



SUNY ORANGE

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115 SOUTH STREET, MIDDLETOWN, NEW YORK 10940 (845) 344-6222
ONE WASHINGTON CENTER, NEWBURGH, NEW YORK 12550 (845) 562-2454

Sustainability Grant – Application (2011-2012)

Applicant(s) Stephanie Herfel and Sarah Gardner

Signature of Applicant(s) _____ Date December 15, 2011

Name or Title of Proposal Go Green in the Greenhouse Campaign

Brief overview / description of proposal:

Newburgh Campus Library seeks funding for a *Go Green in the Greenhouse* campaign to recruit students, faculty, staff, and community members to garner support to start our greenhouse. The program will feature a lecture series, a mural and writing contest, student and club displays, and table demonstrations for the purpose of increasing student awareness of the college's sustainability goals. Special emphasis will be placed on starting a greenhouse garden adjacent to the library on the south side of Kaplan Hall. Grant funding will assist with acquiring quality guest speakers, supplies and prizes for contests, library materials, and modest printing costs for flyers to promote this event.

Brief description of expected outcomes:

- Students, faculty, staff, and community members will be recruited to join the Newburgh Campus Greenhouse Committee.
- The programs will result in students, faculty, staff, and community members acquiring a greater sense of awareness of SUNY Orange's commitment to sustainability.

Amount requested for grant: \$2917

I have reviewed this proposal and possible project implementation with my supervisor (Yes) No

Detailed Explanation of the Proposal and Impact:

The goal of this proposal is to garner support from Newburgh campus students, faculty, staff and community members to participate in our greenhouse project. This proposal addresses the academic year 2011-2012 sustainability goal number 3, to continue discussing strategies for infusing sustainability topics, issues, and discussions into the college curriculum. The project will also address goal number 5, to restore and maintain environmentally sustainable campus grounds.

The librarian/project coordinator will recruit four experts on greenhouse-related topics such as urban/greenhouse gardening, growing your own produce, and starting a community garden. Procuring speakers that discuss and support the gardening theme will be used as a springboard to ask students, faculty, staff, and community members to get involved with starting our own garden in our Newburgh Campus greenhouse. At each program, the project coordinator will introduce the speaker and encourage participants to consider donating some of their time to work on the *Go Green in the Greenhouse* Campaign. A sign-up sheet will be made available at each presentation and also at a *Go Green in the Greenhouse* display table in the library.

In addition to the lecture series, the library will offer activities to encourage the integration of sustainability topics into the curriculum. Two contests, a sustainability essay writing contest and a *Go Green* mural painting contest, will be held to get students thinking about sustainability issues. The essay

topic, “*What is the most important step we can take to maintain a sustainable environment?*” (see Appendix A.) and contest rules will be distributed to all Newburgh English department professors at the beginning of the semester and reminders will be sent asking professors to share the contest with their students. Flyers announcing the contest will be posted around campus and marketed on the campus televisions. The top three essay writers will receive cash prizes of \$50, \$25, and \$10.

The mural contest will ask students to “*Design a mural that conveys an important message about the topic of sustainability and the need to respect and preserve the environment.*” (See Appendix B.) This contest will also be advertised around campus and distributed to our Newburgh art professors. Art students may work in groups to compete in the contest. Student clubs, including BOA (student board of activities), the Nursing Club, Criminal Justice Club, Psychology Club, and The Armchair Intellectuals will be sent invitations to create sustainability murals. The library will provide sheets and paint for students to use to create their murals, and participants will also be permitted to use their own supplies as well. The contest murals will be displayed in the library, and students, staff, and faculty will be able to vote for the best mural using a ballot box or an online survey. Winners of the mural contest will receive \$50, \$30, or \$20 gift cards to The Pizza Shop. Murals will hang in the library for the remainder of the semester to remind students about our campus’s commitment to sustainability.

In addition to the mural display, the library will also like to purchase some books about community and greenhouse gardening and related topics for its collection. The new books will be displayed in the library throughout the duration of the *Go Green in the Greenhouse* Campaign and used to provide guidance for starting and maintaining our greenhouse.

Continue discussing strategies for infusing sustainability topics, issues and discussions into the curriculum and alongside the curriculum.

Infusing sustainability topics, issues, and discussions into the curriculum can be a challenge for professors with full courses loads and hundreds of students. The *Go Green* speaker series will provide a forum for students and faculty to think about sustainability as it relates to our campus. By attending the programs and/or participating in the contests, students may become interested in learning more by working in the greenhouse. Faculty members will be encouraged to require students to participate and/or have assignments tied to *Go Green in Greenhouse* events.

The contests will engage students in critical thinking about sustainability related to our campus, and the prizes will motivate more students to get involved. This contest will be open to individual students and groups, and since our students are motivated by social activities, the groups will compete against each other to win prizes. Allowing the entire campus to vote on what murals they think are the best gives everyone the opportunity to get involved and to think about sustainability issues.

Restore and maintain environmentally sustainable campus grounds.

Overall, our new campus at Newburgh scores well in sustainability by design. However, it is important that our students are made aware of how our campus can be improved from an environmental standpoint. Our campus will be greatly improved by finding students who would be willing to get our greenhouse started. The empty greenhouse at SUNY Orange presents a great opportunity for SUNY Orange that needs the attention of a dedicated group of students, faculty or staff to be realized.

- Students, faculty, staff, and community members will be recruited to join the Newburgh Campus Greenhouse Committee.

- The programs will result in students, faculty, staff, and community members acquiring a greater sense of awareness of SUNY Orange's commitment to sustainability.

Tracking Progress and Success

The primary method for tracking, reporting, and communicating progress for the *Go Green in the Greenhouse* Campaign will be measuring the level of participation at the programs. Program attendance will be counted. Progress will be easily quantifiable such as attendance numbers for each program (speaker), number of participants in the contests, number of outside vendors, number of people who visit the library to view displays and other information tables (via our gate counter). Ultimately, success will be measured by the number of students, faculty, staff, and community members who sign up to help in the greenhouse project.

However, it is more difficult to measure the qualitative benefits of getting students, staff, faculty, and community members involved in the greenhouse project. One way to illustrate the benefits of the program would be to take photographs to document the event. The outcomes of the Earth Day events could be documented in the Student and Faculty Grapevines and also via an article in the *Library Scoop*, and in other campus publications.

Describe the extent of collaboration and cooperation across constituencies / groups (include the extent of buy-in and approvals that have been sought and obtained regarding the proposal).

With the support of the Earth Day committee, it makes logical sense to recruit participants for the *Go Green in the Greenhouse* Campaign in concert with events for the Earth Day Fair at our Newburgh Campus. With the support of our Vice President, Mindy Ross, Nicole Shea (our Cultural Events Coordinator), Newburgh librarians, library staff, the Learning Center Coordinator, and Newburgh professors, the speaker series will be well attended. The prizes for contests will entice student involvement, and several English department faculty have agreed to incorporate the essay writing into their curriculum and be the judges for this contest. Several professors have expressed their willingness to bring their classes to greenhouse-related programming, and the last year the Earth Day programs were well attended by classes despite the fact that it was scheduled on Good Friday. Support from the Art Department has yet to be procured, but we do not expect this to be a problem because Art faculty have always been supportive of the Newburgh Library programs in the past.

Timeline and Action Steps

Beginning of the semester

- Research and compile a list of potential speakers and cost.
- Meet with VP Mindy Ross and Newburgh faculty to get additional speaker suggestions and garner faculty support and curriculum ties.
- As soon as possible, meet with individual professors to provide contest information and garner support for the campaign.

12 weeks before the event

- Meet with Nicole Shea, Cultural Affairs to plan dates and times for Earth Day activities and coordinate (vendors) with Library events.
- Choose date(s) and discuss the list of potential speakers for programs.
- Contact and schedule speakers.
- Find out what supplies, if any, speakers need (microphones, computer, PowerPoint, etc.).
- Send out contracts that detail what is expected from the speakers and from us as hosts.

8 weeks before the event

- Send email announcing the *Go Green in the Greenhouse* speakers to faculty and staff and requesting their support

Three weeks before the event

- Promote the speakers to faculty/students/community including Mount Saint Mary College, Newburgh Free Academy, and Newburgh Free Library.
- Promote contests to staff, faculty, and student body and clubs via Grapevine, TVs, posters, etc.
- Plan and prepare library displays including Greenhouse sign-up table and up cycled jewelry/crafts table (library staff and librarian Debbie Canzano).

Week before the event

- Create and accept displays of student work.
- Hang murals sheets in library.
- Create book display and other sustainability related projects in library.

Day of event

- Recruit people to work in the greenhouse and introduce speakers at programs.

Cost Savings

Because this proposal is an awareness or recruitment campaign, there will be no hard or soft savings to the college.

Increase Awareness of Sustainability

The main goal of the project is to increase awareness of sustainability and to encourage student participation in College efforts to reduce its carbon footprint. Awareness will be achieved by the well-publicized essay contest, mural contest, lecture series, club displays and table demonstrations. Strong participation is expected because: 1) the library has a good track record of success with awareness programs. For example, the library created a display on reducing paper waste, and recently, the library implemented and adopted the PaperCut software and taught students how to use the software successfully, and 2) the Newburgh Campus Librarians will work directly with faculty from the Biology, Psychology, Art, Communications, English, and Behavioral Sciences to encourage student participation in the speaker series and contests. This collaboration between the project team and the campus faculty will ensure that all of the project activities will address sustainable living topics which can easily be integrated into our course curriculum.

Project Budget

Items Needed	Cost
Guest Speakers (4)	\$2,000.00
Gift cards/prizes for contests	\$150.00
Sheets for murals	\$40.00
Paint/art supplies	\$40.00
Easels (4)	\$80.00
22"x28" Sign Holder Stand	\$47.00
Books	\$400.00
Printing flyers/postcards, etc.	150.00
Total	\$2917.00

Appendix A

Earth Day Essay Contest

“What is the most important step we can take to maintain a sustainable environment?”

Essay contest rules:

1. Essay contest participants must be currently enrolled SUNY Orange students.
2. Essays must be 2 to 5 pages in length, double-spaced, 12pt. Times New Roman font.
*Your name and the title of your essay should be at the top of your paper.
3. Attach a completed essay contest entry form to the back of your essay.
4. By submitting an entry, the contestant warrants that the work is original and does not violate the intellectual property rights of any other person or entity. In addition, by submitting an entry, the contestant grants permission to SUNY Orange to use her or his name for publicity purposes, including, but not limited to, announcing the results of the contest.
5. Essay contest winners will have their photos taken, and essays will be displayed in the library.

Essays will be judged on the following criteria: (1) effectiveness, insightfulness, creativity, and completeness (2) organization and development of the ideas expressed, with clear and appropriate examples to support them and (3) consistency in the use of language, variety in sentence structure and range of vocabulary, use of proper grammar, spelling, and punctuation

Winners of the essay contest will receive cash prizes.

1st Place: \$50

2nd Place: \$25

3rd Place: \$10

All entries must be submitted to the Newburgh Campus Library no later than

8pm on April 4, 2012.

Appendix B

Earth Day Mural Painting Contest

Design a mural that conveys an important message about the topic of sustainability and the need to respect and preserve the environment. You may come up with your own theme or possible themes may be :

Recycling/Reusing

Organic Gardening

Buying local products

Carpooling

Preserving water and land

Alternative energy

Contest Rules

1. Mural contest participants must be a currently enrolled SUNY Orange County Community College student.
2. Team entries are accepted but must be limited to five participants per team.
3. Submitted artwork must be an original creation.
4. Your sheet mural must include an environmentally-friendly slogan or message.
5. Sheets and paint will be provided by the Newburgh Campus Library. However, your artwork may include paint and/or other materials that will help convey your Earth Day-related message. BE CREATIVE!
6. An entry form with the names of mural artists and contact information must be included with your mural entry.
7. Winner(s) of the contest will have their photo taken with their mural, and the photo will be the property of SUNY OCCC Community College.

All entries must be submitted by Thursday, April 12, 2012 by 8pm at the Newburgh Campus Library.

1st place: \$50 gift card to the Pizza Shop

2nd place: \$30 gift card to the Pizza Shop

3rd place: \$20 gift card to the Pizza Shop