



National Wildlife Federation®
CAMPUS
ecology®

SHARE YOUR STORY!

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**SUBMIT A SUMMARY OF YOUR  
SCHOOL'S ACHIEVEMENTS —  
— FOR THIS NATIONAL SHOWCASE OF  
CAMPUS SUSTAINABILITY PRACTICES AND  
GLOBAL WARMING SOLUTIONS.**

## National Wildlife Federation's *Campus Ecology* Program CALL FOR CASE STUDIES -- 2009-2010

### **CASE STUDY SUBMISSION GUIDELINES FOR ON-CAMPUS SUSTAINABILITY PROJECTS**

(these guidelines are for on-campus sustainability projects, if you would like to submit a case study on your green workforce training programs there are separate guidelines, please contact [campus@nwf.org](mailto:campus@nwf.org) if you need a copy) **Case studies can focus on completed programs or programs still in the development phase.**

Each year the *Campus Ecology* program publishes case studies contributed by its members and partners showcasing their campus sustainability practices and global warming solutions for the past school year. NWF will release these illustrated reports in Fall 2010 in our **online searchable case study database**, one of our most popular resources (see <http://www.nwf.org/campusecology/resources/yearbook>).

The case study database is used by hundreds of students, staff, faculty and administrators who tell us that it's a source of inspiration and insight into the potentials of conservation and sustainability on their home campuses, in their communities, and in the curriculum. It also serves as the primary outlet for Campus Ecology members and partners to document their accomplishments and gain national recognition. Colleges and universities throughout the U.S. have made great strides toward addressing global warming and protecting wildlife and habitat. We invite you to share your success stories, and let other campuses learn from you!

**Submission Deadline: July 15, 2010**

**Publication:** Fall 2010

#### **WHAT'S REQUIRED?**

Case study entries are made up of three parts: 1) the written case study narrative, 2) photos and 3) permission form. These must be submitted using the following formatting guidelines.

**1. Case study narrative.** Follow the "Entry Guidelines" below and use the "09-10" Case Study Template – On-Campus Sustainability" found at: <http://www.nwf.org/campusecology/resources/yearbook/> to get started - you can type directly into the template, it's already formatted. If you choose to create a new Word document please follow these formatting guidelines: 2 to 4 pages in length, in Times New Roman 12-point font, single spaced with one space between paragraphs. **Please submit the completed case study to [campus@nwf.org](mailto:campus@nwf.org).**

**2. Photographic documentation:** Please provide AT LEAST ONE photo of your project. You can attach a photo when you submit your case study or send a separate email if the photo is large (if too large for email, contact [campus@nwf.org](mailto:campus@nwf.org)). All photos should be high-resolution (**300 dpi**).

**CONTACT INFORMATION:** EMAIL: [CAMPUS@NWF.ORG](mailto:CAMPUS@NWF.ORG) OR FAX: 703-438-6468  
Mail: Kristy Jones, Campus Ecology, National Wildlife Federation, 11100 Wildlife Center Drive, Reston, VA 20190

**3. Photograph Release:** For each photo, please complete the Image Release Form (below) and submit with the case study (as the last page of the main document) to [campus@nwf.org](mailto:campus@nwf.org) OR you can fax or mail a signed copy to National Wildlife Federation's (NWF) Campus Ecology program: Email: [campus@nwf.org](mailto:campus@nwf.org), Fax: 703-438-6468, or Mail: Kristy Jones, Campus Ecology, National Wildlife Federation, 11100 Wildlife Center Drive, Reston, VA 20190

## **Entry Guidelines -- 2010 *Campus Ecology Case Study***

Case study entries should conform to the guidelines below. Entries not following these guidelines may be returned for editing or declined for publication. Please refer to archived case studies at:

**<http://www.nwf.org/campusecology/resources/yearbook>** for guidance, but keep in mind that the guidelines have changed somewhat in this 2010 Call for Case Studies.

**DOWNLOAD and SAVE the 2009-2010 CASE STUDY TEMPLATE – ON-CAMPUS SUSTAINABILITY and begin your case study. You can find the Template at:**  
**<http://www.nwf.org/campusecology/resources/yearbook/>**

### **ISSUE AREA**

Please choose **ONLY ONE** issue area for each case study entry. Case studies are organized by topic, so each entry can only be assigned a single topic. Campuses are welcome to submit more than one case study if they have projects in more than one issue area.

- |                                                                                 |                                                           |
|---------------------------------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Assessment                                             | <input type="checkbox"/> Environmental management systems |
| <input type="checkbox"/> Buildings                                              | <input type="checkbox"/> Greenhouse gas (GHG) inventories |
| <input type="checkbox"/> Climate action plans                                   | <input type="checkbox"/> Habitat                          |
| <input type="checkbox"/> Composting                                             | <input type="checkbox"/> Purchasing                       |
| <input type="checkbox"/> Curriculum                                             | <input type="checkbox"/> Transportation                   |
| <input type="checkbox"/> Dining services                                        | <input type="checkbox"/> Waste reduction                  |
| <input type="checkbox"/> Energy                                                 | <input type="checkbox"/> Water                            |
| <input type="checkbox"/> Environmental education or Outreach (events/campaigns) |                                                           |

### **1. CASE STUDY NARRATIVE**

**You can type directly into the template, it's already formatted, saved at:**

**<http://www.nwf.org/campusecology/resources/yearbook/>. *If you choose to create a new Word document please follow these formatting guidelines: please use Microsoft Word, Times New Roman 12-point font, single spaced with one space between paragraphs, 2 to 4 pages in length.***

### **SCHOOL**

Campus name, public or private, 2-year or 4-year, number of students, city and state.

### **ABSTRACT**

In one paragraph, give a brief description of the project: its current status, costs, known or anticipated savings of money, energy, GHG emissions or other resources. This provides an at-a-glance synopsis of your project and its outcomes so readers can quickly see if this case study applies to their interests.

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## **GOALS AND OUTCOMES**

### **a) Goals**

What did you hope to achieve when you started your project? What quantifiable targets/goals were set? What are your goals for the next 2-3 years?

### **b) Accomplishments/Outcomes**

Did you achieve the goals outlined above? Please be specific in reporting the outcomes of the project (numbers are especially helpful, such as energy and costs saved, square footages, numbers of fixtures, sizes, etc). If the goals were not fully met please explain why, in a manner that will be helpful to others contemplating a similar project.

What, if any, policies were adopted in conjunction with this project? (Please provide copies of or links to the policies, if possible). In what ways did your project positively impact wildlife and the natural environment on or beyond the campus?

### **c) Challenges and Responses**

What were the major challenges or obstacles encountered during the project (e.g., lack of support, resources, interest, time, etc.)? How did you respond to these challenges? What changes would you make in future projects?

### **d) Campus Climate Action: Your School's Carbon Footprint**

Did your team and project directly or indirectly address global climate change? How did your project reduce or slow global warming; that is, reduce emissions of carbon dioxide (CO<sub>2</sub>) or other greenhouse gases (GHGs)?

### **e) Commentary/Reflection**

Please use this section to share words of inspiration or guidance. What would you like others to know or consider as they begin a similar project on their campus?

## **ENGAGEMENT AND SUPPORT**

### **a) Leaders and Supporters**

Describe the organization, committees or classes that were instrumental in the success of this project. If your work was done as a class project, please describe the type of class (environmental studies, environmental policy, etc). Name key individuals who were involved either directly or indirectly, plus decision-makers or groups that were particularly helpful in achieving your goals.

### **b) Funding and Resources**

How much did the project cost? What were your methods and resources for financing? How was this project supported internally and how were you able to secure the necessary resources, such as time and space? Were you supported through a NWF Campus Ecology Fellowship?

### **c) Education and Community Outreach**

Describe any outreach efforts used to inform and engage the campus and local community. Did the local community show interest in your conservation initiatives?

### **d) National Wildlife Federation's Campus Ecology Program**

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What role did the Campus Ecology program play in the success of this project? Please explain.

Which, if any, of the following Campus Ecology / NWF resources have you used?

- Consultation with staff
- Online case study database
- Web conferences
- E-newsletter (ClimateEdu)
- Fellowships
- New reports:
  - Higher Education in a Warming World*
  - Guide to Climate Action Planning*
  - Campus Environment 2008: A National Report Card on Sustainability in Higher Education*
  - Students in Action*
- Campus Ecology Blog
- Chill Out: Campus Solutions to Global Warming* annual national competition and broadcast
- Other (please specify) \_\_\_\_\_

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If you are a NWF Campus Ecology Fellow, explain which, if any, of the following resources have been useful.

- Leadership Development Conference Calls
- NWF Name Recognition

## CONTACT INFORMATION

### a) Contacts

Name your campus project leaders and team members who could be contacted for information by other colleges and universities. Include name, title, phone, email (and graduation date, if students).

### b) Case study submitted by: \_\_\_\_\_

(Include name, staff position or student anticipated graduation date, email address)

## MORE ABOUT YOUR SCHOOL

### Campus Sustainability History

In one paragraph, please describe other campus greening efforts prior to or occurring at the same time as this project. Mention if you have a sustainability office or program, and provide its website.

THANK YOU!

### *End of Case Study Narrative*



## 2. PHOTO DOCUMENTATION

**Submit AT LEAST ONE photo with a descriptive caption documenting your project on campus.**

The best photos are those that illustrate an action, depicting faculty, staff, administrators and students engaged in the project.

Please submit photo and copyright information of your project (with your case study narrative) through the online form at: <http://www.nwf.org/campusecology/resources/yearbook/>. The online submission form allows one photo to be loaded and requires copyright information to be entered. If you would like to submit more than one photo please send additional electronic files to [campus@nwf.org](mailto:campus@nwf.org) with copyright information. ALL PHOTOS require a completed **Image Release Form** (see below). All photos need to be high-resolution, with a minimum **300 dots per inch (dpi)**.

**All photos and graphic images must be accompanied by a completed Image Release Form (see below).** The NWF Image Release Form must be completed by the photographer, someone in the photo, or someone with authority to grant permission. The person completing the form gives National Wildlife Federation permission to use the photo (or photos) with the understanding that they have received verbal permission from the photographer and/or others in the photo.

**Please complete the form below for the photo you are submitting and include it as the last page of your Case Study Narrative or you can FAX or MAIL completed form (see contact information on**

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**first page)** If you are submitting more than one photo, please send the file(s), plus completed NWF image release form(s) (copy and paste into new Word documents) to [campus@nwf.org](mailto:campus@nwf.org).

**Note: Campus Ecology reserves the right to edit any entries before publication.**

### 3. IMAGE RELEASE FORM - National Wildlife Federation

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|                                  |                   |                |
|----------------------------------|-------------------|----------------|
| <b>Last Name of Photographer</b> | <b>First Name</b> | <b>Initial</b> |
|----------------------------------|-------------------|----------------|

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|                                                                                                                           |                   |                |
|---------------------------------------------------------------------------------------------------------------------------|-------------------|----------------|
| <b>Last Name of Participant(s) shown in Image<br/>(If needed, list other participants' names on reverse side of form)</b> | <b>First Name</b> | <b>Initial</b> |
|---------------------------------------------------------------------------------------------------------------------------|-------------------|----------------|

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**Name and Title of Person submitting Image**

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**College or University of Person submitting Image**

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|                                                       |             |              |            |
|-------------------------------------------------------|-------------|--------------|------------|
| <b>Home Street Address of Person submitting Image</b> | <b>City</b> | <b>State</b> | <b>Zip</b> |
|-------------------------------------------------------|-------------|--------------|------------|

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**Phone / E-mail of Person submitting Image**

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**Description of the Image(s) – Identifying Participants in order (use reverse side of form if needed)**

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**Tell how credit should be given for the Image(s)**

**Please read the following agreement:**

Either the above-named Person ("you") is voluntarily submitting photographs or artwork (the "Images") taken or created or owned by you, or you appear in photographs taken by someone else. In the event that the Images voluntarily submitted by you have been taken or created by someone other than you, and/or you are submitting Images of people other than yourself, you have obtained permission and/or have the ability and authority to submit such Images to the National Wildlife Federation ("NWF") for the uses outlined below. Unless you inform NWF otherwise, this Release shall cover all Images described above and submitted by you as of the date that you sign this Release.

No payment will be made to you for the use of the Images. You further understand that NWF may not be able to return the original Images that you have submitted.

For purposes that support NWF's mission, you give NWF, and its affiliated organizations, a non-exclusive right to use, publish, reproduce, modify, adapt and distribute your Images at any time in any manner or medium whether existing now or yet to be developed, including without limitation use in print, presentations, Internet, electronic, television, mailed promotions, exhibits, and press releases. Wherever feasible, NWF shall credit the photograph as you indicate above. NWF also may publish the Images with quotations or captions submitted by you.

You agree that NWF does not need your consent or approval of the finished product(s), copy or other matter that may be used in connection with the Images, or the use to which the Images might be applied. You further agree to release and discharge NWF, its agents or third parties, and all persons acting under NWF's permission or authority, from any liability by virtue of any blurring, cropping, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may occur or be produced in the taking of the Images or in any subsequent processing of the Images, as well as any publication of the Images, including without any limitation any claims for libel or invasion of privacy.

You certify that you have read this document and understand it. Your agreement to the terms of this Agreement is your free and voluntary act and deed, and you acknowledge that this release shall be binding upon you and your heirs, legal representatives, and assigns. You have

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the right and ability to enter into this Agreement, and to grant the rights and furnish all Images submitted by you pursuant to this Agreement. You are eighteen years of age or older, and, if acting on behalf of a minor, have every right to contract for the minor in the above regard.

\_\_\_\_\_

**Date**

\_\_\_\_\_

**Your Signature** (or, if you are a minor, your Parent or Legal Guardian's signature \*)  
(\*Please print the last and first names of the parent or legal guardian in the space below.  
The parent with legal custody of minor must sign if parents are divorced or separated.)

**Mail to: NWF Campus Ecology, 11100 Wildlife Center Dr., Reston VA 20190-5362**

**Or Fax: 703-438-6468** Thank You!

v. May 2009

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