

The College of William and Mary
ENSP 250: Seminar on Campus Sustainability
1-credit, Spring 2008

Section instructors: Professors Maria Ivanova (ENSP/Government), J. Timmons Roberts (ENSP/Sociology), Dennis Taylor (VIMS), Eric Engstrom (Biology), Mark Fowler (ENSP-Philosophy), Randy Chambers (Keck/Biology), Carey Bagdassarian (Chemistry), Glenn Shean (Psychology), Jim Perry (VIMS), John Charles (Kinesiology/Advising), Andy Fisher (History) and Kelly Joyce (Sociology)
Course Organizers: J. Timmons Roberts and Maria Ivanova

Goals of the course

This course is built around a series of four public lectures and one event that will address how colleges and universities rise to the challenge of aggressively increasing efficiency and reducing environmental impacts, including but not limited to greenhouse gas emissions. The overall goal of the course is to help students integrate and critically assess information from different disciplines (policy, management, and natural science) that all bear on the same issues—how can universities adopt environmentally sustainable approaches to their business practices, and how can this work enhance the educational mission of the university?

Course logistics and expectations

Students in the course will attend the four lectures and their section of discussion seminars in the week following each of the talks. There will also be a preliminary meeting with your section before the talks commence. We will conclude the course with a final campus bash when we will welcome back a group of William and Mary alumni who co-founded the Backporch Energy Initiative – a non-profit organization working with communities on environmentally sustainable projects. Therefore, students are expected to meet with their section five times and attend the four external talks and final campus event.

Each talk will last for approximately 90 minutes, with the speaker presenting for about 60 minutes followed by a 30 minute Q&A session with the audience. Please come prepared to ask questions and interact with the speaker. Make sure you complete any assigned readings before the lecture.

Each of your section discussion meetings will last for approximately 80 minutes. Your section instructor will contact you about meeting dates and locations. It is important that you come prepared to the discussion sections, as a large part of your grade will be determined by your participation in these discussions. You will also be expected to post comments to your section's online discussion forum on Blackboard before each of the discussion meetings. Please make sure that you post to the correct section. If you have doubts about how to post to the correct discussion board, please contact your section instructor.

In preparation for both the talks and the discussion sections, students will also be assigned readings (chosen by the organizers and the external speaker for that week). These readings will be posted on the common Blackboard site for the course, as will brief bio-sketches of each of our speakers. Readings for a particular speaker should be

completed prior to their lecture.

Information about speakers and dates

We have four external speakers and one campus event for this seminar series. All lectures will take place from 7pm to 8:30pm on the dates indicated below. The final event will be announced at a later date. Please make sure you are on time for the lectures.

- 1 Julie Newman, Director for Sustainability, Yale University: **Monday, Feb. 4th in Small 113**
- 2 Janos Pasztor, Director of the Environment Management Group, Geneva, Switzerland, **Wednesday, Feb. 13th in Small 113 (to be confirmed)**
- 3 Mark Orłowski, Executive Director of the Sustainable Endowments Institute: **Wednesday, Feb. 20th in Small 113**
- 4 Bruce Vaughan, Vice President for Operations, Virginia Wesleyan University: **Wednesday February 27th in Small 113**
- 5 Final Campus Event: Learn from Gina Sobel and other W&M students and alums on the Backporch Energy Initiative (date and place **to be announced—March or April**)

Please check the course Blackboard site regularly in case any of these schedules or dates change.

Readings

Complete all assigned readings prior to attending each guest lecture, and prepare to discuss them during class. All readings will be posted on Blackboard.

February 4th: Julie Newman, Director for Sustainability, Yale University

1. Rappaport, Ann, and Sarah Hammond Creighton. *Degrees That Matter: Climate Change and the University*. Cambridge, MA: MIT Press, 2007. Pages 1-10.
2. Bass, Carole. "Yale's Big Green Experiment." *Yale Alumni Magazine*, Nov/Dec 2007, 34-47.

February 13th: Janos Pasztor, Director of the Environment Management Group, Geneva

1. Rappaport and Creighton, Chapter 4: "Climate Actors and Climate Advocacy."
2. Barlett, Peggy F., and Geoffrey W. Chase. *Sustainability on Campus: Stories and Strategies for Change*. Cambridge, MA: MIT Press, 2004. Chapter 1: "Process and Practice: Creating the Sustainable University."

February 20th: Mark Orłowski, Executive Director of the Sustainable Endowments Institute

1. Rappaport and Creighton, Chapter 5: "Strategy and Tactics for Climate Action."
2. "College Sustainability Report Card 2008." Sustainable Endowments Institute. 2007.

February 27th: Bruce Vaughan, Vice President for Operations, VWU

1. Rappaport and Creighton, Chapter 7: "Tackling Emissions at the Source: Climate Actions in Buildings and Central Facilities."
2. Barlett and Chase, Chapter 9: "The Development of Stanford University's Guidelines for Sustainable Buildings: A Student Perspective."
3. Graves, Lee. "Blue, Orange and Green: The Growing Environmental Sensibility on Grounds." *The University of Virginia Magazine*, Winter 2007, 40-44.

March/April: Backporch Energy Initiative

1. M'Gonigle, Michael, and Justine Starke. *Planet U: Sustaining the World, Reinventing the University*. Canada: New Society Publishers, 2006. Chapter 8: "Active Place."
2. Barlett and Chase, Chapter 16: "Cultivating a Shared Environmental Vision at Middlebury College."

Grades and Course Assignments

50% of your grade will be determined by participation in your section's discussion. The discussions will occur online (on Blackboard) and in class. We are looking for students to take well-reasoned, critical, and synthetic approaches to these discussions.

The remaining 50% of your grade will be determined by a proposal for greening William and Mary. You can work alone or in groups of up to three people. This proposal will involve a justification and a plan for one major project on campus. Be creative! Your proposed project could involve energy, waste, food, purchasing, transport, curriculum, outreach, you dream it. The project proposal should have the following elements:

- I. Project Description
- II. Needs Assessment
- III. Objectives and Outcomes
- IV. Resources
- V. Implementation Plan and Timeline
- VI. Evaluation Plan
- VII. Appendix/Attachments and References
- VIII. Authors

An annotated outline for the project proposal is attached at the end of this document. The final proposal should be 5-8 pages (single spaced, 1" margins, Times New Roman font). It should integrate information from the talks and readings in this seminar series. The proposals are due to your instructor by April 1st both in hard copy and in electronic form on your section's Blackboard site. The best project proposals will be posted on the www.greeningWM.com website and submitted to the administration.

Contact Professor Timmons Roberts (jtrobe@wm.edu) if you have general questions about the course. Otherwise, you should contact the instructor of your section.

Project Proposal Annotated Outline

I. Project Description

An executive summary of no more than 1 page explaining broadly what the project is, why it is needed, and how it will be implemented. It should provide the overall picture of the proposal's objectives and plans.

II. Needs Assessment

Build a case for why this project is important. What are the needs the project is designed to meet? What is its rationale? Back up your case with statistics and testimony identifying the need. While statistics are not required for all proposals, the more objective your evidence of the need, the stronger your proposal will be.

III. Objectives and Outcomes

What does the project aim to achieve and what will be the results? Describe in very specific terms what the goals of the project are, what it will produce and/or what tangible changes will take place. Sometimes a list is appropriate, especially if there are several outcomes. Outcomes should be objective, measurable, and address the needs identified in the needs assessment section. When possible, please show reason for expecting these outcomes by referring to other people or groups that have tried similar projects, and/or to other sources of expertise that predict a good chance of success for this project.

IV. Resources

Outline the required funds, human resources, and other resources for successful completion of the project. In explaining the required funds for the project, estimate the amount necessary for the major expenditures. This might result in several categories. In explaining the human resources required, estimate approximately how many hours per week, and over what time frame, individuals will be required. In explaining the other resources, consider all the needs for the project, such as "in kind" elements like free printing, office space, and so on.

V. Implementation Plan and Timeline

This section should outline each step of the project and the corresponding dates. If possible, list the titles and/or names of people that would be responsible.

VI. Evaluation Plan

How will you evaluate the success of the project? What will you measure? How will you be measuring? The evaluation plan needs to explicitly address the objectives provided in section "III. Objectives and Outcomes" above. Evaluations may contain subjective measures. However, inasmuch as possible provide objective measurements of change. These might be from survey data collected as part of the project or numbers reflecting the changes which resulted from this project.

VII. Appendix/Attachments and References

Any additional materials which support or further detail your proposal should be included here as well as a list of sources you have cited.

VIII. Authors

List those involved in creating the proposal and provide contact information for the person or persons who should be contacted for questions.