

1. How staff time is spent in current role

GEF Grant Program Coordinator

• Implementation (60%)

- o Develop, coordinate and provide educational workshops about the GEF Program and the proposal submission and review process in collaboration with the AS GEF Education Coordinator
- o Coordinate the development and submission of project proposals and implementation of funded projects
- o Regular, ongoing meetings with project teams during all stages of their projects
- o Track all project participant progress during the all stages of projects; ensure they adhere to the various project deadlines and established project goals
- o Obtain and review financial estimates for each project
- o Monitor, review and reconcile the program's operational budget and each of the project budgets, accounts and sub-accounts

• Analysis (10%)

- o Past project reporting
- o Past project monitoring
- o Provide periodic and annual reports to the campus and AS Board on the status of the program

• Ensure GEF Grant Program Team cohesiveness and collaboration (10%)

- o Act as primary contact and liaison for the program
- o Actively participate within the GEF Grant Program team, which includes the GEF Grant Program Position and the GEF Program Education Coordinator
- o Ensure communication with the Associated Students Environmental & Sustainability Programs (ESP) office to promote collaborative efforts
- o Assist in the development of program promotion and education activities; provide final approval

• Strategic Project Planning (10%)

- o Ensure all GEF projects are added to Western's Campus Green Map
- o Ensure press releases are distributed to the campus community
- o Work with the campus community to identify potential sustainability initiatives
- o Collaborate with the GEF Committee to support and promote program goals and efforts
- o Build involvement and support for funded projects; support the goals and objectives of campus sustainability initiatives

• Development (10%)

- o Develop, and/or update applicant and staff workflows and resources to support and promote GEF Grant Program efforts
- o Develop, and/or update program processes and corresponding workflow documents and grant application documents
- o Develop, implement, assess and/or update online GEF resources

GEF Education Coordinator

• Outreach to students

o Existing projects (10%)

- Work to create campus tours that integrate the GEF projects
- Highlight projects in classroom presentations
- Work on educating students about the past projects and their success

o Highlighting the small and large grant program (10%)

- Create workshops that allow students/faculty/staff to brainstorm ideas as well as learn about the application process.
- Classroom presentations to get the word out about both the GEF as well as the small grant program specifically.
- Table in Vendors Row.
- Brainstorm creative ways for students to get involved, such as getting a button maker to make GEF buttons.

o Earth Day/Club Summit/ Other Environmental Center Events (5%)

- Ensure GEF is present at events and has good outreach
- Participate in Earth Day: with promotional materials (need to be designed and printed) as well as pinwheels that people could put together and take home with them. Gather and create raffle prize, such as water bottles with GEF materials
- For Club summits have presentation as well as activity for people there to learn more about the program
- Meet new students, build connections!!

o Educational Workshops (50%)

- Create and deliver small grant info workshops
- In Spring, start planning the workshops for the large grant programs that will take place next year.
- Class room presentations to get the word out to students across a range of disciplines

• Promotional Materials (20%)

o Design and create graphic promotional materials for the various events we have.

- Poster for small grant program info sessions
- Handbill with how you can get involved for earth day
- Project poster for the paper towel composting team
- Business cards that can be used by future GEF education coordinators
- Currently working on poster for the Award Expo
- Also working on creating a poster for the Dashboard project team

• Social Media (5%)

o Daily/weekly updates to either the FB or Twitter page. Create banners for the FB page and update our other pictures so that it stays fresh and updated,

o Email sign up list, update after events

o Create event pages for the various GEF events (e.g. for the Expo)

2. What didn't get done this year? What took too long or was diminished in quality?

- GEF Grant Program Coordinator
 - o Past project reporting (ensuring final reports are submitted with a complete evaluation of the project and recommendations to campus for next steps)
 - o Past project monitoring (ensuring the project is well maintained, operating efficiently, and providing data to the campus community as planned)
 - o Build involvement and support for funded projects
- GEF Education Coordinator
 - o Reaching out to a greater variety of academic disciplines and student groups across campus
 - o Fixing AS website: Though this is more due to the AS and the technology office. The Education Coordinator has been working on this since September. The AS Manager of Information Technology has informed us that our project is on the list to do and will be completed by next school year.
 - o Creating videos of projects
 - o Promoting for small grant program
 - Because the GEF Education Coordinator started the position in January, the promotion and outreach for this was quite rushed. More time would have been beneficial to getting more students to apply.
 - o Small projects that have not yet been completed, but I have on the backburner
 - New banner
 - Create and design new banner as our old one is torn
 - Work with round 1 project teams to help them create posters, so we have these for events and outreach

3. What could we do more of or better at?

- Program analysis
- Reaching out to the greater campus community
- Increase our social media audience. And conduct more outreach with social media
- Promote, promote, promote. Reach out to more students, more majors, and more student groups.

4. Two proposals for 2013-2014

- a. Attached you can find a calendar that demonstrates the 2013-2014 Calendar with current staff and with an additional student staff
- b. Below you can find a description of what two student GEF jobs could look like

Student 1: Promotional materials and marketing-//? the AS

- Creating promotional materials (handbills, posters, etc.)
- Maintaining social media presence
- Building media audience
- Providing updated material for website
- Highlighting past projects (letting the campus know the status of ongoing projects - solar, water bottle refill stations, etc.)
- Designing & maintaining Dashboard digital signage for VU and other locations
- Liaison with AS Environmental Center
- Create videos of past projects for website
- Distribution of publicity materials
- Collaborate with Student 2 & GEF Grant Program Coordinator

Student 2: Workshops & classroom presentations - *Work study*

- Customizing classroom presentations to department
- Planning classroom visits, contacting teachers, scheduling presentations
- Planning workshops
- Scheduling workshop locations, materials, PowerPoint, etc.
- Plan workshop and presentation improvements for following academic year
- Take lead role in hosting Earth Day table (creating interactive activity, etc.)
- Take lead role in planning and organizing Awards Expo
- Collaborate with Student 1 & GEF Grant Program Coordinator

Both Students:

- Attend GEF Committee Meetings
- Promoting small and large grant program
 - Red square Info fair
 - Earth Day
 - Club summits
 - Career Fairs
 - Awards Expo