
 - Connection to global sustainability challenges
- Cosponsor with Intercultural Development
- Dr. M. Sanjayan
 - Global conservation scientist
- Credit towards ECO certificate



“LAFARM” TO TABLE

- Make college farm’s presence known
- Collaborate with LaFarm & Dining Services
- Promote Lafayette’s Sustainable Food Loop
- Hands-on activities and soil display
- Student sign-up to volunteer at LaFarm



From LaFarm Annual Report 2013

SUSTAINLAF:
Developing Environmental Citizens



OBJECTIVES

- Long-term programming to improve sustainability ethos on campus
- Combines curricular, extracurricular, and administration for sustainability goals
- Offers new experiences to students



THREE INITIATIVES

ECO Certificate

Incentivize environmental programming and leadership; reward and challenge students to do more

First-year Pre-orientation Trip

Introduce freshmen to local environment and create sense of community

First-year Sustainability kit

Unify campus through shared sustainable habits; include freshmen as early as possible

ECO CERTIFICATE INTRODUCTION AND GOALS

- Opportunity for non-EVST majors
- Network among students, PARDners, ECOreps, etc.
- Resume building
- Based on Lafayette's Intercultural Competency Certificate
- Categories do develop skill set of environmental citizenship

Introduction and Foundation to the ECC			Knowledge					Community Engagement																																										
<p>The Environmental Competency Certificate allows students to demonstrate their skills and their role as environmental stewards while gaining a scientific and knowledgeable background in food, water, energy, waste, and environmental justice at a local and global context.</p> <p>Requirements:</p> <table border="1"> <tr> <td>SAFECU Sustainability Pre-Assessment</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Foundation 101</td> <td><input type="checkbox"/></td> </tr> </table>			SAFECU Sustainability Pre-Assessment	<input type="checkbox"/>	Foundation 101	<input type="checkbox"/>	<p>Participants should have a scientific understanding of environmental phenomena and the social factors that affect them. One hard science academic course should be completed (you may choose between any of the Environmental Science core courses) and one social science/liberal arts course (choose between any of the social science Environmental Studies core courses) should be completed. It is also important to learn from the events, Brown Bags, and lectures on campus. Attend five separate sustainability-environmental events on campus or run by the college; relate their subject matter broadly to the five core environmental topics and upload a one-page reflection for each.</p>					<p>Community engagement is a necessary part of environmentalism, as it puts environmental knowledge into practice by the benefit of the entire region. Volunteer projects and opportunities are available through LANDSCAP and the college, or you may volunteer locally and globally in the local ECCing. Popular volunteer locations include the Nature-Nature Center, Nature Area Stages, CofC, LAFAC, and Lafayette's Milk & Honey Do. Length should be around one full semester each. Complete three different volunteer projects or academic-style missions to count (i.e., then apply what you have learned from your service to the 3 core environmental topics and write a one-page reflection for each topic (write one for each topic, you may choose a reflection from any of the three volunteer projects you have had).</p> <table border="1"> <thead> <tr> <th>Volunteer Organization</th> <th>Start Date - End Date</th> <th>Project</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td></td> <td></td> </tr> <tr> <td>2.</td> <td></td> <td></td> </tr> <tr> <td>3.</td> <td></td> <td></td> </tr> </tbody> </table>					Volunteer Organization	Start Date - End Date	Project	1.			2.			3.																								
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<p>Experience Nature</p> <p>Experiencing nature could mean you delved deep in the woods. However, you might have an environmental revelation on the Quad! Visit a location on or near campus and write a one-page reflection piece on its surroundings, relationship to the environment and to humans (and yourself), and the ways in which the location links to any of the 5 core environmental topics (food, water, energy, waste, and environmental justice). Be creative; this could be an autobiographical "first reaction" to a local park or even an analysis of topography. You may write about your pre-semester trip, an environmentally-conscious event, local parks, LAFAC, a landfill, community gardens, the Delcambre River, the Nature-Nature Center, and many other places that have a positive or negative effect on the environment. Expand what you thought about "nature" via Unleash Nature's Green Blog or Garden of Eatin' to find more locations on which to write. One reflection should be written each year.</p> <table border="1"> <thead> <tr> <th>Location</th> <th>Date Completed</th> <th>Upload Document</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td></td> <td><input type="checkbox"/></td> </tr> <tr> <td>2.</td> <td></td> <td><input type="checkbox"/></td> </tr> <tr> <td>3.</td> <td></td> <td><input type="checkbox"/></td> </tr> <tr> <td>4.</td> <td></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>			Location	Date Completed	Upload Document	1.		<input type="checkbox"/>	2.		<input type="checkbox"/>	3.		<input type="checkbox"/>	4.		<input type="checkbox"/>	<p>Academic Courses</p> <table border="1"> <thead> <tr> <th>Hard Science Course (1)</th> <th>Social Science Course (1)</th> </tr> </thead> <tbody> <tr> <td>EVST 106, BIOL 234, BIOL 112, CHEM 252, CE 321, GEOL 110, GEOL 120, EVST 290, GEOL 113, EVST 400, or permission for abroad classes <input type="checkbox"/></td> <td>ECON 262, EGRS 230, EVST 230, EVST WGS 255, EVST 310, EVST A&S 315, EVST EGRS 375, GOVT 231, HIST 212, or permission for abroad classes <input type="checkbox"/></td> </tr> </tbody> </table>					Hard Science Course (1)	Social Science Course (1)	EVST 106, BIOL 234, BIOL 112, CHEM 252, CE 321, GEOL 110, GEOL 120, EVST 290, GEOL 113, EVST 400, or permission for abroad classes <input type="checkbox"/>	ECON 262, EGRS 230, EVST 230, EVST WGS 255, EVST 310, EVST A&S 315, EVST EGRS 375, GOVT 231, HIST 212, or permission for abroad classes <input type="checkbox"/>	<table border="1"> <thead> <tr> <th>Food</th> <th>Water</th> <th>Energy</th> <th>Waste</th> <th>Environmental Justice</th> </tr> </thead> <tbody> <tr> <td>Volunteer opportunity: <input type="checkbox"/></td> <td>Volunteer opportunity: <input type="checkbox"/></td> <td>Volunteer opportunity: <input type="checkbox"/></td> <td>Volunteer opportunity: <input type="checkbox"/></td> <td>Volunteer opportunity: <input type="checkbox"/></td> </tr> <tr> <td>Upload Reflection: <input type="checkbox"/></td> <td>Upload Reflection: <input type="checkbox"/></td> <td>Upload Reflection: <input type="checkbox"/></td> <td>Upload Reflection: <input type="checkbox"/></td> <td>Upload Reflection: <input type="checkbox"/></td> </tr> </tbody> </table>					Food	Water	Energy	Waste	Environmental Justice	Volunteer opportunity: <input type="checkbox"/>	Volunteer opportunity: <input type="checkbox"/>	Volunteer opportunity: <input type="checkbox"/>	Volunteer opportunity: <input type="checkbox"/>	Volunteer opportunity: <input type="checkbox"/>	Upload Reflection: <input type="checkbox"/>	Upload Reflection: <input type="checkbox"/>	Upload Reflection: <input type="checkbox"/>	Upload Reflection: <input type="checkbox"/>	Upload Reflection: <input type="checkbox"/>				
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Foundation, Experience Nature, Leadership, Community Engagement, Knowledge

FIRST-YEAR PRE-ORIENTATION TRIP

- Provides outdoor education & skills to incoming freshmen
- Introduce students to the local area
- Based on Colby and Lehigh's models
- Led by two members of outdoors club during summer
- 6-8 freshmen on long weekend trip during summer, proposed trip to Bushkill falls



FIRST-YEAR SUSTAINABILITY KIT



- Modeled after Princeton's method
- Creates sense of shared values
- Will publicize Greening Lafayette
- Aids in sustainable lifestyles/behaviors

ECOREPS:
Fostering a Culture of Sustainability



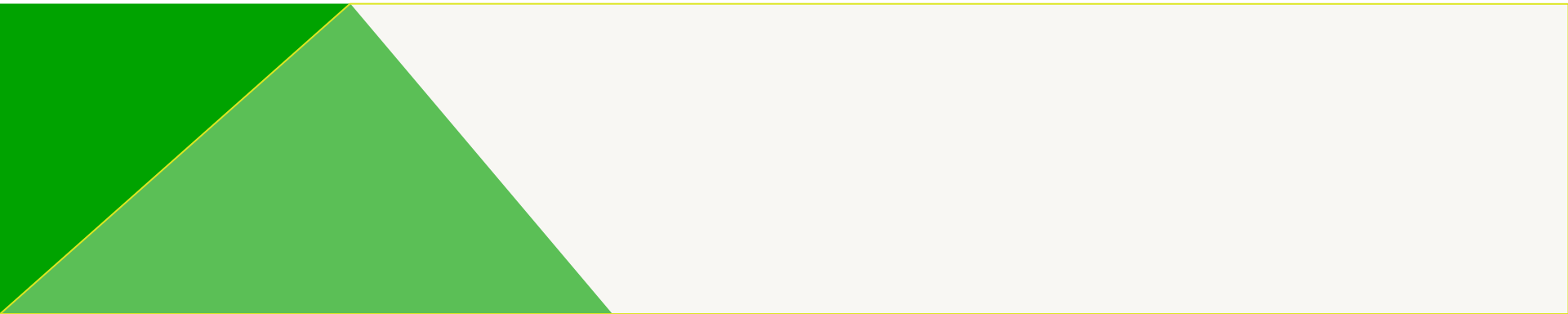
LEVERAGING LAFAYETTE'S ECOREP PROGRAM

- Designed and launched in 2013 on volunteer basis
 - Student representatives promote sustainable living in residence halls
 - Facilitate environmental discussions and programming
- EVST 400 made ECOreps the backbone of Greening Lafayette
 - Compared structures at Lehigh, Princeton, Skidmore, Tufts
 - Now paid position for ECOreps, 3 program director positions

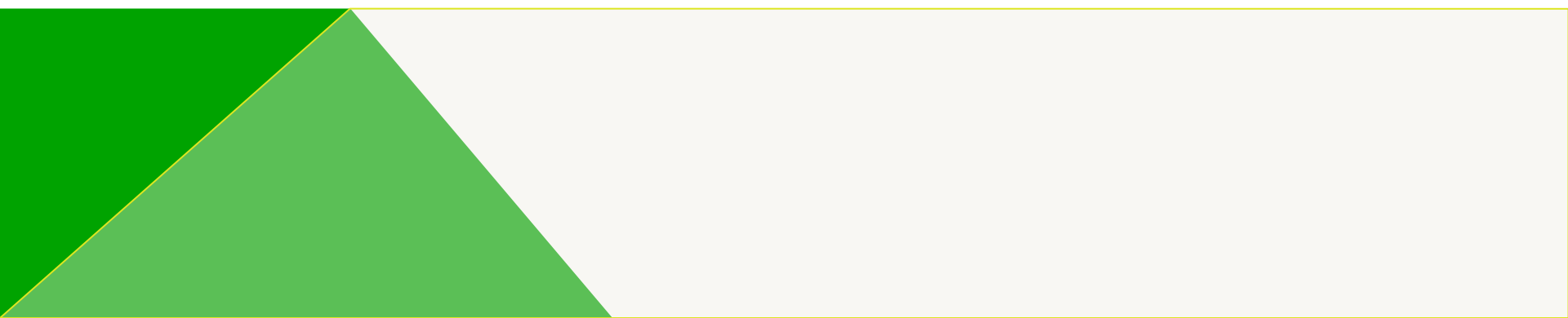


ECOREP DIRECTORS

- **Communications** – Update kiosk, website, & social media
- **Project April** – Design and manage spring events
- **SustainLAF** – Manage the ECO Certificate

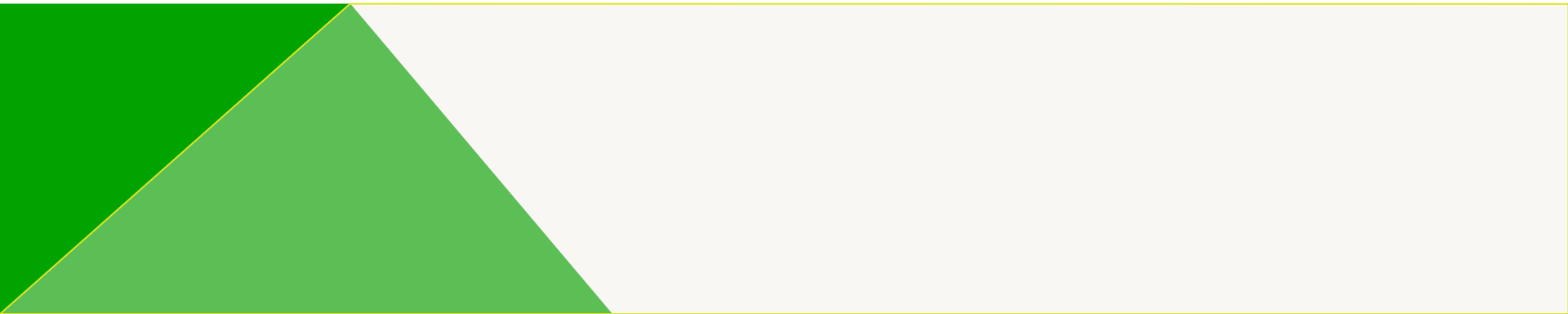


GREENING LAFAYETTE TODAY

- Current Independent Study to plan for launch in April 2016
 - Updating the manual for future ECOreps
 - Building connections between ECOreps and PARDners
 - Expanding Greening Lafayette's presence on campus
- 
- A decorative footer consisting of a dark green triangle on the left and a lighter green triangle on the right, both pointing towards the bottom center. The background of the footer is a light gray gradient.

GREENING LAFAYETTE PROSPECTS

- Develop environmental awareness and sustainable behaviors and attitudes
- Track participation and progress
- Improve ECO certificate and developing future programming
- Expand ECOrep program
- A model for environmental progress through higher education





Thank You