

campus

conservation

nationals

2012

RACE 
TO A GIGAWATT

join the gigawatt challenge

Agenda

1. Introduction to Organizing (USGBC)

- organizing theory
- core team
- letter of commitment

2. Organizing Team in Detail (Alliance to Save Energy)

- who should be involved
- motivation of each group
- how to approach

3. Keep Teams Engaged (National Wildlife Federation)

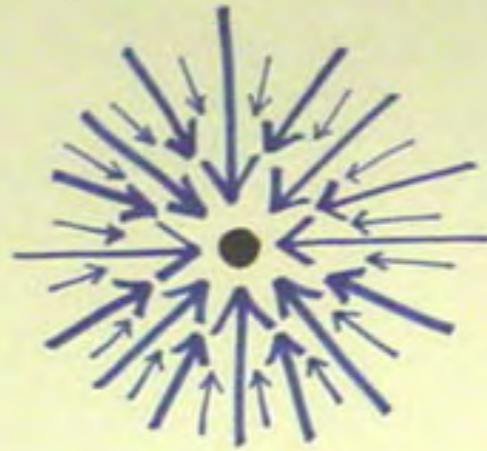
- Keeping the core engaged

Questions?

info@competetoreduce.org

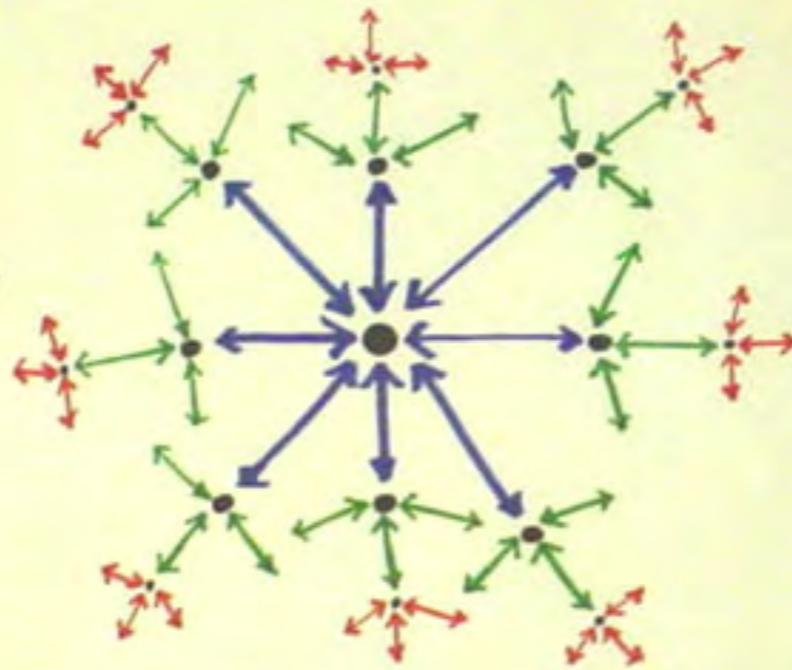
LEADERSHIP

WHAT IS YOUR L.Q.?



Leadership
Poor

Leadership
Rich



CAMPAIGNS





What is Organizing

Identifying recruiting and developing leadership, building community around that leadership, and building power from the resources of that community.

What are Organizing Practices

Telling your public story, building relationships, creating a team, devising strategy, and mobilizing specific skills in a movement:

- Volunteer recruitment*
- Project experience*
- Communications, and data management.*

DISORGANIZATION

DIVIDED

CONFUSED

PASSIVE

REACTIVE

INACTION

DRIFT

LEADERSHIP

BUILD RELATIONSHIPS

INTERPRET

MOTIVATE

STRATEGIZE

MOBILIZE

ACCEPT RESPONSIBILITY

ORGANIZATION

COMMUNITY

UNDERSTANDING

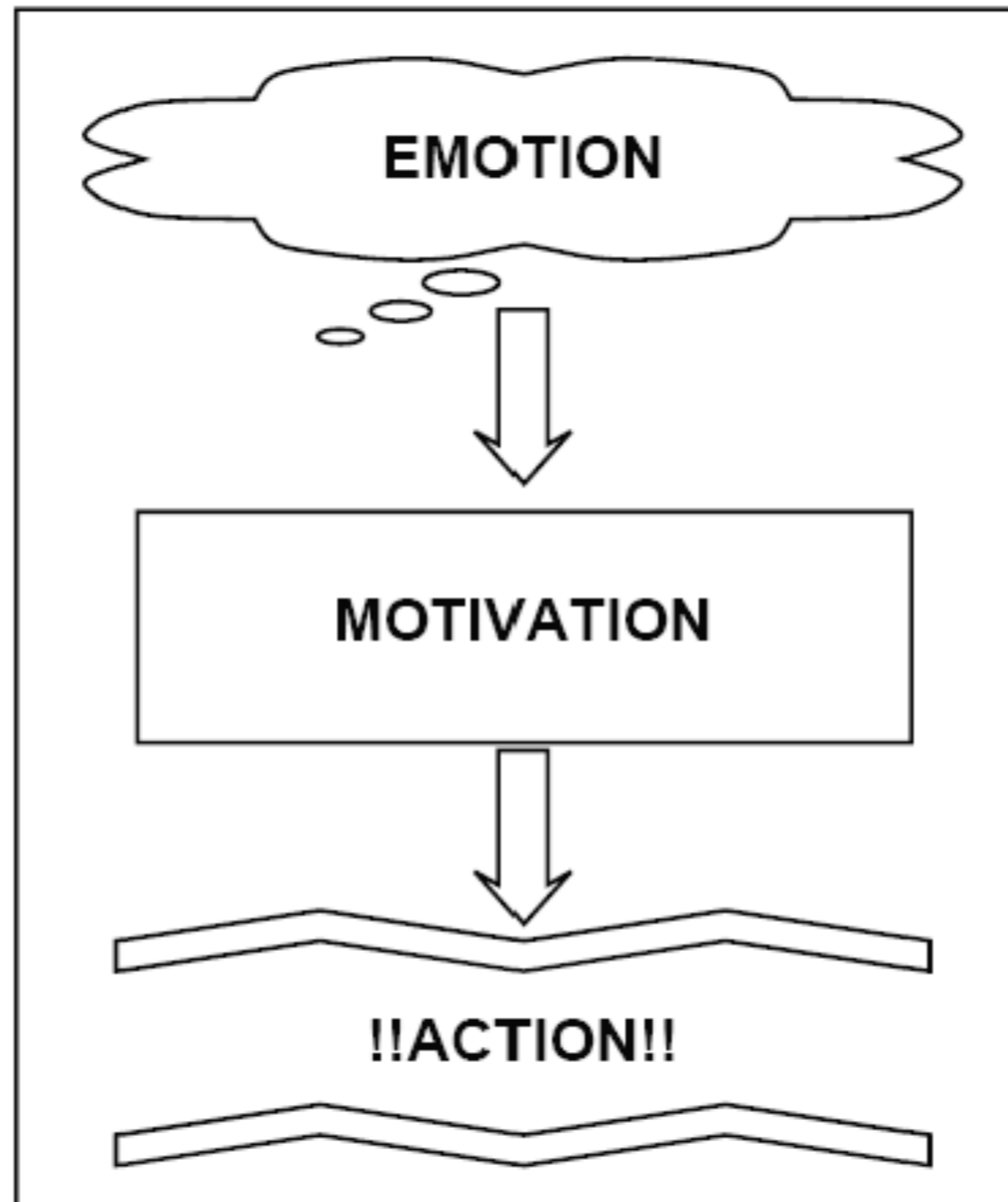
PARTICIPATION

INITIATIVE

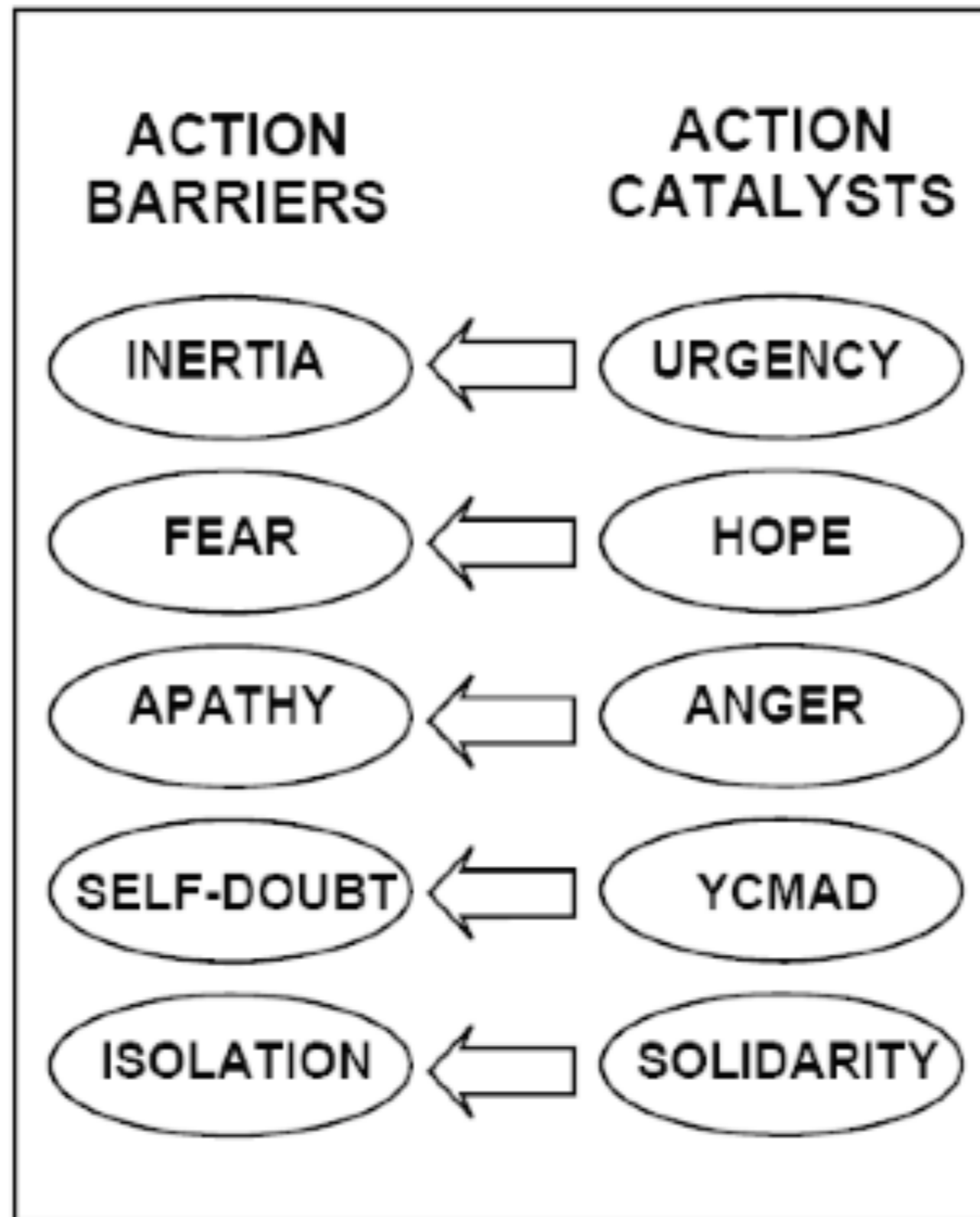
ACTION

PURPOSE

Sustainable Inspiration



Barriers and Catalysts





Student organizers



Sustainability staff



Facilities staff



Residential life

Letter of Commitment

Get signed by key stakeholders.

Build your campus coalition



Letter of Commitment

We, the representatives of the administration, residence life, facilities, and student organizers, of [institution] hereby express our combined support of the Campus Conservation Nationals. We will participate, collaborate, and support the competition within our campus, with our fellow institutions, and across the nation.

We support and are committed to the purpose of the competition:

- Engage, educate, empower, and motivate students to conserve utility consumption in their residences
- Build communities on campuses around issues of resource conservation
- Provide a context in which students teach themselves conservation behaviors that they can employ in the home and workplace and in the future
- Utilize innovative solutions to educate students and achieve results on issues around energy and water conservation and sustainability

We will follow the guidelines established by the Campus Conservation Nationals staff and partners which will provide a framework for an effective competition.

The **Guidelines** are summarized as follows:

- A three week competition hosted between February 6th and April 22nd, 2012.
- Participate in a behind the scenes data trial run in the fall of 2011.
- Participate in conference calls to discuss best practices to ensure the continuation of savings beyond the competition. These calls will be held to the discretion of the OCN staff
- If competing in a group competition, we will follow a common baseline.
- We will monitor electricity (kWh) and/or water (gallons) using existing metering.
- We will submit data through the Lucid Customer Portal accurately and on time.
- We will organize and promote the competition on our campus
- We understand that the results of each competition are publicly presented on a web site and may be used for research to assess and improve conservation strategies. As part of this research, students and staff at participating institutions may be encouraged to complete voluntary surveys.

Core CCN Team

1. You (Team Lead)
2. Logistics and Technical Manager
3. Dorm Captain Manager
4. Direct Action Manager
5. Marketing Manager
6. Staff and Faculty Liaison

Team Lead

- Responsible for information dissemination
- Liaise with CCN Staff
- Recruit and train Core Team
- Coordinate the first phase of the competition



Marketing Manager

- Coordinates Campus and community wide messaging
- Aligns messaging with the National Competition while tailoring for campus
- Radio, paper, guerilla



Direct Action Manager

- Creates events and visibility campaigns
- Coordinates meetings
- Responsible for WOM campaign



Staff and Faculty Liaison

- Gains buy-in for the competition amongst those groups
- Secures support from those groups
- Responsible for commitment sheet
- Most importantly, gains buy-in and excitement with Residential Life

Logistics & Technical Manager

- Responsible for data entry
- Responsible for oversight of the meter reading process
- Responsible for social media



Dorm Captain Manager

- Recruits and trains dorm captains
- Responsible for entering them on the website
- Responsible for continued leadership with this group



Dorm Captain

- Your POC at each building
- Responsible for reduction in their building
- Responsible for visibility and innovation/creativity in each building



Student organizers

Possible candidates-

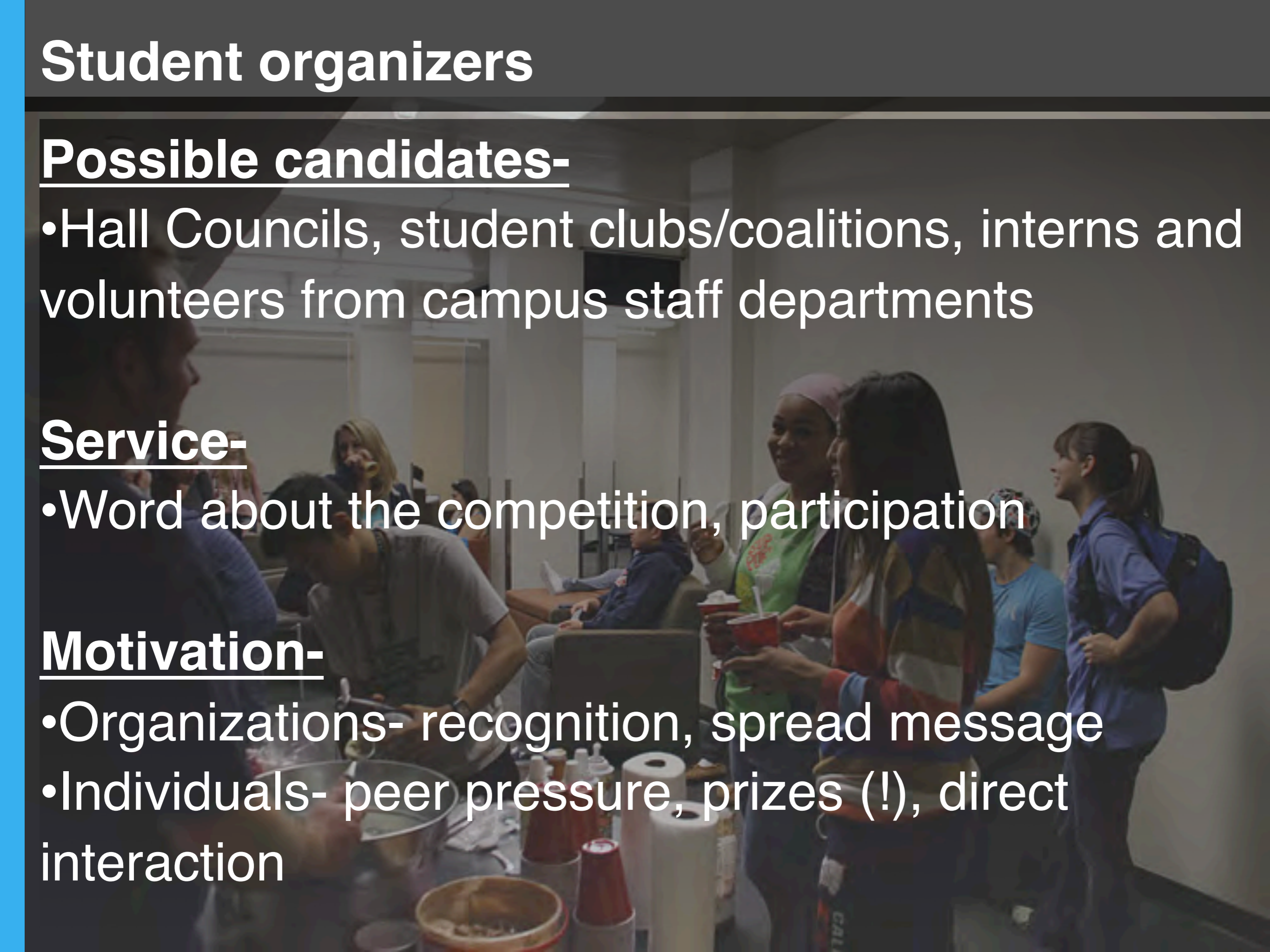
- Hall Councils, student clubs/coalitions, interns and volunteers from campus staff departments

Service-

- Word about the competition, participation

Motivation-

- Organizations- recognition, spread message
- Individuals- peer pressure, prizes (!), direct interaction



Sustainability staff

Possible candidates-

- Sustainability coordinators
- Public Relations/Marketing Office
- Office of the President/Chancellor (administration)
- Faculty?- pool of student projects

Service-

- Adds clout, brings groups together -> can identify other groups that may want to help
- Larger audience, resources, additional labor

Motivation-

- Campus-wide initiatives, publicity, campus recognition on a larger scale (not just good for Housing).

Facilities staff

Possible candidates-

- Energy manager, building managers, Facilities directors
- People who provide access to buildings (physical) and utility data (electronic).

Service-

- Baseline and competition data!
- Information on buildings (possible areas to address)

Motivation-

- \$\$\$ from utility savings (case-by-case)
- Ease of data collection/time burden

Residential life

Possible candidates-

- Housing Directors (sustainability coordinators?)
- RA Supervisor/Coordinator, Hall Councils?
- **RA's!!!**

Service-

- Best channel for communicating with residents!
- RA's play a big part in motivating their residents

Motivation-

- Programming requirements (RA), resident engagement
- \$\$\$ from utility savings (case-by-case)
- Build community, encourage resident behavior change/social responsibility

Sustaining Engagement

You've formed your team....

How do you keep them engaged?

Assign roles with titles to your team members

- **Titles are “free”**
- **Students love to say they are the captain or the director**
- **Make them fun**

Sustaining Engagement

Create Dorm “Captains”

- **By creating captains (on each floor or each dorm) you create accountability and responsibility**
- **You ensure ownership and relationships between students and the captain**

Sustaining Engagement

Weekly Check-in's

- **Weekly gatherings create a systematic approach to gathering data and figuring out what is working and what needs to be changed**
- **Make the meetings fun, provide snacks or food**
- **Keep topics new at each meeting to ensure students/staff want to come**

Sustaining Engagement

Provide incentives:

- **Can be tricky, but incentives help students stay motivated**
- **Doesn't need to be anything big: snacks, candy, campus logo items encourage all participants to continue to reduce energy**

Sustaining Engagement

Provide opportunities personal growth

- **Learning new skills (meter reading, leading meetings, organizing events)**
- **Many students are looking for opportunities to add resume boosters: green and sustainability projects are great for that**

Sustaining Engagement

Utilize existing structures on campus to sustain engagement

- **If systems are already in place for other competitions (i.e. Recyclemania) use these same systems for CCN**
- **These systems help the program run smoothly and allow for entry points into the competition**

Sustaining Engagement

You've formed your team.... How do you keep them engaged?

- 1. Assign roles with titles to your team members**
- 2. Dorm Captains**
- 3. Weekly Check-in's**
- 4. Provide incentives**
- 5. Provide opportunities personal growth**
- 6. Utilize existing structures on campus to sustain engagement**

Next Steps

1. Summary – the relevant dates that we've put out there
2. Come to webinars
3. Letter of Commitment Deadline – December 16th
4. Download Press release
5. Confirm number of buildings – This is first! Go on the webform that we'll send.
Confirm buildings by December 2nd
6. You'll be given Portal access and you need to fill out building information (meta data and photos)
7. Host your first organizing meeting with your team

Questions?

info@competetoreduce.org

This message brought to you by...



...and your organizers

