
GUIDE TO

TRANSFORMING

YOUR CAMPUS, COMMUNITY & CAREER



USGBC
STUDENTS™

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“

PEOPLE WHO SAY
IT CANNOT BE
DONE SHOULD NOT
INTERRUPT THOSE
THAT ARE DOING IT.

GEORGE BERNARD SHAW

”

BE THE ONE

Throughout modern history, students have been the engine that powers the most transformative of movements. From civil rights to women's rights, students acted as catalysts for earth shifting change. You and your peers are in a unique position to lead on the issue of our generation: the sustainability of people and the planet.

Real transformation occurs when we step past "activism" and into action. USGBC Students is about getting things done. The group that you lead will leave an indelible legacy on campus, while the proof of your contributions will be printed on your resume for future employers to see. We have no doubt that you'll continue to advance the sustainability movement through whatever career you choose and from now until then, we are here to help.

How much electricity does it take to run the dorms on your campus? What fertilizers are used to care for the grounds? How much trash does your campus generate in a day? In a week? In a year? How does your school's endowment promote environmentally safe investing?

Campuses function like small towns and cities. They have significant carbon footprints that can be reduced if administration, staff, faculty and students work together to find ways to champion sustainability in the built environment, operations and all aspects of campus life.

The Center for Green Schools at the U.S. Green Building Council® (USGBC) believes the path to a sustainable future begins with you. Our mission is a bold one: **green schools for everyone within this generation.** We believe that the millions of students, teachers and staff who go to school or college every day have the right to spend their days in environments that are healthy, safe and enhance their ability to learn.

At the Center, we understand that students have a big role to play as catalysts for change. Be that catalyst. Be the one.



FACTS

Buildings contribute to nearly 71 percent of electricity use in the United States, 12 percent of water usage and 39 percent of CO₂ production. In the higher education community alone, there are 83,000 existing buildings equating to 3.48 billion square feet, most of which are extreme energy hogs.



71%



12%



39%

To equip you to become a sustainability leader at your school, the Center created the *USGBC Students Guide to Transforming Your Campus, Community and Career*. This guide provides a step-by-step plan for recruiting and organizing students to build a green campus movement.

As a USGBC Students group leader, you will have access to a wide-range of resources and support. You will also make professional connections that will serve you well in your career and future sustainability efforts. Upon graduation, your legacy will be more than a green campus; you'll have inspired your peers, faculty and community to live healthier, more sustainable lives.



SUSTAINABILITY

Sustainability promotes meeting the needs of the present without compromising the ability of future generations to meet their own needs. Its success is measured by the triple bottom line: **ENVIRONMENTAL RESPONSIBILITY, ECONOMIC PROSPERITY AND SOCIAL EQUITY.**



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FIRST THINGS FIRST

Our goal is to help you get things rolling on your campus. The Center provides the tools and training, and we look to you to organize and lead the movement. Need help identifying and recruiting members? We can provide tips for reaching out to your fellow students. Want to host an event about your sustainability efforts on campus? We can share ideas on how to create a successful pitch for broadcasting your victories. Whether it's connecting you with other student groups across the country, or helping you transition from student sustainability leader to emerging green professional, our team is here to help. **Follow these five steps to spark the transformation on your campus.**



STEP 1: CONNECT

First things first. Begin by contacting your USGBC Students Regional Chair. The Center for Green Schools has identified and trained these local green building professionals to assist student groups and faculty advisors in developing and implementing sustainability initiatives on campus.

BY THE NUMBERS

4,300 Number of campuses
83,000 Number of buildings on campuses
3.48 BILLION Square feet of total floor space



The Regional Chairs will:

- Train your student group and faculty advisors
- Help you recruit and retain members
- Assist you with planning and implementation
- Maintain a direct line of communication with USGBC National
- Provide general assistance and support

Regional Chairs have your back. We've chosen people who will advocate for you and help you develop relationships with campus administration, local elected officials and professional groups and organizations. The Regional Chair is your group's main point of contact with USGBC and can answer your day-to-day questions.



Your Regional Chair is:

Phone:

Email:

Visit: centerforgreenschools.org/regionalchairs for up-to-date contact information.

USGBC STUDENTS AT WORK TRANSFORMING THEIR CAMPUSES, COMMUNITIES AND CAREERS



CAMPUS

USGBC Students – Texas Tech University transformed their campus by working with a landscape architect to incorporate native plants and improve stormwater management.

COMMUNITY

USGBC Students – Art Institute of Fort Lauderdale improved their community by partnering with a local interior design firm to green a nonprofit pediatric occupational therapy facility.

CAREER

USGBC Students – University of California, San Diego launched their careers by working on green building projects on campus that saved their university money while convening a LEED Green Associate study group and bolstering their resumes.

Next, identify a faculty advisor. Your advisor will make introductions, help you navigate the campus hierarchy and ensure student leadership continuity after graduation. An engaged advisor is critical to your group's success.

Approach a faculty member who you know is committed to sustainability and/or with whom you have a strong relationship. As you know, faculty members are busy, but we're confident that once you explain the mission of USGBC Students and your vision for a group on campus, you will spark their willingness to become involved. If an ideal faculty member does not readily come to mind, ask a trusted professor or contact the office of student affairs, student life or the sustainability office. They can work to put you in touch with the best person.



STEP 2: CONVENE

Next comes the exciting part: holding your first meeting. While the phrase “the more the merrier” certainly applies, focus on getting a few quality people in the room to begin. Use your first meeting to brainstorm priorities and assign the tasks needed to ensure the group is officially recognized by your campus. Be sure to bring a sample constitution and bylaws to your first meeting for the group to approve.

A typical first meeting is like a typical first date: kind of exciting and super awkward. Try this icebreaker: share your personal story detailing why you are passionate about sustainability. Stories help make big issues personal and are the best tool you can use to inspire action in others by helping them connect large issues to themselves and their community. Ask others in the room to share their stories too. Every person has his or her own motivations for being part of this change. Find out what concerns others at the meeting and identify how their interests can connect to the group’s mission.

FOUR EASY STEPS TO SPREAD THE WORD ON CAMPUS

1 Personally ask 15 people to attend the meeting. Step outside your comfort zone and approach students you don’t know in addition to those you do.

3 Ask your student center to distribute the meeting information through its Listserv. These lists typically reach thousands.

2 Create a flyer for professors’ mailboxes. In it, ask professors to announce your meeting in each class they teach. This will amplify your message to reach hundreds.

4 Copy the details of your meeting on every blackboard in each classroom you visit.





STEP 3: AFFILIATE

Get to know your school's rules and deadlines for establishing campus groups. To affiliate with the USGBC Students program at the national level, your group will need to be officially recognized by your school, so follow that process first.

Once your group is recognized, affiliate with USGBC Students. The process is easy!

1. Complete a Student Affiliation Agreement and Member Roster
2. Agree upon and sign a Constitution and set of Bylaws for your group
3. Get proof from your school that your group is officially recognized on campus
4. Send all three items by email to **StudentGroups@usgbc.org**

Visit the USGBC Students webpage for a sample constitution, bylaws, *Student Affiliation Agreement* and a comprehensive list of USGBC Students benefits.

STAY CONNECTED

To help facilitate communication, USGBC Students uses National Field, an online platform that serves as a portal for green campus resources, ideas and career opportunities. The system allows you to communicate with the Center for Green Schools team and other student groups, download resources, post questions, distribute details of successful programs and share lessons learned.

Contact your Regional Chair for access.





STEP 4: GROW

The bigger your group, the louder your voice. Grow your group by building on existing personal relationships. Websites such as Facebook, Twitter and Foursquare are great to boost your online presence, but only face-to-face interactions will inspire action needed to create your movement.

To recruit new members, hit up some non-digital social networks:

FRIENDS

Reach out to your friends and make a direct ask to join. Have them commit to a specific date and time to participate.

FRIENDS OF FRIENDS

Ask current members to make a list of 10 people to invite to your next meeting. Ask them to call those 10 people at the end of your first meeting. Follow up with anyone who says they are interested even if they don't show up this first time.

ALLIES

Consider organizations, clubs and other groups with like interests and shared philosophies, such as the student groups of the Sierra Club or a campus green club. Ask them to participate in your group's activities or partner with you to host an event.

NONTRADITIONAL ALLIES

Extend invites to other campus organizations, including political or faith groups, Greek and service organizations and theatre clubs. Don't forget to ask students who take courses at night or through the continuing education division.

EXPAND YOUR REACH

Architecture, engineering and environmental science majors are often the first students tapped when creating a USGBC Students group. These students are crucial, so make sure to include them, but think beyond this core constituency and consider the mixture of knowledge and experience you'll need to initiate comprehensive and lasting change.

Expand your reach to invite business, education and liberal arts majors to participate; be open to students contributing in a variety of ways. For example, communications majors know how to write a press release and may have ideas for telling the group's story visually through photos and graphics. Business and economics majors are good people to call on when it's time to consider creative fundraising tactics. You want to establish a group with a diverse membership and background that will cultivate creativity and provide its members with the opportunity to develop skills outside their course of study.

Most importantly, remember that the strongest student groups place a premium on inclusivity.



COMMUNITY

Reach into the community by inviting USGBC local chapter members to provide subject-matter expertise and professional experience. USGBC Chapters promote sustainable building, advocate for green-friendly policies and build networks of allies where it matters most — in local communities. Chapter members raise awareness of LEED® and green building through education, outreach and advocacy, so ask your Regional Chair to make introductions. Ask like-minded organizations and green groups from the area to participate. Members of high school clubs are enthusiastic and eager to learn, so consider including them in your activities. In doing so, you provide members an opportunity to mentor and inspire the next generation of sustainability leaders.

BEST PRACTICES TO COMMUNICATE YOUR GROUP'S MISSION AND GOALS:

FACE-TO-FACE MEETINGS

The most effective way to grow your group is to hold in-person gatherings. There is nothing like the energy and collective sense of purpose that results from a group of people who share a common goal.

EVENTS

Plan and hold member recruitment drives and other events on campus to encourage students to get involved. (See the "Take Action" section on page 16 for ideas.) Be sure to capitalize on pre-planned events, like student club fairs and Earth Day activities.

VOLUNTEER AND SUPPORTER LIST BUILDING

Keep track of new members and others who interact with your group by keeping sign-in sheets at all your events and creating a member database in National Field. Put a sign-in sheet on a clipboard and have plenty of pens and pencils available.

DIGITAL OUTREACH

While people might not attend an event advertised on Facebook or Twitter, these platforms are still great vehicles to keep people up-to-date on the activities of your group. It's best to look at social media as a way to keep people informed but don't depend on it to build attendance for events or participation in your activities.

TIP

When creating sign-in sheets, complete the first line by hand in its entirety, demonstrating how you want the sheet filled out. You will find that every participant that signs in will follow that example, leaving you with contact information that will be way more useful than "Jim."



1. JIM SMITH JIM@MAIL.COM 123.456.7890



STEP 5: ORGANIZE

The Center for Green Schools at USGBC does not prescribe a specific organizational structure for student groups, but we highly recommend that you create one. The leadership structure of your group should reflect your goals and outline the decision-making process, so it is clear who has the authority to finalize plans and resolve issues. Typical roles within a student group include: president, vice president, treasurer, secretary, public relations officer, fundraiser, event planner, student government liaison and alumni relations manager. Create positions that make sense for your group.

IDENTIFY LEADERS

Strong leaders inspire and guide the group. Avoid appointing leadership roles in the first meeting. Let things shake out and see who emerges as the best fit for each role; tap those who commit to action and follow through. Since student leaders are responsible for overseeing the group's work, their project management skills, organizational knowledge and enthusiasm will significantly impact the success of your group. To ensure group leadership is well prepared, the Center for Green Schools has charged its Regional Chairs to offer trainings that will help your group:

- Identify goals and objectives
- Develop and implement a plan of action
- Recruit and retain members
- Understand the LEED credentials and USGBC benefits
- Get to know USGBC education resources and training opportunities
- Work with faculty, staff, administration, USGBC chapters and local community leaders
- Create and execute a communications plan

As soon as your group affiliates with USGBC, reconnect with your Regional Chair. He or she can help the group develop a team-building program and can provide leadership training and mentoring for members.

ROLES AND RESPONSIBILITIES

Clearly define roles and responsibilities so group members understand their designated tasks and activities. Be mindful of individual skill levels and interests, and seek opportunities for members to expand their knowledge and develop expertise. Giving students specific roles is a great way to gain individual buy-in, secure commitment and prompt action.

SUCCESSION PLANNING

To ensure your group's green campus efforts are maintained, plan for succession. This planning provides a smooth transition for any student working on projects or initiatives with timelines that extend beyond graduation dates. To provide continuity, groups often elect student leaders from different class years, hold elections midway through the academic year, choose a president-elect who is not a senior, or stagger officer terms so that not every position is elected at the same time.

GENIUS IDEAS BELONG HERE





STEP 1: COMMIT

You've got a group. Now what? Time to harness your group's energy and excitement to power a transition to a green campus. Work with your Regional Chair, faculty advisor and members to identify prime opportunities.

Assess what is already happening on campus and build on existing campus sustainability initiatives. Schedule meetings with the student body president, the sustainability officer, facilities director and others to learn more about current green campus programs. Use the questions provided in the box on page 19 as a starting point to determine if there is something your group can do to push a project to the next level or provide the support needed to get an approved program off the ground.

ESTABLISH CREDIBILITY THROUGH SUCCESS

Small initiatives can make a substantial impact. Begin with short-term projects that are simple to implement. By starting with smaller campaigns, your group can acquire the necessary credibility and knowledge to embark on more ambitious and comprehensive projects down the line.

USE THE *PRINCETON REVIEW'S GUIDE TO 311 GREEN COLLEGES AS A RESOURCE*

USGBC and the Princeton Review teamed up to produce the *Guide to 311 Green Colleges*. Now in its second edition, the 2011 guide features 311 higher education institutions that demonstrate strong commitments to sustainability in their academic offerings, campus infrastructure, activities and career preparation. The guide is a solid source of innovative ideas and examples of successful green campus initiatives from across the United States and Canada. Download a free copy from centerforgreenschools.org/greenguide.



USGBC GREEN CAMPUS RESOURCES

USGBC has resources to assist you in greening your campus, including the *Roadmap to a Green Campus*, *Hands-On LEED: Guiding College Student Engagement*, and *Learn LEED: How-to Guide for Planning and Conducting LEED Study Groups*.

BE VISIBLE

The most effective projects culminate in public events where you can showcase your group's work and accomplishments. Your goal should be to generate excitement and capitalize on that enthusiasm to grow membership and pursue more ambitious projects and programs in the future. To that end, develop a communications strategy. It should address specific audiences including the student body, faculty, facilities management, administration and the community in an effort to promote specific components of your plan, secure support for special projects and serve as a venue to brag about your group's achievements. (See "Share Your Story" on page 27 for more details.)

ENGAGE THE COMMUNITY

Sharing your green campus efforts with the larger community provides a great opportunity to get more people involved. Articulate a strategy for outreach to community members, and consider exciting ways to engage them such as:

- Volunteering your group's time and expertise to help area K-12 schools conduct waste audits and develop recycling programs
- Organizing a lecture by local horticulturists on native and adaptive plants and inviting the community to attend
- Working with the campus procurement office to develop sustainable purchasing guidelines. Find local businesses with comparable guidelines and ask their procurement department to share their experiences
- Offering subject matter expertise to a business or group in the community by conducting a LEED feasibility study for a new building or renovation they are considering

USGBC PROGRAMS

USGBC offers a wide variety of national program opportunities for your group to consider.

DON'T BE TRASHY

USGBC Students conducts a nationwide recycling drive during freshmen dorm move-in week to help reduce waste. The program creates an opportunity for your group to be one of the first organizations on campus to greet these incoming students, their parents and siblings, helping you to garner support for recruiting new members. USGBC provides training and materials to help you organize the event.

For more information visit: centerforgreenschools.org/usgbcstudentsprograms

WHERE CAN YOU MAKE A DIFFERENCE?

Asking yourself these questions can help you identify where you and your group can have the most impact.

ARE OUR BUILDINGS GREEN?

- Has our campus assessed buildings to determine their deficiencies?
- Has our campus performed energy audits on existing facilities?
- Does our campus have plans to improve the energy efficiency of buildings?
- Does our school have plans to seek LEED certification for new buildings or major renovation projects on campus?
- Does our school have plans to seek LEED for Existing Buildings: Operations & Maintenance certification for existing facilities on campus?

ARE OUR POLICIES AND PRACTICES GREEN?

- Does our campus have a recycling and waste management program? If so, is it effective and are members of the campus community active participants?
- Does our campus have a green cleaning policy? An environmentally friendly groundskeeping program?
- Does our campus have a sustainable purchasing policy?

IS OUR TRANSPORTATION GREEN?

- Is our campus bicycle friendly?
- Does our campus provide easy access to public transportation or major transportation hubs to get to town?
- Is it safe to walk on campus?
- Does our campus promote alternative transportation, such as preferred parking for hybrid or electric vehicles?

IS OUR CURRICULUM GREEN?

- Does our campus offer a sustainability major or minor?
- Does our campus offer majors that incorporate sustainability into the curriculum? If so, how many?
- Does our freshman orientation or freshman experience include sessions to promote sustainability awareness?

ARE OUR LEADERS GREEN?

- Has our campus made a formal commitment to sustainability?
- Is our campus a USGBC National Member organization?
- Has our campus signed the American College and University Presidents' Climate Commitment?
- Does our campus employ a dedicated sustainability officer?
- Does our campus endowment have environmentally sound investment practices?
- Does our campus have a green student fee to provide funding to develop and implement sustainability initiatives?
- Is our school listed in the *Princeton Review's Guide to 311 Green Colleges*?

HOW YOUR SCHOOL'S ENDOWMENT CAN PROMOTE SUSTAINABILITY

A school's endowment and investment practices are often overlooked by student groups, but provide a significant opportunity to encourage sustainability on campus.

A university endowment is funded primarily by alumni donations and tapped to pay for capital improvements, scholarships and major school initiatives. Today, there is more than \$350 billion in college and university endowments in the United States. The vast majority of this money is invested with little consideration to social or environmental consequences. Students and the broader university community have begun to seek ways to ensure that these funds are invested and utilized to promote sustainability. Your group can help:

SUPPORT THE CREATION OF A RESPONSIBLE INVESTMENT COMMITTEE

There are more than 40 colleges and universities in the United States with committees designed to develop investment criteria that promotes more socially and environmentally sound investing.

SEEK TO REQUIRE THAT A PORTION OF THE ENDOWMENT BE USED TO FUND GREEN BUILDINGS ON CAMPUS

A school can earmark a portion of its endowment or operating account assets to finance green building projects on campus, including energy efficiency retrofits.

ESTABLISH A REVOLVING LOAN FUND

Revolving Loan Funds (RLFs) grant small loans to members of the campus community whose proposals or specific sustainability projects on campus have been approved by a managing board. The fund can be financed by grants, alumni and corporate donations, campus fundraising efforts and student fees. The savings generated through energy conservation measures are paid back into the fund over time until the project is paid for, thus providing a revolving source of capital.

ENCOURAGE YOUR SCHOOL TO EXERCISE ITS SHAREHOLDER POWER

Schools are major institutional investors and should exercise their power as shareholders to vote on issues that have serious environmental consequences as well as voice their support for environmentally sound investment practices.

The Responsible Endowments Coalition (REC) is a national organization that assists student groups in encouraging their schools to be more responsible investors. To learn more, visit the REC website at endowmentethics.org

CAMPUS CONSERVATION NATIONALS

Buildings account for the vast majority of energy and water use on campus and contribute significantly to your school's carbon footprint. While most colleges and universities recognize the value of upgrading infrastructure to improve energy efficiency, changing the behavior of building occupants is also a critical component of conservation.

The Campus Conservation Nationals (CCN) competition was established to raise awareness of the role students play in campus conservation efforts. It is the largest national electricity and water reduction competition on college and university campuses. CCN is a three-week contest that pits the Ivy Leagues and the Big Ten Titans, the State Powerhouses and the Wily Liberal Arts, and the East and West Coasts against each other in a challenge to see which colleges and universities can reduce electricity and water use the most. Students see real results and measurable impacts—preventing thousands of pounds of carbon dioxide from being emitted and fostering the culture of conservation in their campus communities.

Building on the success of the 2010 Campus Conservation Nationals, USGBC Students has partnered with Lucid Design Group to host the largest national dorm energy conservation challenge in history. Taking place in spring 2012, the competition will use Lucid's Building Dashboard[®], provided free to participants during the competition, to manage the process and measure the results on a central, socially networked web platform. Check it out at competetoreduce.org.

IN 2010, 40 CAMPUSES PARTICIPATED IN THE CAMPUS CONSERVATION NATIONALS



40,508,694 Kilowatts saved



816,394 Pounds of CO₂ averted



\$50,209 Dollars saved in energy costs



LEED PROJECT EXPERIENCE

What is the next building your school plans to build or renovate? Does the administration have plans to incorporate sustainability into the design and construction process? Is your facilities department interested in integrating sustainable practices into the operations and maintenance of existing buildings?

If your campus plans to engage in any construction or improvement projects without an eye on the environmental impact of that project, one of the most effective goals your group can strive toward is convincing university leaders of the value of LEED certification. If the facility does not meet the LEED requirements, the project can still use LEED as a roadmap for making important decisions on how best to integrate sustainable practices.

Several colleges and universities have programs in place to engage students on LEED projects. These programs provide students with valuable hands-on project experience, create opportunities for faculty to incorporate project-based learning into course work and help the institution lower LEED project costs. Students contribute to both new and existing buildings seeking LEED certification, including working on early planning or assessment tasks, such as helping to determine which current campus facilities are best suited for LEED for Existing Buildings: Operations & Maintenance certification.

RESEARCH TO PRACTICE PROGRAM (R2P2)

R2P2 provides students with a unique opportunity to develop research skills and learn specifics about green building strategies. The program seeks interdisciplinary teams to develop in-depth case studies. The team must include at least one faculty member and at least one student. The scope of the project can be one building, multiple buildings or neighborhoods and can include LEED-certified, LEED-registered or non-LEED buildings. Successful completion of an R2P2 project will help a campus identify untapped greening opportunities. USGBC will also aggregate the data and information collected through these case studies to inform ongoing research and development. Visit centerforgreenschools.org/r2p2 for more information.

WHAT IS LEED?

Developed by the U.S. Green Building Council, LEED is an internationally recognized mark of excellence for buildings, communities and professionals that are transforming the building industry toward energy efficiency and water efficiency, better stewardship of our natural resources and a healthier living, working and learning environment.

LEED provides building owners and operators a concise framework for identifying and implementing practical and measurable green building design, construction, operation and maintenance solutions. It is developed through a broad consensus process that includes nonprofit organizations, government agencies, architects, engineers, developers, builders, product manufacturers and other industry leaders. LEED consists of a suite of rating systems that address the complete lifecycle of buildings.

RATING SYSTEMS

- New Construction
- Existing Buildings: Operations & Maintenance
- Commercial Interiors
- Core & Shell
- Schools
- Retail
- Healthcare
- Homes
- Neighborhood Development



For more information on LEED, go to [usgbc.org/leed](https://www.usgbc.org/leed)



STEP 2: PREPARE

Work with your Regional Chair and faculty advisor to develop a plan and implementation strategy that reflects your group's strategic goals. Keep the plan practical, focusing on what can be achieved realistically in light of schedules, school breaks and graduation dates.

Ensuring members are well-trained will be key to your group's success. Work with your Regional Chair to determine training needs. Efforts should focus on teaching members how to implement the specific tasks and activities outlined in your plan.

GENIUS IDEAS BELONG HERE





STEP 3: ACT

You've built a group, done your research, and chosen your path...





STEP 4: ASSESS

Measuring the impacts and results of your group's efforts is of critical importance. If your group conducts a waste audit of all campus food halls by counting the trash bags generated and uses the results to develop a recycling and cafeteria waste management plan, be sure to organize a follow-up audit to determine how much waste has been eliminated. You can use the data to determine if the plan needs improvement and to catalog lessons learned to better inform future projects. These tangible results can be used to promote the group's success and to provide the credibility needed to expand your green campus movement. Your group's reputation will rest on using actual data, so be vigilant in requiring accurate assessments.



RESOURCE LIBRARY

Visit our online resource library at: centerforgreenschools.org/resources

The library is a clearinghouse for the resources you will need to fulfill your group's goals, including poster and sign-in sheet templates, sample press releases, PowerPoints for trainings, and articles on green building, sustainability and student leadership.



STEP 5: SHARE

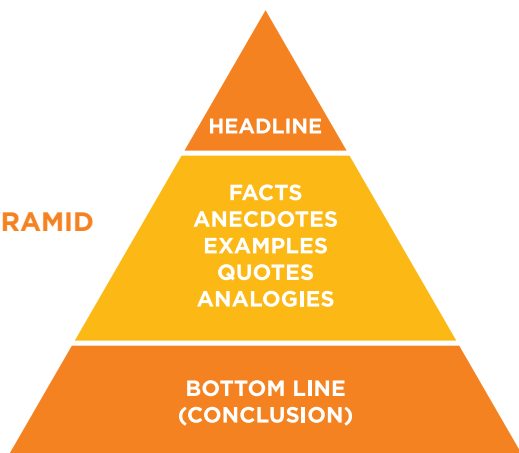
Got success stories and tangible results? It's time to celebrate. Showcase your group's progress by sharing results with your fellow students, faculty, staff, alumni, community and policy makers. Engaging the local media will help you reach the campus community and beyond.

PITCH PERFECT

Big news to announce? Put together a press release to send to the local media to spread your good news. Press releases are great when you have big news to share and not a lot of time to share it. If you can, take it a step further by calling journalists directly to "pitch" your story to targeted media. Either way, be concise, have quotes, interesting information (see message pyramid diagram below) and links to share. Be sure to follow up with phone calls or emails that give the reporter more information. In addition to local media, several departments at your college likely have monthly or quarterly newsletters where you can make announcements and reach new audiences. It's often a great idea to reach out to your alumni magazine as these publications are always interested in fresh content. Or you can write a letter to the local editor on a sustainability topic taking place on campus and get it published.

Not sure how to pitch a story or write a press release? Contact your Regional Chair. Also consider asking your school's local Public Relations Students Society of America (PRSSA) chapter or engaging a communications-savvy student who's interested in serving as your public relations chair.

MESSAGE PYRAMID DIAGRAM



COMPILE A PRESS KIT

Put together a packet to give to media that includes any media placements you've already received, a description of USGBC Students and what your group has been up to, fact sheets, case studies and leader bios. Get creative and put your kits on flash drives that include photos and videos of your group in action. Visit centerforgreenschools.org/newsroom for the latest news and information on the Center for Green Schools.



IS THIS A STORY?

Arm yourself with as much information as possible on what makes your story newsworthy when reaching out to media outlets. Planning photo-friendly events and producing tangible results are important, but sometimes you have to get creative to make headlines. Check out these ideas on how to make news on your campus:

- **Tie in with today's headline:** Did your university just commit to building a LEED dorm? Keep track of what your school and community are doing and promote your group's work around it.
- **Conduct a poll or survey or adapt national ones for local use:** The media love data and statistics.
- **Create a case study:** Not only will this help you get press, case studies on your success help with recruitment of new members and are great resources to share with other USGBC Student groups across the country.
- **Join forces with another organization on campus:** Especially if your group is new, try partnering with a more established student group, such as the university's student government, to plan an event or support a cause. They will help you promote it and introduce new people to your group's work. If you do work with the student government, ask them to pass a student resolution that encourages green buildings and policies on campus.
- **Tie in with a holiday or campus-wide event:** There are always news stories written during special weekends on campus, such as Homecoming or Greek Week, so take advantage by organizing a press-worthy event or initiative around the theme.
- **Create an award or hold a contest:** Everyone loves to win and the media love to write about winners.
- **Organize a tour:** Is there a newly LEED-certified building on your campus? Reach out to the university to see if you can work with them to schedule a tour and invite media.

BUILD YOUR STREET CRED

While guerrilla marketing techniques such as giveaways, chalking sidewalks, posting fliers or selling baked goods were practically invented on college campuses, try coming up with unique, out-of-the-box ideas that will generate buzz. Green building flash mob, anyone? Initiating PR stunts in public places can be an effective way to gain recognition for your group.

A PICTURE'S WORTH A THOUSAND WORDS

Create a photo opportunity for the local media that shows your group in action. If you are organizing an event that you want media to attend, draft a media alert or invitation with the five “W’s” (who, what where, when and why) and let them know there will be photo and interview opportunities. Be sure to send this at least two weeks in advance and again the week of the event so they have it on their calendars.

If you can't get the media to come to you, go to them. Recruit a photography major to take pictures of your group in action that you can send post-event to make the local paper's job easier. Post your event photos on Flickr, Facebook and other social media outlets.

BLOGGING 101

If you are having trouble getting media attention for all the great work your group is doing, take matters into your own hands. Start a blog on your USGBC Students group and report on what your group does. Post relevant updates, share your success stories and offer advice related to sustainability and green building through the experience of your members, which may help engage new ones. You can use email and social media to distribute your blog across campus. When blogging, make sure your posts are timely, concise, follow the standard message pyramid format and include useful links and visuals when possible. Blogs don't have to be written; get a flipcam and give “vlogging” a try.

GREEN

YOUR

CAREER

We see the value in fast-tracking sustainably literate students into the market place. We will work hard to provide you and your group members with job fairs, networking opportunities and job postings. Your movement does not end on graduation day. Participating in a USGBC Students group can help you distinguish yourself in a competitive marketplace. You can showcase your grassroots organizing and project management skills as well as the hands-on green job training you received.

STEP 1: DIFFERENTIATE

Establish credibility by earning a credential. The LEED Professional Credentials indicate to the marketplace that you have a clear understanding of green building principles and the implementation of LEED, so consider earning one. USGBC offers a suite of professional credentials that showcase to a future employer that you understand the green building industry. The first step is to earn a LEED Green Associate™ credential.

The Green Associate credential attests to basic knowledge and skill in understanding and supporting green design, construction and operations. Participating in USGBC Students fulfills the experience requirement to take the LEED Green Associate exam.



USGBC EDUCATIONAL RESOURCES

USGBC provides a wide-range of educational resources and tools that you can use to help prepare your members, such as online courses and publications. Visit usgbc.org/education for more information.

USGBC Students can access two online courses — LEED 101 and LEED 201 — free-of-charge. You also receive discounts on the LEED reference guides.

LEED 101: GREEN BUILDING BASICS AND LEED

The Green Building Basics and LEED online course is intended for those who are looking to learn the basics of green building and LEED. The online course offers an introduction to USGBC, green building principles and the fundamentals of the LEED rating system.

LEED 201: CORE CONCEPTS & STRATEGIES

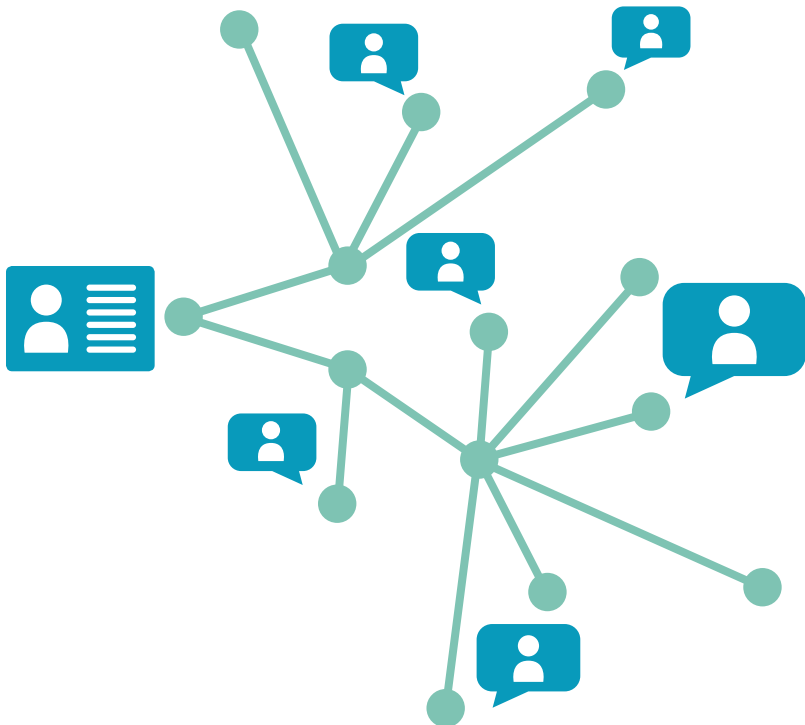
The Core Concepts & Strategies online course is intended for those who want more than a basic understanding of LEED, including those directly involved in green building projects and those pursuing the LEED Green Associate credential. The course provides essential knowledge of sustainable building concepts that are fundamental to all LEED rating systems. The core of the course presents LEED intents and concepts at the credit category level—across building types and rating systems—touching on strategies, synergies and specific examples that are reinforced through case studies.



STEP 2: NETWORK

So much of landing your dream job is about who you know. Attending conferences and events are great ways to meet professionals and build your network. USGBC's annual *Greenbuild International Conference and Expo* offers cutting-edge educational sessions, networking opportunities and access to the Expo and its 1,800 vendors showcasing the newest in sustainability building technologies, services and products. The conference draws nearly 30,000 attendees from more than 100 countries. USGBC offers student discounts on registration fees and will waive the fee for students who volunteer for eight hours. Visit greenbuild.org for more information.

Make sure to also tap any connections made while developing and implementing your green school movement, especially those projects that involved USGBC chapter members or community organizations.



STEP 3: GET A JOB

Job searches can be tricky, but involvement in USGBC Students will put you one step ahead of the game. Be sure to highlight the green skills and knowledge you've acquired through your work on campus. Focus on how you created or participated in your chapter and any specific results you accomplished. Don't be shy about tooting your own horn!

The Center for Green Schools conducts an annual job fair for graduating USGBC Students members in good standing who have earned a professional credential, such as the LEED Green Associate or LEED AP. We will work with our diverse corporate members and local chapters to provide a showcase for you to learn about careers in the green building industry and develop a professional network to find a job. Other career resources include a USGBC Students alumni program and online job bank.

OUR IMPACT

If we were to fully realize the potential energy efficiency in our buildings and other stationary energy sources we could save **\$1.2 TRILLION** and create up to **900,000** new jobs by 2020.

McKinsey & Company, "Unlocking Energy Efficiency in the U.S. Economy", 2009





STEP 4: TRANSITION

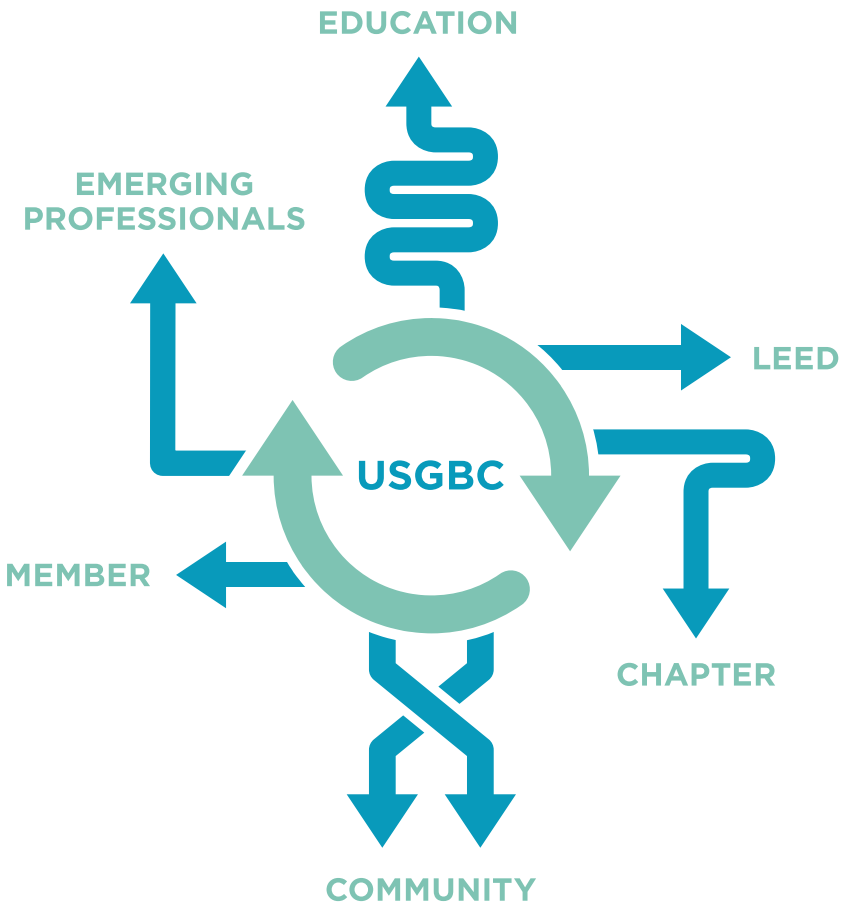
After graduation, USGBC Students will help you connect to your local Emerging Professionals (EPs). EPs are organized as committees of local USGBC chapters. These committees work closely with chapter leadership—often the heads of local sustainability industries—to ensure that the sustainability movement is connecting all generations. Many EPs work with their chapters to hold job fairs, sponsor internship programs, convene networking events, conduct building tours and hold LEED study groups.

GENIUS IDEAS BELONG HERE



 **STEP 5: K.I.T.**

USGBC can support you throughout your career so keep in touch. We are dedicated to helping students build careers and communities committed to sustainability by providing ongoing professional development and networking opportunities. Chapter membership provides a forum for individuals to connect to the green building conversation locally and to network with other green building professionals who are working on state of the art projects in their cities and throughout the region.





U.S. GREEN BUILDING COUNCIL

USGBC is a Washington, D.C.-based 501(c)(3) nonprofit organization committed to a prosperous and sustainable future for our nation through cost efficient and energy saving green buildings. With a community comprising 79 local affiliates, 16,000 member organizations and more than 170,000 LEED Professional Credential holders, USGBC is the driving force of an industry that is projected to contribute \$554 billion to the U.S. gross domestic product from 2009 to 2013. USGBC leads a diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials and concerned citizens as well as teachers and students. usgbc.org

THE CENTER FOR GREEN SCHOOLS



THE CENTER FOR GREEN SCHOOLS AT THE U.S. GREEN BUILDING COUNCIL

The Center for Green Schools is how USGBC is making sure every student has the opportunity to attend a green school within this generation. From the kindergartner first entering the classroom, to the Ph.D. student performing research in a lab, the Center provides the resources and support to elevate dialogue, accelerate policy and institute innovation toward green schools and campuses. Thanks in part to generous support from founding sponsor United Technologies Corporation, the Center works directly with staff, teachers, faculty, students, administrators, elected officials and communities to drive the transformation of all schools into sustainable places to live and learn, work and play. centerforgreenschools.org



USGBC STUDENTS

USGBC Students recruits, connects and equips the next generation of green building leaders by empowering them to transform their campuses, communities and careers. Representing college and university-based groups of students from all disciplines who come together to learn and participate in hands-on green building experiences on their own campuses, this student program engages young leaders through service initiatives and LEED documentation for campus facilities projects. USGBC helps students integrate sustainability themes into their coursework, advocates for sustainable university practices and policies and facilitates student attendance at green building conferences, events and collaborations with other student organizations around green initiatives, campaigns and activities. centerforgreenschools.org/usgbcstudents



UNITED TECHNOLOGIES CORPORATION

UTC is the first Founding Sponsor of the Center for Green Schools at USGBC. Based in Hartford, Connecticut, UTC is a diversified company providing high technology products and services to the global aerospace and building industries. UTC's products include Pratt & Whitney aircraft engines, Sikorsky helicopters, Carrier heating, air conditioning and refrigeration systems, Hamilton Sundstrand aerospace systems and industrial products, Otis elevators and escalators, UTC Fire & Security systems and UTC Power fuel cells. utc.com



centerforgreenschools.org/usgbcstudents