Leading Environmental Change On-Campus In FOUR Steps!

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
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
Change your perspective
Try new approaches

Collaborate with other organizations

Run a social media campaign

Make a scene
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
What do I measure?

Metrics

Feedback

Media
Why?

- Grants
- Recruiting
- Award Applications
- Celebrating
- Future Leadership
- Goal Planning
Metrics
Quantify your impact
Feedback

- Membership Experience
- Educational Impact Surveys
- 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?