



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:

Voices of WWU Sustainability: The Power of Developing Media Marketing

b. Describe your proposed project:

This project will allow the Media Coordinator of the Office of Sustainability (OS) Media Team to attend the South by Southwest (SXSW) conference series in Austin, TX from March 13 to March 16. Attendance at this world renowned media, sustainability, design, and technology conference will help the OS's Social Media Coordinator increase knowledge and skills that facilitate creation of inspiring content across online platforms that ultimately increase student awareness of sustainability issues, promotion of resources and opportunities provided within the OS, and increased community connections at WWU, within the scope of sustainability and beyond.

SXSW is a well curated series of conferences, exhibitions, and networking opportunities that center around professional development in communication, technology, sustainability, interactive design, social equity, human health, advertising and brand experience, and storytelling. SXSW's premiere conferences provide a diverse compilation of international sustainability issues, equity and equality issues, accessibility in storytelling and tech progress, and a strong focus on innovation and integration of collaborative methods across fields, ultimately reaching audiences with a wider scope.

c. Who is the intended audience?

Attendance to SXSW pertains to the Media Coordinator of the OS as she is the most visible voice of OS communications and media. The social media coordinator's audience spans not only @wwusustain's thousands of followers, but across WWU's campus, into the community, and anywhere the OS and WWU's online presence are recognized. The Media Coordinator actively supports and illuminates OS programs such as:

- Zero Waste Western
- Feeding Western
- Sustainable Communities Partnership
- WWU Sustainable Transportation
- Sustainability Representatives
- Sustainability, Equity, Justice Fund

Strong stories and a clear, consistent voice in media communications and information design make campaigns more accessible and effective across OS programs that are promoted to staff, students, and faculty as well as various online communities. Increased knowledge and skills in effectively sharing visual and written content across platforms directly affects OS programs' success and visibility.

d. How many students will be directly affected?

The OS has a significant following, around 2,500, across social media platforms and those numbers continue to rise. Past media coordinators along with current strive to strengthen ties with other departments and student groups, ever-increasing our diverse student audience. Presently, OS programs collaborate with highly-visible campus affiliates such as:

- Associated Students of WWU (and affiliates therein)
- WWU Housing
- University Residences
- Aramark
- WWU Dining Services
- Huxley College of the Environment
- WWU Athletics

WWU Students from all backgrounds are more connected than ever. Increased media accessibility accommodations are causing those numbers to rise steadily, emphasizing a need for contributors in media communication positions to regularly further their skills, keep up with optimal information design, presentation standards, and protocol. Multitudes of students from WWU are directly affected by the information and quality therein that is circulated by the OS Media team. Communications and media coordinators are responsible for developing a sophisticated and nuanced understanding of how to use various platforms for the greatest reach and social good, affecting every student on WWU's campus by some degree of separation.

e. What are the goals and desired outcomes of your project?

Goals:

- Continue to develop storytelling/narrative skills to better maintain a strong, supportive, effective, accessible voice for the OS and WWU
- Connect with professionals in relevant fields and learn more about the intersection of sustainability, communication, media, and design, and become better informed about
- Further develop vernacular in connecting to diverse audiences across various professions
- Grasp growing marketing trends in fields of sustainability and communication
- Become more confident in media marketing work, gain insight into passing skills learned along to those who will have Media Coordinator position in years to come
- With the 15-21 posts per week on social media, the Social Media Coordinator will return from SXSW with ten weeks remaining in the quarter thus yielding 200-250 posts that will encapsulate the innovative skills brought back from the conferences

Outcomes:

- Learn, experience, bring back advanced, dynamic and interactive ways of developing content and connecting media influence with the students, faculty, and staff at WWU along with our surrounding community
- Gain insight from respected professionals in multiple fields (domestic and international sustainability, interaction design, visual communication, storytelling, journalism, advertising, human health) that the Media Coordinator can bring back to the OS and share with peers
- Integrate new skills into legacy documents for those who will continue on the Media Team in future academic terms
- Network for professional development and bring back useful tools for colleagues in the OS and those who follow in our footsteps

SECTION 2: Project Alignment.

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

While at SXSW, the Media Coordinator intends to participate in a variety of conferences that address the four pillars of sustainability in intersectional and creative ways. Such as and not limited to lectures listed below:

Pillar: Protects Local and Global Ecology:

SXSW Series: Climate and Social Action

Lecture: "Why Plants are the Next Generation of Plastic"

Pillar: Upholding Social Equity:
SXSX Series: Advertising and Brand Experience
Lecture: "Dismantling Gender in Branding"

Pillar: Creates Economic Vitality:
SXSX Series: Connection and Culture
Lecture: "Conscious Consumption in the Experience Economy"

Pillar: Maintains Human Health:
SXSX Series: Climate and Social Action Track
Lecture: "Why Open Source Technology Will Help End Hunger"

These lecture sessions and dozens more shed light on aspects of the four pillars of sustainability that go beyond what is offered at WWU. SXSX brings together minds who address nuanced topics like the ones listed above that would be an honor to bring back and share with peers and colleagues. Having the toolkit to purposefully discuss meaningful topics like these ones is a vital skill of anyone in a media marketing position. Hearing some of the best in their fields dissect these complex issues will help to better translate important information like this through effective and accessible media campaigns for all of campus to glean insight from.

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

The SAP Vision

"Western Washington University graduates will be instilled with an appreciation and understanding of the impact of human choices on people around the world and the planet itself. Those graduates will be force multipliers, taking their knowledge and passion to the home and workplace, promoting, influencing, and encouraging responsible, sustainable, and ethical practices in all aspects of their lives."

"We strive to demonstrate stewardship by promoting sustainability literacy, cultural and scientific knowledge of natural systems, and community engagement. Embedded within these is promoting a better understanding of social and environmental justice frameworks in both academic theory and practice." SAP 2017, p. 3

As a well-respected multidimensional conference, SXSX offers immense opportunity to further develop an appreciation and understanding of our impact on the world through countless perspectives from some of the best in their fields; from LGBTQ+ to international representatives.

SAP Initiative Connections

Chapter: 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." SAP, p. 14

Western can fulfill its commitment to campus and community engagement in part by supporting its communicators. By providing the OS Media Soordinator with the opportunity to attend a conference that will markedly improve their skills and understanding of sustainability-specific media, the University will better position the OS to educate the campus community on sustainability issues.

Chapter: Engagement

Objective 1.3: "Identify and promote opportunities for engaged learning in the area of sustainability by 2020."

Rationale: "Engaged learning provides students real world, experiential learning opportunities that benefit the local, regional, and global communities."

Strategies: Strategy 1.3.1: "Identify sustainability-related activities and organizations that create opportunities for engaged learning (e.g. Internships, service learning)." SAP 2017, p. 14

SXSW as a conference series and didactic environment includes many sustainability-related experiential learning opportunities. The engaged learning that takes place in a professional development setting like SXSW fosters the development of tools brought back to WWU to increase campus-wide engagement, something the SCP and the OS both strive toward.

Chapter: Student Life

Objective 1.1: "Increase participation in programs that connect students to sustainability in the local, regional, and global community beginning fall 2017."

Rationale: "Understanding local to global connections is imperative to creating lasting change that positively affects the lives of all peoples and the health of the planet. "

Key Performance Indicators

"Number of conferences, speaker series, symposia or similar events related to sustainability that have students as the intended audience." SAP 2017, p. 21

Increased visibility of WWU and the high value we place on sustainability can be emphasized in innovative professional settings and conferences like SXSW. As a result, sustainability-focused partnerships in the OS and across WWU can be further developed and maintained through student connections.

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

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

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

This project directly impacts goals 4, 9, 13, and 17.

4. Quality Education: A quality education includes pursuing educational and professional development opportunities outside of the immediate domain and perspective of one's area. The breadth of media communication tools and tactics potentially gained from SXSW are unattainable in small community settings or even in the greater Pacific Northwest. SXSW is a large-scale and unique learning environment that stands alone from other conferences.

9. Industry, Innovation and Infrastructure: SXSW is considered to be an international forefront of innovation in multiple fields. The social media platform Twitter, created at SXSW, has become a main vehicle of modern communication. Some of the brightest and the best have filtered through SXSW, introducing their ideas and changing the way we interact in the world.

13. Climate Action: While hosting lecture tracks directly related to communications, storytelling, media/journalism, SXSW also hosts a robust Climate and Social Action series, featuring topics from ecology to young women addressing world hunger.

17. Partnerships to achieve the Goal: Achieving goals becomes much more attainable when successful partnerships are built and nurtured. Attending SXSW will increase the Media Coordinator's ability to storytell and communicate successfully not only across media platforms but with individuals in potential partnership positions, ultimately bringing those partnerships back to WWU and into the OS.

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
Program satisfaction with singular or on-going media campaigns	Media Coordinator will develop metrics based upon conference input to provide better client deliverables
Twitter followers	Currently over 1,100, Media Coordinator will collect analytics data monthly and apply conference insight to manage trends and increase following
Facebook likes on page	Currently over 1,000, Media Coordinator will collect analytics data monthly and apply conference insight to manage trends and increase following
Instagram followers	Currently almost 400, Media Coordinator will collect analytics data monthly and apply conference insight to manage trends and increase following

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 SEJF Coordinator	Johnathan.Riopelle@ wwu.edu	
<i>Team Lead:</i> Dorothy Alfonso	Office of Sustainability	Social Media Coordinator	OSMedia@wwu.edu	DJA

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?

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

If your project team is proposing a temporary or permanent facility or property modification, then a Project Owner Form must be submitted with the application. Form can be found on SEJF website: www.edu/sustain/programs/saf/apply

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.

Action	Purpose	Initiation	Completion
Submit grant	To fund conference opportunity		November 2019
Arrange Travel			December 2019
Attend conference			March 13-16, 2020
Prepare presentation of top takeaways	In order to provide program staff and other WWU department partnerships with changes we will make in media marketing protocol	April 2020	April 2020
Present to Office of Sustainability staff	Hold conference review presentation in OS		April 2020
Add pertinent information from conference to legacy document	In order to impact all future media communication work in the OS	May 2020	June 2020

- b. Where will the project be located?
Austin, TX

- c. Planned project completion date:
March 16, 2020

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.

Budget item	Cost per Item	Quantity	Cost
Conference registration	\$395	1	\$395
Travel (plus ground transportation)	\$600	1	\$600
Room	\$152	3	\$462
Board (per diem established by WA state)	\$60	4	\$240
Total project budget			\$1697
Additional funding source	Status	Amount	
Total of all other funding sources			
Total requested funds from SEJF			

- 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.

Ongoing cost	Amount	Responsible Stakeholder	Signature
None			

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



**Sustainability, Equity,
& Justice Fund**
SMALL GRANT APPLICATION
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.

Comments: