



NWF CAMPUS ECOLEADER CERTIFICATION APPLICATION

CORE REQUIREMENTS

You must complete ALL 6 core requirements earn a minimum of 25 elective points - at least 2 points from each of the four main leadership categories (Plan, Do, Communicate, Sustain). We recognize that this list might be overwhelming, but once you start reading through, we are sure you will see that you have already been doing a lot of this work!

*EcoLeader Project Name

*EcoLeader Project URL

*Core Requirements

All 6 must be completed before you can submit your application.

- 1. Developed an EcoLeader profile, including my personal EcoMission.
- 2. Contributed to a project in one or more of the following ways: created or added to the EcoLeader project profile, project updates pages, and/or the application for certified project status. Project name and URL are listed below. (All projects must be hosted on EcoLeaders site to be eligible for certification)
- 3. Informed myself in one or more of the following ways: Read articles on leadership, participated in an NWF EcoLeaders webinar series, and/or participated in equivalent program offered by NWF partner organizations.
- 4. Encouraged the wider EcoLeaders community by contributing an idea, question, comment, article, video or photo in the community related to my or others' projects, or to relevant leadership topics.
- 5. Secured one or more endorsers for my EcoLeader Recognition application who are willing to support my career and civic endeavors and to serve as references as I apply for career or continuing education opportunities.

Endorser First Name

Endorser Last Name

Endorser Title

Endorser Organization

Endorser Email

6. Sought a basic understanding of sustainability and biodiversity by reading one of the following articles and providing your top three reflections in the box below.

- Earth Charter
- Smithsonian Primer on Biodiversity
- Introduction to teaching environmental literacy

You need a total of 31 points, 6 core requirements and 25 electives (1 point for each action checked).

PLAN

You've identified what you're passionate about and declared your EcoMission, and you're ready to take action to bring about positive change on your campus or in your community, good for you! Now it's time to map out a plan that will help you stay on track and be prepared to succeed. Taking the time to create a well thought-out plan will help your project run as smoothly as possible.

Visioning, Planning, or Research

One of the most important things to do before jumping into a project is to be sure you are adequately educated on the issue - read up on the topic, research similar projects and talk to folks who have done relevant work. Now is also the time to set short and long-term goals for what you would like to achieve through your efforts and think about what the indicators of success will be and what milestones will get you to your end goal.

- Identified a need and invented a project to address it.
- Clarified project outcomes and measures of success.
- Designed or tested strategies and tactics (including various technologies, vendors, or costs).
- Developed short and long-term goals and specific activities to achieve them.
- Investigated similar projects
- Coordinated a "request for proposal" (RFP) or similar process.

- Facilitated a team of people to define a vision for the project (or coordinated a planning charrette).
 - Surveyed people to help define project vision, needs, priorities and/or strategies.
 - Integrated the project as a committee in an existing decision-making structure on campus or in the wider community, such as the student government council, campus strategic planning process, city council ordinances, or even a national or international policy.
 - Secured placement of the project within the campus or community strategic or master planning documents or processes.
 - Identified potential risks and strategies to address them.
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Recruiting Others

Remember, many hands make light work. It's important to be able to solicit help where you need it and to draw on the varying strengths of your community. Consider what type of people power you may need - volunteers, co-leaders, folks to help you plan, implement, etc. and create plans for recruiting those people to your team.

- Recruited one or more other individuals for the core project team.
 - Recruited volunteers to help with the project (beyond the core project team).
 - Met with campus faculty or staff and received support for the project.
 - Met with the campus president or chancellor and secured support for the project.
 - Organized or facilitated one or more project committees, or served as liaison for multiple committees.
 - Recruited representatives from one or more departments or organizations as advisors, board members, or in other leadership capacities.
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Budgeting and Fundraising

There are many ways to find funding for your project. It's important to research the options available and set realistic goals and plans for raising the funds needed to achieve your desired outcomes and sustain your effort.

- Developed a budget for the project (expenses regarding materials, promotions, etc.)

- Raised funds for the project.
- Organized a student green fee initiative or applied for use of the fees to fund the project.
- Initiated or secured funding through a campus or community revolving loan fund.
- Secured funding through the Student Government Association.
- Applied for a grant or scholarship for the project.
- Organized a fundraising campaign such as online crowd-sourcing or plant sale.
- Managed donations that came in for the project.
- Secured in-kind or monetary donations from businesses.
- Met with alumni or other prospective donors to discuss the project and fundraising needs.
- Organized a campus residence, departmental, or community door - to - door fundraising for the project.
- Other (please specify below)

If selected OTHER above, please specify

You need a total of 31 points, 6 core requirements and 25 electives (1 point for each action checked).

DO

Now that you've got a solid plan in place, have recruited a team of folks to help and have figured out the financials, it's time to start taking action! As you move into the "action" phase of your project, it will be important to continue to manage project logistics, to provide education and training for volunteers and to advocate and promote your efforts.

Project Management and Logistics

Because projects bring together many different people to achieve a common goal, the successful management of the project and project team is essential. Delegating tasks, coordinating with team members on logistics, and maintaining a shared calendar all help managing a project run smoothly.

- Developed a project management plan with timeline and assigned tasks to team members.
 - Secured use of building space, land, goods or services.
 - Organized materials, goods or services needed for volunteer service.
 - Kept a team up-to-date regularly over the course of the project.
 - Documented and maintained a calendar for the project or managed scheduling for key meetings.
 - Created a back-up plan in case the project faced challenges.
 - Worked with the team to prioritize ideas for the project.
 - Lead effective meetings with a pre-stated agenda and notes after.
 - Developed committee chairs or other structures that distribute the workload.
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Education, Training or other Support

It is important to make sure you and the project participants are properly educated and trained to succeed in the project. Education, training and support can take many forms depending on the project - from a community education session on the project topic to conflict management training for team members.

- Educated myself through reading, participating in a leadership or skills training and/or earning a related credential.
- Coordinated leadership or skills training for other students.
- Facilitated professional development or skills training for faculty, staff or community members.
- Incorporated an educational program, flyer, or video into campus orientation for new students, faculty or staff.
- Encouraged at least one team member to try something new.
- Facilitated a situation that required conflict management skills.
- Offered or attended a diversity training or spoke up to encourage a diversity of views and perspectives.
- Helped arrange for faculty or staff release time or related incentives to allow professional development, course revisions, or other work to advance the project.

- Coordinated grants, fellowships or scholarships for students, faculty or staff project and professional development.
 - Integrated questions about participation and support of the proje
 - Prepared a checklist of items to bring to an event.
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Project Advocacy and Networking

For an effort to be successful you need to strategically advocate for it and share your passion with others to gain support from key players. It will be important to brainstorm the methods that you think will be most successful in gaining the support you need - maybe it means holding a rally or sending a letter to an elected official or attending an event where you could meet with key advocates for your project.

- Organized or attended a rally to support the project.
- Met with the campus or student body president about policy development and/or revisions in support of the project.
- Wrote or passed a campus policy in support of the project.
- Developed an advocacy campaign in support of the project (email blasts, postering, educational gatherings, etc.)
- Wrote a letter to or met with political representatives related to the project.
- Prepared an online action alert for others related to the project.
- Responded to a NWF action alert
- Hosted in-person gatherings in support of the project to foster relationships among project participants and other interested individuals.
- Attended events to meet new people who could help with the project or to build reciprocal support around similar aims or researched events for our team to attend to advance the project.
- Prepared promotional print or web materials.
- Organized a table about the project at an event.
- Helped organize or set up a networking event.

- Prepared a checklist of items to bring to an event.
 - Lead a shopping trip to gather items for an event.
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Technology and Science

Planning, education and people power are all important pieces to a project but science and technology can also be invaluable tools for your work. Perhaps you can design an app to assist in your efforts or employ scientific data collection. The possibilities are endless! If science and technology aren't your forte this is a great opportunity to gain knowledge or solicit help from the experts.

- Learned a new technology to help with the project.
- Developed an app or software to help with the project.
- Maintained hardware for the project.
- Set up or maintained technology or software such as a network, web cam or real-time monitoring of energy or water use for the project.
- Gathered scientific data on a regular basis for the project.

You need a total of 31 points, 6 core requirements and 25 electives (1 point for each action checked).

COMMUNICATE

Doesn't the saying go: communication is key? As you plan your project and begin implementation, it's important to incorporate a communication strategy into your project timeline. Communication helps keep people informed of your project activities and impact and can also help gain support for your project from administration or community groups. Communication is also important for keeping your team updated on progress and next steps.

Marketing, Communications, and Telling the Story

Marketing your project can help you gain support through volunteers, financial resources, donations, and more. And the more people that know about your project, the more people will care and want to get involved. Telling the story of your project, its goals and its impacts, helps people understand why your project is important, and why it needs support.

- Prepared a document (e.g. press release, flyer, etc.) that explained the project vision and accomplishments.
 - Hosted a coffee break or in-person gathering to share the project with others.
 - Created posters, banners, illustrations or other visuals for the project.
 - Secured an interview with news or radio station about the project (on campus or beyond).
 - Developed a marketing/communications campaign for the project (including social media, email, postering, coffee breaks, etc.)
 - Wrote and placed an article on the project in an on-line or print publication (on campus or beyond).
 - Started and maintained a social media account for the project.
 - Started and maintained a website or blog for the project.
 - Contributed to one or more EcoLeader forums to share lessons learned.
 - Prepared a press advisory or statement for the project.
 - Lined up influential people to speak about the project (i.e., campus or community leaders, celebrities, or other influentials)
 - Provided media training to project members.
 - Took photos or videos at project events, and secured releases for their use.
 - Reached out to diverse groups on campus or in the community that had not been previously engaged in the project.
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Measurement, Evaluation and Reporting

Why set goals if you aren't going to track progress and evaluate your results? Tracking your goals and measuring your impact will help you determine if you did what you set out to do. And if your results aren't what you expected, then you can evaluate your goals, your results, and your implementation strategies and develop a plan to move forward. Reporting helps you document your project activities and keep your project team and interested parties updated.

- Designed or conducted a formative, summative, goals-based or goals-free evaluation of the project.
- Engaged faculty or students in statistics or related disciplines to help design and implement evaluation.
- Recruited science or technology faculty or students to monitor data.

- Took photos or videos before, during and after project, securing any necessary releases for use.
- Developed a summary report on goals, findings or impacts.
- Engaged media students, faculty or staff to assist with photography, videography or writing articles about the project's impacts.
- Recruited students or others to interview community members, participants or others.
- Developed a project report including goals, progress, challenges, lessons learned or next steps.

You need a total of 31 points, 6 core requirements and 25 electives (1 point for each action checked).

SUSTAIN

You have launched a successful project, now what do you do? Take time to celebrate your successes and recognize the people who helped in the process. Reflect on the lessons you learned and how you might improve moving forward. Develop a plan for the future and incorporate strategies to ensure it's sustainable and has the necessary resources and support to keep it active. Your project may have been a one-time action or event, but could it be more? Your project may have been a one-time action or event, but could it be more? Meet with your project team and any people that might be interested to explore options to maintain the project.

Celebrating and recognizing

After all the hard work of planning and implementing, it's now time to celebrate your success and recognize your project team and the positive impacts you have made. Celebrating and recognizing not only forces you to stop and really think about what you have accomplished, but it's also a way to share your accomplishments with the broader community and gain support as the project moves forward. Also, it's important to celebrate and recognize your project team and other supporters - your project would not have been successful without them.

- Hosted a party with the leaders involved to acknowledge and appreciate effort, success and/or lessons learned.
- Organized an awards reception for individuals or groups on and/or beyond the campus.
- Awarded certificates, trophies, web banners or other form of recognition.

- Arranged for incentives such as scholarships, monetary prizes, promotions, or other.
 - Helped integrate new elements into performance goal setting or review processes with students, staff or others that are tied to raises or promotions.
 - Applied for an award or other recognition for the project awarded by a third-party that is not employed by the campus (e.g., this can include the NWF application for EcoLeader project recognition or other local or international awards).
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Fostering reflection and continuous improvement

As your project is coming to a close and you are developing future plans, it's important to reflect on what worked well and identify the challenges you faced. Develop a lessons-learned document to share with the project team and discuss what could have been done differently, and how. Use this document as a reference to ensure continuous improvement as you move forward.

- Facilitated reflection on lessons learned with one or more teams.
 - Reviewed and revised plans, goals, or policies.
 - Helped develop a plan to broaden and sustain engagement.
 - Integrated language or goals related to Ecoleadership into the campus mission statement, master or strategic plan, or formal policies.
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Cultivating energy and renewal

Cultivating energy for your project team is essential. Your team members are likely participating in your project above and beyond their other job or school duties so it's very important to keep them energized, and reassert why they are so important to the team and success of the project. It's also important to ensure that your project meetings and activities have continuous energy. Change up the meeting location. If one strategy doesn't work, try another. Reach out and recruit new team members to add a different voice.

- Facilitated wellness for myself and others through physical exercise.

- Cultivated a mentor or sought advice from others to help manage my personal and professional growth.
- Participated in a professional association or other support group of individuals who have similar goals, opportunities and challenges.
- Arranged for team support and renewal, such as coaching, relaxation sessions, outdoor time.
- Secured professional support for meeting design and facilitation.
- Engaged the support of professionals with team building, leadership, communications or structure.
- Contributed to the cultivation of meaningful and friendly relationships with one or more team members, e.g., organizing meals together, hikes, birdwatching, or similar opportunities.
- Designed ways to share, distribute or decentralize responsibility to lighten the load for myself and others.

Other: Add up to three other actions that you think are important:

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In order to submit your application, you need a total of 31 points (1 point for each action checked).

-Did you complete all 6 core requirements?

-Did you complete at least 25 electives across the Plan, Do, Communicate & Sustain tabs?