Responding to the Green Imperative Through Community and Collaboration

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Tentative Agenda

- Introductions and Overview
- Some Thoughts on Change & Collaboration
  What are your collaboration opportunities and challenges?
- Selected Examples of Collaborative Projects
- Your Collaboration Agenda
- Feedback / Feedforward

To respond to the need for environmental sustainability and a Green Collar pipeline, we can collaborate formally and informally with leaders from the PK-12 education, business, government and non-profit sectors, as well as from other colleges and universities. What are the challenges and rewards of successful collaborations that are designed to bring about significant and lasting change?
SUNY ESF

- One of only nine doctoral-granting institutions in the sixty-four campus SUNY system
- Urban campus with eight regional campuses and field stations distributed across 25,000 acres in Central and Northern New York
- U.S. News “Top 50 Public National Universities” category: no. 37
- “Best National Universities” (includes both public and private campuses): no. 83

Commitment to Sustainability

- The American College & University Presidents Climate Commitment: “…changing practices and implementing technologies to reduce our greenhouse gas emissions”
- Basic Elements of Sustainability (~ Maslow):
  - Air / Water / Food / Energy / Shelter

Strategic Investment in Green Technologies and Renewable Energy

- Renewable Supply
  - Fuel Cell / PV / Bio-fuels
- Energy Conservation and Efficiency
  - Green Roof / Electric & Biodiesel Vehicles
- Sustainable Use of Resources
  - Recycling / Composting / Storm water

I feel very good that colleges and universities are leading the way on the issue of the interface between the built and natural environment.

Dr. Neil Murphy, President
Change Through Collaboration:
Opportunities, Challenges, Lessons Learned

Based upon your current efforts to respond to Green education and training needs (and other partnerships, alliances, collaborations), what are some of your top opportunities and their related challenges.

Opportunities:  Challenges:

Partnership Challenges

- The **differences in language and culture** among sectors [public, private, non-profit] can make simple communication, let alone genuine collaboration, challenging.

- “Sometimes entering into such partnerships is analogous to doing business in a foreign country.”
Collaboration Benefits

- Intrinsic Value
- Generate and Enhance Opportunities
- New and Innovative Programming
- Strengthen Capacity, Professional Development, "Culture"
- Resources (e.g., people, facilities, promotion, funding, collaborative grants)
- Strategic Goals

Cross-sector Partnership Principles

- Ensure Participation. The process of partnering can be as important as the substance... Genuine participation in collective decision making demonstrates respect, and respect fosters trust.
- Build relationships. The new partnerships do not just happen. They are built.
- Create value. The power of collaboration comes from combining partners' core competencies in mutually reinforcing ways.
- Achieve accountability. Effective partners expect a lot of each other. One-sided contributions put partnerships at risk.
Keys to Good Collaboration

- They do something useful
- They’re well defined
- Appropriately long-lasting
- Built on honesty, trust, humility, friendship
- Provide appropriate levels of defined reciprocity
- They’re fun and interesting

Dr. Jim Lassoi, Cornell University
SUNY ESF Symposium on Teaching, Research and Outreach, 2007

A STEM Vision for CNY on behalf of J2J
Education, business and community resources aligned to support STEM (science, technology, engineering and math) talent development...

- Increase continuing professional education opportunities for people engaged (or who can be engaged) in STEM careers
- Strengthen inter-institutional and cross-sector leadership
- Engage young people in STEM education and career exploration
Green Pipeline: A Community Partnership Approach

ESF Science Corps

- Campus-based, in-school, and field-based STEM learning and professional development experiences for middle and high school students and teachers
- ESF Undergraduate, Masters, & PhD students link ESF research with student learning and teacher professional development
- ...I am thrilled to participate in such a positive, effective and rewarding educational experience for students, teachers and ESF students. My goal is to convey unbridled enthusiasm for science and to use my expertise and experiences to provide positive learning experiences. Helping students fortify their foundation is an investment in the scientists and society of the future.

Katherina Bendz Searing
ESF Science Corps: National Science Foundation Fellows

- Service-research based upon faculty and graduate student research in environmental science, engineering, planning and design, and policy and management

- Learning activities include:
  - Local Haudenosaunee Knowledge Systems
  - Food miles: What a long strange trip it’s been (ecological footprint)
  - Global Warming: The science behind the headlines
  - Neighborhood/Community Design Charrette: What role does design play in determining our Ecological Footprint?
  - Tragedy of the Commons

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ESF SCIENCE

- Introduces Syracuse middle school students to environmental stewardship through experiential learning activities and community service projects
- Uses urban ecosystems relevant to students’ lives and provides vehicles for learning a variety of science and math concepts through hypothesis testing, data measurements, and analysis…
- …funding from Congressman James Walsh through the U.S. Environmental Protection Agency, Gifford Foundation, Onondaga Lake Partnership

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Stewards of Syracuse (SOS)

- An ESF SCIENCE summer youth training partnership with CNY WORKS & Syracuse City Parks and Recreation
- Keeping Syracuse “clean and green” through community service projects

Environmental Challenge

- 300 Syracuse City School District 7th & 8th grade students on ESF’s campus for a science fair and career exploration day!
- Dave Eichorn, News Channel 9 Meteorologist, Featured Speaker
- The Challenge:
  - Participate in Greater Syracuse Scholastic Science Fair
  - Participate in Intel International Science & Engineering Fair
ESF in the High School: Developing Students and Citizens

- College courses taught in High School by High School Teachers (an ESF adjunct instructor)
- Enhancing student learning and teacher professional development in STEM through in-school and on-campus programs
- Over 400 students in 24 partnering schools throughout greater Upstate / Central New York and New York City

A J2J collaboration led by CNY Works in partnership with ESF, MDA, MACNY, and others...

Five Regional summer 2008 programs:
- ESF / OCC
  - Introduction to Green Entrepreneurship Three-credit Course (ERE 296)
- Morrisville
- Cayuga Community College
- Tompkins-Cortland Community College
ESF’s Intro to Green E-Ship

- 27 rising high school seniors
- 2 recent high school graduates
- 1 matriculated student
- 1 non-matriculated student

- **Onondaga County**
  - C.W. Baker
  - Cicero-North Syracuse
  - Fayetteville-Manlius
  - Fowler (SCSD)
  - Home-schooled
  - Jamesville-Dewitt
  - Liverpool
  - Manlius Pebble Hill
  - Marcellus
  - Nottingham
  - P.V. Moore
  - SUNY-ESF
  - West Genesee
  - West Hill

- **Oswego County**
  - J.C. Birdlebough
  - Pulaski

- **Hamilton County**
  - Indian River

- **Oneida County**
  - Oneida

- **Jefferson County**
  - South Jefferson

- **Tompkins County**
  - Cascadilla

- **Putnam County**
  - Brewer

- **Westchester County**
  - Somers

- **Bronx County**
  - Bronx High School of Science

Green E-Ship Instructional Team Led by Gary Lim
To what extent has this course influenced your interest/motivation to pursue green entrepreneurship, education, and work experience?

- I would consider starting my own green business in the future to make a difference.
- It has changed my whole mindset and what I want to do with my life.
- It has increased my interest a great deal to pursue green careers.
- It has shown me how much of an affect I can have in the world.
- Yes! I am now going to motivate my peers to go green!
The Syracuse Campus-Community Entrepreneurship Initiative

**Sustainable Innovations in the Built Environment**
Kevin Stack, SUNY ESF
- Linkages to Near Westside Initiative – a LEED for Neighborhood Development Pilot Program project, and
- Introduction to Green Entrepreneurship and Green Building Conference

**ESF/SU Student Green Energy Cooperative**
Michael Kelleher, SUNY ESF & colleagues from ESF, Syracuse University, Empire State Development Corporation, National Grid, and Constellation Energy
- Deliver biodiesel to ESF and SU made from waste oils from the campuses
- ESF / SU will pay cooperative “green dollars” to make investments in campus sustainability projects

**The SAGE Project (Sustainability & Green Entrepreneurship)**
Richard Beal, SUNY ESF; Alex McKelvie & Mike Haynie, SU; and others...
- Engage young people in green entrepreneurship
- SAGE Seminar Series at the MOST (Saturday, November 22nd)

**Continuing Professional Education**
- Local, state, regional, national and international programs related to ESF’s academic and research areas…
Recent Conferences Related to Sustainability

**Sustainably Energizing New York’s Creative Core**

263 participants from 4 countries and 8 states in the US / July 17-18, 2008

This conference brought together global leaders to highlight what is happening not just in this region but globally. The program highlighted essential green technology leadership opportunities for Central NY businesses, academic institutions, government and industry.

**Sustainability & Forest Biorefinery II**

119 participants from 3 countries and 10 states in the US / October 20 – 21, 2008

Focus on strategies to bring bio-based fuels and products to market in NYS. Tracks included the social and political context for sustainability, how to define sustainability and how to measure sustainability (how big is your carbon footprint?), how renewable fuels fit into the “sustainability picture”, including carbon credits and real, large-scale implementation of sustainable projects in our community.

- **Thursday, November 20, 2008**
  The Craftsman Business Conference Center / Fayetteville, NY

- **Friday, May 8, 2009**
  Millennium UN Plaza Hotel New York, New York, New York
7th Annual Green Building Conference

GREEN BUILDING IS THE SOLUTION...

- To be held March 19 and 20 in Syracuse, NY.
- Keynote speakers:
  - **Susan S. Szenasy**, Editor in Chief of METROPOLIS, the award-winning New York City-based magazine of architecture, culture, and design. Since 1986 she has led the magazine through twenty-one years of landmark design journalism, achieving domestic and international recognition. Believing that design and architecture are humanist activities, Susan is committed to education.
  - **Jason F. McLennan**, founding President and CEO of Ecotone Publishing. He is a national leader in the green architecture movement and is considered a thought leader in sustainability. Jason is also the CEO of the Cascadia Green Building Council based in Seattle, Washington. Jason began Ecotone to provide information to the design community and building industry about finding a path to a sustainable future.

**Conference mission:** to promote, educate and support green building design, construction and processes.

2008 participant: "The conference had terrific speakers who are passionate about sustainability, with a wealth of knowledge and experience."
Feedback / Feedforward

Ideas to hold on to:

Action steps:

Questions:

Thank you…

References
