



## Small Grant Application

The small grant application is for requests from \$500 up to \$5,000. For detailed application instructions and further information about the program, please refer the *SEJF Grant Application Toolkit*.

Submit completed application by delivering a hard copy and emailing a scanned version (including signatures) to SEJF Manager Johnathan Riopelle at High Street Hall Room 22. Applications must be provided in both forms in order to be reviewed. Email: johnathan.riopelle@wwu.edu.

### **SECTION 1: Project Concept.**

- a. Project Title: Office of Sustainability Media Matters
- b. Describe your proposed project:

This project will allow the OS Media team to attend the national American Institute of Graphic Arts conference in order to gain knowledge and skills that will provide increased student awareness of sustainability issues and opportunities and provide better overall engagement with the campus community.

The conference's theme is Bridges: Who are those in the creative communities building bridges to new ways of thinking, new ways of living, and new ways of creating? Who is challenging and rewriting established narratives, guiding old behaviors and institutions into a new, modern way forward? Who are the builders, the uniters?

The three-day conference will be located at the David L. Lawrence Convention Center in downtown Pittsburgh. The DLCC was the first fully sustainable convention center in the world, and was awarded the Gold (new building) and Platinum (existing building) LEED® certifications by the US Green Building Council.

c. Who is the intended audience?

The project will facilitate conference attendance for the three student media staff of the Office of Sustainability. We provide outreach materials for the Office of Sustainability, including

- Logo design and branding
- Printed promotional materials like posters, banners, handbills, etc.
- Social media campaigns
- Brand strategy and storytelling
- Educational materials (e.g. sorting signage, brochures)
- Animation and Digital Signage
- Event Photography
- Copywriting

We serve all of the OS programs:

- Office of Sustainability general communications
- Feeding Western
- Sustainable Communities Partnership
- Sustainable Office Certification
- Sustainable Transportation
- Sustainability, Equity, & Justice Fund
- Sustainability Representatives
- Viking-supported Agriculture
- Zero Waste Western

These programs are more effective when they are served by new ideas in graphic arts creation and communication. They will be directly impacted by the funding of this project.

d. How many students will be directly affected?

Students across campus see, are inspired by, and act upon promoted opportunities offered by the Office of Sustainability and its partners. The entire campus's sustainability, therefore, is impacted by the efficacy of our outreach design. How do we inspire people to create change, to break habits, to improve conditions for those they both know and do not know? Office of Sustainability designers are the visual linguists; we provide the language that softens hearts to the needs of the underprivileged and moves minds to make real change across the four pillars of sustainability. All students on campus are potentially directly impacted by the eloquence of the OS media team, and thousands more in the future will see the benefit of the values these student staff communicate. This project will make the media team even more capable to build the bridges of sustainability across campus. It potentially impacts every person who steps foot upon our campus.

- e. What are the goals and desired outcomes of your project?
- To more effectively support and amplify the work that is done by all of the other folks in the office by communicating with clear, recognizable, and attractive design.
  - To learn more about the intersection of sustainability and design, and become better informed about how to connect to diverse audiences, in a professional setting.
  - To develop as young professionals, specifically in client relationships. We hope to understand how to get the information we need out of clients when asking questions and having meetings. We would also like to know how to communicate with people who are not necessarily as visually-oriented.
  - To see different perspectives and learn from people in the industry who are asking questions that we haven't even thought of yet because we are early in our career.
  - To meet and talk with other people in the industry to hear best practices of sustainability in the design realm.

## **SECTION 2: Project Alignment.**

- a. How will your project positively impact the four pillars of sustainability at Western?

The four pillars of sustainability require campus- and community-wide expression. This is the charge and purview of the Office of Sustainability media team. We serve every program in OS, therefore influencing the protection of local and global ecology, the advancement of social equity, the creation of economic vitality, and the promotion of human health at every turn. We provide the evocative visual elements that advance our progressive understanding of a truly sustainable society.

- b. How does your project align with Western's Sustainable Action Plan and other campus sustainability goals or initiatives? Please reference specific SAP initiatives.

*Chapter: Engagement*

*Campus and Community Engagement*

*Objective 2.1: Redevelop student, staff, faculty, and visitor orientation programs to emphasize Western's commitment to education for sustainability beginning spring of 2017.*

- Western has committed in the Sustainable Action Plan to improve campus and community engagement. This can be accomplished in part by supporting our communicators. Office of Sustainability staff regularly attend conferences to improve their skills and understanding of their fields. The OS Media team has never been given this opportunity, making it an equity issue as well as a promise made by the university.
- This opportunity will also allow Western and Western Sustainability to be represented in a national design conference which shows that Western values

sustainability and it's message to invest in employee success and professional development

- This can also boost the reputation of Western Sustainability and the OS amongst design students: if they know that these positions will include attendance to a conference like this, it will increase the hiring pool and bring more design talent into the office. The conference, if funded, could be used in marketing for the next position if it is feasible for future years. Conference attendance is something that no other design job on campus offers.

c. The United Nations has developed seventeen sustainable development goals (SDGs) to transform our world:

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequality
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace and Justice Strong Institutions
17. Partnerships to achieve the Goal

How does your project align with the United Nations' Sustainable Development Goals?

This project directly impacts goals 4, 10, and 17.

4: As it is a national design and communication conference with a sustainability-related theme, it is a tremendous educational opportunity for us that that we cannot obtain here in Bellingham. What we will learn at the conference will be immediately meaningful to our work in the OS.

10: By providing us with a conference experience that is relevant to our work and education, this proposal remedies an issue that previous OS media teams experienced: they never had reason to attend the annual WOHEC conference because it does not address graphics and communications work, so they were not provided a benefit (valuable conference attendance) that other OS programs staff were given. WOHEC is a valuable conference to learn about best-practices in sustainability, but is not focused on our purview—graphics and communication.

11: Partnership requires communication. The project will significantly impact the ability of the media team, and therefore the Office of Sustainability as a whole, to build and nurture partnership in the name of Western's sustainability goals.

d. How will the success of the project be measured? Describe the quantitative and/or qualitative sustainability metrics you will use to measure the success of your project. A data collection plan is required for all projects.

Metric ( <i>qualitative or quantitative</i> )	Description
Client satisfaction with design	Student staff will develop metrics based upon conference input to provide better client deliverables
Audience response/event attendance when applicable	Student staff will learn how to better gauge audience response to outreach campaigns

**SECTION 3: Project Participants.**

a. Team Information: A team should consist of two to five individuals, including the team advisor.

Project Advisor Information (Faculty or Staff) Student proposals must include a staff or faculty advisor. The role of the advisor is to provide assistance and guidance to the team during the development, implementation, and post-implementation stages of the proposal process. The advisor should also be able to provide

Project Lead: There must be at least one team lead designated for the project. This individual is expected to serve as the communication liaison for the project.

Financial Agent: The project must have a budget authority to manage funds for all purchases.

Name	Department/ School Students provide major/minor	Position: Faculty/staff/student Students provide expected graduation quarter/year	Western email address	Initial to verify agreement
<i>Team Advisor:</i> Johnathan Riopelle	Office of Sustainability	Faculty/Staff	riopelj@wwu.edu	
<i>Team Lead:</i> Hunter Simpson	Graphic Design	Student Staff/Spring 2020	OSGraphics2@w wwu.edu	
<i>Team Member:</i> Lia Henrikson	Graphic Design	Student Staff/Spring 2020	OSGraphics3@w wwu.edu	
<i>Team Member:</i> Dorothy Alfonso	Graphic Design	Student Staff/Spring 2020	OSMedia@wwu.e du	

b. Project Stakeholders

Does your project involve labor, include involvement, or require permission from organizations, departments, or individuals on campus? These project partners are your stakeholders. All stakeholders must provide a signature of approval for this project. For more information, please refer to the SEJF Grant Toolkit.

Key questions to identify your potential stakeholders:

- Who will impact or be impacted by implementation of the project?
- What financial or emotional interest do they have in the project, positive or negative?
- What information will they want, and what is the best way of communicating with them?
- What is their current opinion of your proposal? Is it based on accurate information?
- Who influences their opinions generally, and who influences their opinion of you? Do some of these influencers therefore become important stakeholders in their own right?
- Who else might be influenced by their opinion? Are these individuals also stakeholders?
- If they aren't likely to be amenable, what will win them around to support your project?
- If you are not able to win their support, how will you manage their opposition?

<b>Stakeholder Name</b>	<b>University Department and Position</b>	<b>Involvement in Project</b>	<b>Stakeholder signature of approval</b>
No additional stakeholders are necessary for project completion.			

**SECTION 4: Project Timeline.**

a. Describe your project's progress and promotional activity. Outline all tasks that are required to complete the projects, and all means in which you will promote the project to the campus, in the table below. Insert additional rows as necessary.

<b>Action</b>	<b>Purpose</b>	<b>Initiation</b>	<b>Completion</b>
Submit grant	To fund conference opportunity		Nov. 12, 2019
Arrange travel			December 2019
Attend conference			March 29-April 2, 2020
Prepare presentation of top takeaways	In order to provide our clients about what changes we will make in our program.	April 2020	April 2020
Present to Office of Sustainability	Hold conference review presentation in OS		April 2020
Create legacy document from conference	In order to impact all future media and communication work in OS.	May 2020	June 2020

b. Where will the project be located?

Pittsburgh, Pennsylvania

c. Planned project completion date:

Travel dates are March 29 to April 2, 2020. Project reporting will take place during spring 2020 quarter.



**SECTION 5: Project Budget.**

e. Provide an itemized list of the budget items required for this project. Include equipment, construction costs, publicity, labor, and any other costs. Include funding amounts from other sources that will impact project cost. The SEJF Program encourages the identification of additional funding sources to augment SEJF funds, and failure to secure such support may prevent approval of an application. List pending, approved, and denied applications for funding from other sources, along with amounts requested from those sources.

<b>Budget item</b>	<b>Cost per Item</b>	<b>Quantity</b>	<b>Cost</b>
Conference registration	\$295	3	\$885
Professional Development Workshop	\$75	3	\$225
Travel (flights plus ground transportation)	\$545	3	\$1575
Rooms	\$450	3	\$1350
Board (Per Diem established by WA.)	\$168	3	\$504
<b>Total project budget</b>			<b>\$4539</b>
<b>Additional funding source</b>	<b>Status</b>		<b>Amount</b>
None			
<b>Total requested funds from SEJF</b>			<b>\$4539</b>

f. If the project is implemented, will there be any ongoing replacement, operational, maintenance or renewal costs? If yes, has a source of funds been identified to cover those costs? This must be communicated to the appropriate stakeholder.

<b>Ongoing cost</b>	<b>Amount</b>	<b>Responsible Stakeholder</b>	<b>Signature</b>
None			

g. Is there any additional information about the project that you would like to share?

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**PROPOSAL REVIEW PROCESS**

Once your project proposal is complete, it must be signed and delivered to the SEJF Manager, Johnathan Riopelle, at High Street Hall Room 22. Please also email application to johnathan.riopelle@wwu.edu.

Please set an appointment with the SEJF Manager to review your draft proposal before submitting your application. You will not need to meet with Seth Vidaña, Director of Sustainability.

**Johnathan Riopelle, Sustainability, Equity, & Justice Fund Manager, Western Washington University**

High Street Hall Room 22

Available by appointment

Email: johnathan.riopelle@wwu.edu

Phone: (360) 650-4501

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*This signature does NOT indicate that you have received funding, but it does confirm that the proposal has been received and is ready for funding review.*

Once your application is submitted, the Sustainability, Equity, & Justice Fund Program team will determine funding for your project. The Director of Sustainability will then review the team's assessment.

**Seth Vidaña, Director of Sustainability, Western Washington University**

High Street Hall Room 22

Phone: (360) 650-2491

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*This signature approves funding for the project.*