

ALS 4000: Leadership for Campus Sustainability
Fall 2015 Course Information

Tuesdays 2:30pm – 4:25pm

Stimson Hall 105

3 credits per semester

Instructors:

Erin Moore.....Campus Sustainability Office

Susan Riley.....Residential Life

Annie SocciTeam & Leadership Center

Teaching Assistant

TBD

Questions: email erin.moore@cornell.edu or annie.socci@cornell.edu if you have any questions throughout the semester

Educational Materials: Readings and other useful resources can be found on Blackboard (blackboard.cornell.edu)

Overview: The ALS 4000 course, Leadership for Campus Sustainability, is responsible for managing the Cornell EcoRep program to engage North Campus residents in sustainable lifestyle choices. This course develops leadership and peer education skills while improving campus sustainability. Students in the class learn how to plan, coordinate, and implement sustainability education activities in collaboration with residence hall staff. Students work in and outside the class in developing competencies in persuasion, education and social marketing. Through this course students learn to:

Course objectives:

- Learn and teach sustainable practices at Cornell.
- Understand and improve your personal leadership skills
- Develop project management and peer-education skills.
- Analyze and communicate views effectively.
- Implement effective programs and projects that focus on sustainability.
- Improve leadership abilities and impact others through effective social marketing.

Course requirements:

- Complete course assignments (see below).
- Pilot and implement a waste reduction program using the Community Based Social Marketing framework
- Create project proposals and analysis documents.
- Attend and participate in class discussions and planning sessions.
- Meet biweekly with residence hall director (RHD) and EcoReps-in-residence to coordinate work with residents.
- Serve as a role model for peers by promoting sustainable living practices.
- Write a final report reviewing what you learned throughout the semester

Grading (See descriptions below):

Assignment (All assignments due by <u>11:59pm</u> unless otherwise noted. All written assignments should be submitted via Blackboard)	Percent of Final Grade	Due Date
Attendance, Participation, and Meetings with RHD	20%	Throughout
Interview with “Change-Maker” on Campus	5%	9/15
Student Leadership Practices Inventory Completion	5%	9/21
Resident Hall Energy Assessment I – Energy Analysis	10%	9/29
Sustainability Passion Project and Presentation	8%	10/6
Resident Hall Energy Assessment II – Community Research	10%	10/20
Energy Smackdown Project Proposal	10%	11/3
Personal Sustainability Challenge Journal and Presentation	10%	11/17
Energy Smackdown Reflection Paper	10%	12/8
Final Paper	12%	12/15

Assignment Descriptions

Attendance, Participation, and Meetings with RHD: You are expected to come to class on time, participate in class activities and discussions, actively listen and respond to instructors and classmates, and meet regularly with the RHD and in-residence EcoReps from your assigned residence hall. These components are worth 20% of your final grade.

Personal Sustainability Challenge Journal and Presentation: To explore the challenges of behavior change, you will start your own personal sustainability behavior change campaign. To begin, identify a specific behavior that you will target to improve your individual environmental footprint. You will be asked to keep a weekly journal or blog that monitors your progress. As you achieve your goals for the selected behavior, be prepared to identify new behavior targets throughout the semester. The project will culminate in an 8 minute presentation to the class on what you learned about personal behavior change. It is recommended that you approach this project with creativity and honesty in the behaviors you choose to target. You encouraged to choose behaviors that are relevant and locally endorsed in this region. This project is worth 10% of your grade.

Interview with a Change-Maker on Campus: Interview someone on campus who makes change happen. Come prepared to the interview with a list of questions that will help you understand their keys to success, how they engage people, how they choose their priorities, etc. Afterwards,

submit a 2 page summary (double spaced) of what you learned about affecting change in society. Include a list of the questions that they asked during the interview. This is worth 5% of your final grade.

Student Leadership Practices Inventory Completion: The Student Leadership Practices Inventory (SLPI) is a leadership development tool. This online set of questions, based on the Student Leadership Challenge model, allows you to gauge which leadership qualities you exhibit the most and which you exhibit the least. We will use the results of this activity to understand how we each lead and how to become more effective leaders. Completion of this process is worth 5% of your final grade. You will receive details about the assignment on 9/8.

Residence Hall Energy Assessment I

In order to better know the infrastructure of your assigned residence halls, the Resident Energy Assessment will be a two-part assignment that includes building energy audit and community research that you perform in your assigned residence hall with the assistance of the RHD, RAs, and residents. Using the Cornell Building Dashboard and/or Electronic Billing System (EBS), you will analyze your assigned residence hall's energy usage to understand the patterns of energy use. A checklist will be provided and you will be required to complete a 2 page summary with specific details such as kilowatt hours of energy used in an average week and key sources of energy consumption within the residence halls (motion sensor lights, LED light bulbs, etc.). This is worth 10% of your final grade and will inform what behaviors you target during the Energy Smackdown.

Sustainability Passion Project and Presentation: You will research a sustainability topic of personal interest that one's individual behavior can impact. Please apply what you have learned about Community Based Social Marketing to produce a 8 minute presentation (plus 2 minutes for questions) that highlights 1) an overview of the topic 2) what specific 'end-state' behaviors can impact the topic, 3) an example from a community, organization, or region of a successful behavior change campaign that has addressed these behaviors including the strengths and weaknesses of this campaign, and 4) what approach you think would be most effective to encourage these behaviors. This assignment is worth 8% of your final grade.

Residence Hall Energy Assessment II

Understanding the attitudes and behaviors of residents is a critical component to developing energy conservation activities to engage them and support changes in energy-related behaviors. This research will involve getting to know the residence and what they see as the barriers and benefits of acting in more energy efficient ways. You will need to review the literature provided on Community Based Social Marketing to choose the right strategies. You will employ focus groups, surveys, interviews, and data collection to assess the current cultural situation in your residence hall. This is worth 10% of your final grade.

Energy Smackdown Project Proposals: You will be asked to create a 2 page (minimum) project proposal for the fall residential energy competition (Energy Smackdown) in your assigned residence hall. This document should outline your idea for the project, the specific energy behaviors you are targeting, barriers and benefits to the behaviors that your project is targeting, and a timeline of steps and resources required to plan, organize and complete your project. You

should also include a way to assess your impact (i.e. surveys given to residents). You will receive feedback from the instructors, who will highlight areas that need more attention and point out possible next steps. The proposal is worth 10% of your final grade.

Final Report: For the final assignment, you will submit a creative research paper, due by **11:59pm on Tuesday, December 15th**. The paper is worth 12% of your final grade and should be a response to the following prompt:

Congratulations, you have just been named Cornell University's Director of Sustainability! As a young professional who is passionate about sustainability, you want to create a culture of sustainability for Cornell's undergraduate students and make it "cool". You have been tasked with implementing a campus-wide initiative, and have the following parameters to follow:

- *Impact: at least 1000 students*
- *Budget: \$5000*
- *Timeline: 6 months to plan, 6 months to execute.*

As Director of Sustainability, you have the freedom to be as creative as you want. Use what you learned as an undergraduate student in the EcoReps course, specifically Community Based Social Marketing tools and the Student Leadership Challenge to guide you in your planning process.

Please submit an essay that reviews all aspects of your proposed project, including your planning processes and how you will implement it over the given 6-month timeframe. This project should be well researched and therefore your paper must cite at least 5 sources. [6-8 pages, 12 point font, double spaced].

Academic Integrity: *All students are expected to be familiar with and adhere to the University's Code of Academic Integrity (<http://cuinfo.cornell.edu/Academic/AIC.html/>). "A Cornell student's submission of work for academic credit indicates that the work is the student's own. All outside assistance should be acknowledged, and the student's academic position truthfully reported at all times. In addition, Cornell students have a right to expect academic integrity from each of their peers." – Cornell University Code of Academic integrity.*

Spring 2015 Course Timeline

You are strongly encouraged to look ahead on the timeline. Some assignments take a significant amount of planning and forethought – you will benefit from starting them early.

Date	Topic	Details and Information	Assignments
8/25	Introduction to Cornell Sustainability	<ul style="list-style-type: none"> ● Introductions ● Discuss personal sustainability challenge ● Overview of class and review syllabus ● Lecture/Discussion on Cornell Campus Sustainability. 	1) Begin documentation of personal sustainability challenge in a personal journal - Continue weekly entries ALL SEMESTER. 2) Energy conservation readings assigned in class. 3) Begin the Interview with a Change Maker on Campus Assignment due by 9/15.
9/1	Energy Conservation at Cornell and the Student Leadership Practices Inventory (SLPI)	<ul style="list-style-type: none"> ● Lecture/Discussion on Energy Conservation at Cornell. Introduce the tools for Energy Assessment I ● Residence Hall assignments ● Introduction of the Student Leadership Practices Inventory (SLPI) 	1) Meet your assigned Residence Hall Director. Set up meeting schedule for the future. 2) Student Leadership Practices Inventory due by 9/21. 3) Behavior Change and Community Based Social Marketing readings assigned in class.
9/8	Peer Education and Community Based Social Marketing (CBSM)	<ul style="list-style-type: none"> ● Introduction to Community Based Social Marketing with case study on waste. ● Overview of peer education, facilitation, and project planning. 	1) Interview with a Change Maker Assignment due by 9/15. 2) Begin Energy Assessment I due by 9/29.

9/15	Community Research and Guest Lecture	<ul style="list-style-type: none"> ● Revisit Community Research within CBSM ● Introduce Energy Assessment II – Community Research 	1) Begin Energy Assessment II due by 10/20.
9/22	Leadership Development and RHD Guest Lecture	<ul style="list-style-type: none"> ● Review results of Student Leadership Practices Inventory (SLPI) with CTLC. ● Guest Lecture: RHDs on navigating the residential community 	1) Begin sustainability passion project and presentation due by 10/6.
9/29	Guest Panel of peer leaders on campus	<ul style="list-style-type: none"> ● Student leaders in peer education and sustainability ● Working groups on residential energy assessments ● Check in on personal sustainability projects 	1) Begin brainstorming a pilot project for your residential community. 2) Sustainability passion project and presentation due by 10/6.
10/6	Student Sustainability Presentations	<ul style="list-style-type: none"> ● Sustainability presentations 	1) Energy Assessment II due by 10/20.
10/13	No Class	Fall Break	Fall Break
10/20	Leadership Part II: Utilizing your Leadership Personality into your Waste Reduction Project	<ul style="list-style-type: none"> ● Finish sustainability presentations ● Introduce the Energy Smackdown competition 	1) Begin Energy Smackdown project proposals due by 11/3.
10/27	Leadership Part II: Peer Engagement	<ul style="list-style-type: none"> ● Engagement activities ● Working groups on developing pilot projects 	1) Pilot a project in your residential community that includes at least 10 people.

11/3	Guest Lecture on Global Sustainability Trends	<ul style="list-style-type: none"> ● Presentation on global sustainability trends 	1) Continue pilot project in your residential community.
11/10	Review pilot project results and finalize planning for the Energy Smackdown	<ul style="list-style-type: none"> ● Discuss status reports ● Small group coaching on implementing projects 	1) Implement the proposal. Energy Smackdown begins 11/16. 2) Personal sustainability challenge presentations and journals due by 11/17.
11/17	Personal sustainability challenge presentations	<ul style="list-style-type: none"> ● Personal sustainability challenge presentations with feedback from peers ● Hand in PSC journals 	1) Continue Energy Smackdown project implementation.
11/24	Field Trip and Reflection of Energy Smackdown Projects	<ul style="list-style-type: none"> ● Tour of the Central Energy Plant ● Reflection on the Energy Smackdown projects 	1) Begin Energy Smackdown Reflection Paper due by 12/8.
12/1	Last Class	<ul style="list-style-type: none"> ● Review of progress throughout the semester ● Course evaluations ● Celebration of accomplishments! 	1) Begin Energy Smackdown Reflection Paper due by 12/8. 2) Final Paper due by Tuesday, 12/15 by 11:59pm.