



National Wildlife Federation Career Services Toolkit: EcoCareers Conference Host Guide

This is a guide for teachers, guidance counselors, and other career services professionals who are utilizing the National Wildlife Federation's (NWF) Career Services Toolkit and is intended to be used in conjunction with the *NWF Career Services Toolkit Facilitation Guide*; the *NWF Career Center PowerPoint*; the *Strategy Worksheet*; and *Promotional Materials*.

While all of the tools, resources, and events provided by the NWF Career Center are available for individual students and young leaders to use on their own, this toolkit is intended to support advocates in bringing these resources to classes or other groups.

The annual NWF EcoCareers Conference is an integral part of our environmental leadership certification and career development program. The two-day conference prepares students and young professionals for wildlife and sustainability careers by providing information on the latest EcoCareer trends from leading analysts and employers, clarifying career enhancing credentials and academic offerings, and formulating a better understanding of the competencies employers seek in the green sector. This guide will acquaint you with the technical aspects, a "how to" for organizing a conference viewing (in whole or in part), and ideas for building an integrated event around the broadcast!

Conference Registration

The first step in hosting the EcoCareers conference on your campus is registration. There are several options for registration by individuals and groups.

For High Schools:

1. To register your class, group, or individuals, simply go to: <http://www.nwfecoleaders.org/conference>, click on the Register button, and choose High School Audiences.
2. Registration is free for all high school students, faculty, and staff, so no payment information will be required.

For Entire Colleges/Universities:

1. Consider becoming an [EcoCareers Campus Sponsor](#)! Sponsorship rates vary by institution type and size and makes registration automatically free and easy for your entire student and faculty bodies. It also provides the opportunity to include your institution's logo on our websites, in our emails, during the conference, and a quarter page ad in the conference program.
2. Upon becoming a campus sponsor, we will provide you with a toolkit to help you advertise the opportunity to your student and faculty bodies.
3. Students and faculty will be directed to go to: <http://www.nwfecoleaders.org/conference>, click on the Register button, and choose Campus Sponsor.



4. If you require assistance with the sponsorship costs, please do not hesitate to contact David Corsar, Manager of Career Development Programming, at corsard@nwf.org to work out alternate arrangements.

For Individuals/Small Groups from Colleges/Universities

1. To register, go to: <http://www.nwfecoleaders.org/conference>, click on the Register button, and choose the most appropriate choice.
2. If you are registering as an individual, consider joining the free NWF EcoLeaders community (www.nwfecoleaders.org) to access free conference registration.
3. If you are registering a group and your college is not an EcoCareers Campus Sponsor, choose the group registration option that most closely reflects your anticipated attendance.
4. If you require assistance with the registration costs, please do not hesitate to contact David Corsar, Manager of Career Development Programming, at corsard@nwf.org to work out alternate arrangements.

System Requirements (Updated December 2019)

Equipment needed (for various operating systems):

Windows

- 1.4GHz Intel® Pentium® 4 or faster processor (or equivalent) for Microsoft® Windows 7, Windows 8, or Windows 8.1
- Windows 10, 8.1 (64-bit), 8.0 (64-bit), Windows 7 (64-bit)
- 512MB of RAM (1GB recommended) for Windows 7 or Windows 8
- Microsoft Internet Explorer 8 or later, Google Chrome, Mozilla Firefox, or Windows Edge browser
- Adobe® Flash® Player 13.0+

Mac OS

- 1.83GHz Intel Core™ Duo or faster processor
- 512MB of RAM (1GB recommended)
- Mac OS X 10.8, 10.9, 10.10
- Mozilla Firefox; Apple Safari; Google Chrome
- Adobe® Flash® Player 13.0+

Linux

- Ubuntu 14.04; Red Hat Enterprise Linux 6; OpenSUSE 13.1
- No screen share support for Linux; users on Linux can attend meetings in the browser
- Google Chrome
- Adobe® Flash® Player 13.0+



Stable Internet Connection, DSL or above

- 100kbps for video transmission
- 300kbps for screen sharing and remote control
- Recommended 500kbps to ensure fluidity of all services

Contact Information for Questions or Concerns in the Registration Process

National Wildlife Federation

David Corsar; Manager, Career Development Programs

703.438.6395

corsard@nwf.org

Tips for Organizing a Participating Event on Campus

Reserve a classroom, conference room, lecture hall, or auditorium

- Reserve the space through School Administration, Campus Activities, Student Union, Facilities or the appropriate department on campus.
- Ensure the space has the technical capabilities needed (see previous section).
- Reserve the room for an hour before the event starts to set up and test technical equipment.
- Reserve computer and projection equipment as needed.
- Make sure audio and visual equipment are set up and be sure to have back-up equipment, cords, bulbs, etc.
- Test the web stream and technical equipment the week before and also on the day of the broadcast (NWF will provide these test links).

Collaborate with other teachers, departments, and/or organizations

Many departments and organizations may be interested in your event. Ask them to help you plan it!

Possible groups to engage:

- Guidance counselors/career services
- STEM instructors, particularly earth science and CTE
- Natural resources or environmental studies departments
- Student groups/clubs, particularly environmental, student government, service organizations, and career-oriented clubs like FBLA
- Facilities management
- Campus administrators

Decide on the format of the event

There are endless fun and educational activities that can be paired with the broadcast. Figure out whether you will solely show the broadcast, or whether you will couple it with other activities. Other activities could include a career planning/vision statement workshop with career counselors, a career day held the day prior to or after the conference with local practitioners presenting about their careers,



a career fair with local employers, or an environmental project, like a trash cleanup, planting native species, or more! See the next section of this guide (Go Further...) for more ideas!

Promote as much as possible

Have a great event planned? Make sure you have people there to enjoy it! Here are just a few ideas and tips to get you started with your promotions.

On Your School or College Campus

- Have a description of the event included in morning announcements a few times leading up to the date of the conference
- Place posters and flyers on bulletin boards, student union buildings, bus stops, dorms and anywhere else where people might read them. After the event, make sure to collect and recycle posters. Use downloadable materials from NWF or get creative and make your own.
- Set up a table in a busy area and table—hand out flyers, have posters, have interested people sign up on an email list, give out free candy, etc.
- Collaborate with student clubs and organizations to promote to their members.
- Send special invitations to key faculty and administration to attend the broadcast.

In Class

- Work with other teachers/faculty to help promote EcoCareers as a classroom event— offering extra credit for attending during breaks, broadcasting the event during class time, or giving an assignment based upon the broadcast.
- Write the date and broadcasting location on the chalkboard/whiteboard.
- Ask other teachers/faculty to send email reminders to their classes or post to their digital learning platforms (e.g., Canvas, Blackboard, etc.). Provide them with a ready-to-send message.

Online

- Post an email alert to student groups, faculty and staff.
- Create a Facebook event and invite all your friends.
- Tweet about your event and use #EcoCareersConference or #EcoCareersYYYY (where YYYY is the conference year)
- Blog on campus blogs and other blogs frequented by students, faculty and staff.
- Email corsard@nwf.org to get your blog cross-promoted from NWF's [Wildlife Promise](#) blog!

School/Campus Media

- Promote through your school's or campus' calendar listings. The notice usually needs to be sent at least 1-2 weeks in advance.
- If you're organizing a larger event, send out a press release to local news, radio and TV stations and encourage reporters to attend your event and do a story on school/campus sustainability.



Promotional Materials

Posters and flyers will be available for customization and will be emailed to you. Download the flyers and enter your campus event's day, time and location. Remember to use recycled paper when possible for promotional materials!

Go Further by Organizing an Integrated Event!

There are many ways to enhance the EcoCareers Conference at your school/campus and make it an event not to miss! Be creative and brainstorm ideas. Here are a few possibilities:

Introductory Speaker

Get an effective speaker to introduce the broadcast. This could be a student ecology club president or student government representative, facilities manager, principal, college president, community leader, local political figure, or any other dynamic speaker.

Free Food

Students always love free food! Have a pizza party for the broadcast. Or chill out with an ice cream social. Work with local retailers to get donations of local and organic foods to serve at the broadcast. Use compostable, recyclable, and reusable materials when possible.

Breakout Groups

Open-ended questions are a great way to get people talking. Planning small group discussion before or after the broadcast would be a great way to get people interested and talking. Good discussion often leads to action. Get the conversation going on your campus!

Recruit and Engage Students

Allow student environmental groups to set up tables to provide information and recruit new members before and after the broadcast. This allows engagement on many levels from people that attend the broadcast.

Panel Discussion

Have a panel discussion after the broadcast. Involve faculty, students and administrators if possible. Make time for questions from the audience. This can be a great opportunity for the college community to ask questions about campus sustainability.



Raffles and Giveaways

If planning a larger event around the conference, you could entice students to participate by incorporating ecologically responsible prizes! Ask local businesses to donate products to your group to give away. Inviting local businesses to be involved can be a great way to get community involvement in your event. Use the sample donation form on the next page to take to local businesses to request donations. Make sure to invite the business to attend your event and even put up promotional signs or posters. Acknowledge any business who donated during your event.



EcoCareers Conference: Integrated Event Donation Form

My school/campus group, _____, is holding an integrated event in coordination with the National Wildlife Federation's annual EcoCareers Conference. The event is meant to help prepare students for green jobs and sustainability-minded employment. This event is a free event to engage students, faculty, and staff in creating and sustaining the green economy. We will be participating in a nationwide broadcast with hundreds of schools from across the country.

Details of the Event:

We are looking to partner with our local campus businesses and hope you will be willing to support this event by donating

Donations Needed By _____

Campus Group _____

Contact Name _____

Phone Number _____

Email _____

Business Name _____

Contact Name _____

Phone Number _____

Email _____

Donation _____

Value of Donation _____

Thank you for supporting our career preparation efforts!



Discussion Questions

Open-ended questions are a great way to get people talking. Planning small group discussions before or after the broadcast would be a great way to get people interested and talking to each other. These discussions questions are to help start conversation among campus members. Good discussion often leads to action. Use these questions any way you like and get the conversation going!

1. What is a “green job”? ... “green employee”? ... “green economy?”
2. How is our school/campus incorporating sustainability into its operations and curricula?
3. How is our school/campus addressing career preparation?
4. Is the general school/campus population aware of these sustainability & career preparation programs? If not, why not?
5. Are there initiatives that you would like to see at your school/campus?
6. How could we facilitate new initiatives and programs?
7. Who are the key decision-makers that need to be involved?
8. Is the administration supporting the green economy and the preparation of students for green employment? If so, what are their goals and plans? If not, how can we ask our administration to get on board?
9. Brainstorm ideas for career preparation activities. Brainstorm ideas for projects and initiatives on campus and in the surrounding community.

10. _____

11. _____

12. _____
