

2016 Associated Students

AS Environmental Center

As seen by AS Management Council March 2nd 2017

AS Assessment Process
Draft Recommendations



Introduction:

In conjunction with the office of Assessment, the AS Environmental Center underwent assessment during the trial year of 2016-2017, Winter Quarter. The mission statement for AS Environmental Center is as follows:

*We at the **Environmental Center** are dedicated to fostering environmental consciousness on campus. We believe environmental stewardship is a thread that weaves purposeful, passionate communities. We strive to empower the campus community and work for our mission in three main ways: As a networking center for environmental clubs and activists, through campus programs and events, and through our resource library.*

Selected Programs and Services, 2014-2016*

2/19/17 Environmental Lobby Day (collab with ESC)

1/18/17 Sustainability, Period. (reusable period product education, collab with Womxn's Center)

11/21/16 Environmental Club Fall Feast

10/21/16 Fall Harvest Jubilee at the Outback Farm

10/4/16 Environmental Club Kickoff

5/26/16 Wrapping It All Up: May Western Action for People Power and Planet

4/22/16 Earth Day festival

4/22/16 Earth Day bike ride

4/19/16 Salish Sea Studies Panel with Northwest Indian College

4/18/16 The True Cost: Film showing

4/18/16 Girl Gone Farmer: The Gender Gap in Agriculture

3/10/16 March Western Action For People Power and Planet

2/25/16 Dr. Vandana Shiva Speaks at Western

2/15/16 Environmental Lobby Day 2016

1/14/16 January Western Action For People Power and Planet

11/17/15 The True Cost Film Screening

11/5/15 November Western Action For People Power and Planet

10/27/15 Direct Action Workshop

10/1/15 October Western Action For People Power and Planet

9/29/15 Stop Dirty Coal: Learn the Truth about Coal Trains

SCOT Analysis	Helpful	Harmful
Internal	<p>Strengths:</p> <ul style="list-style-type: none"> • Connection with all ESP and AS offices. • Connection with environmental clubs • Long history of the office • Intern program 	<p>Challenges:</p> <ul style="list-style-type: none"> • Reaching all students – same crowd at many events • Intern program is around because of its history, not because of its helpfulness to EC • Brand new ESP positions are tapping out of EC budget
External	<p>Opportunities:</p> <ul style="list-style-type: none"> • Connection with Office of Sustainability • SAF funding for events • New logo, made by ESP marketing coordinator and Publicity Center, is on the way 	<p>Threats:</p> <ul style="list-style-type: none"> • (very, very minor) People do not come in very often to check out books. Maybe every other week. This is not a problem, just in the next several years, the EC may no longer be known as the resource for book and movies

Recommendations 2016-17:

1. **Alter the Mission Statement of the Environmental Center to be inclusive of AS Environmental Clubs**

The final sentence of the Environmental Center's Mission Statement reads as follows:

The Environmental Center acts as a networking center for campus and community activists.

This statement is true; however, it somewhat excludes one of the largest entities which utilizes the environmental center: Environmental Clubs. To better reflect this involvement with the clubs, it is proposed to alter the Mission Statement to the following:

The Environmental Center acts a networking center for campus and community activists, as well as AS Environmental Clubs.

2. **Alter the Job Description to better reflect the Environmental Center Coordinator's relation to other members of the Environmental and Sustainability Programs office**

There are two parts of the job description which conflict with other ESP staff job descriptions.

- The first is in regards to the marketing the events and services of the Environmental Center. The bullet reads:

Marketing EC events and services in conjunction with the AS Publicity Center and AS Communications Office.

However, much of the marketing is done with the collaboration of the ESP Media and Marketing Coordinator. It is recommended that the bullet be changed to the following:

Collaborate with the ESP Media and Marketing Coordinator for marketing EC events and services in conjunction with the AS Publicity Center and AS Communications Office.

- The second is in regards to the supervision of other members of the office. There is some confusion as to the leadership roles of the AS Environmental Center Coordinator and the position's supervisor the ESP Director. The current bullet reads as follows:

Recruiting, training, supervising, and coordinating volunteer, intern, and work-study staff.

In practice, this is done in collaboration with the ESP Director and the ESP Community Outreach and Volunteer Coordinator, and leads to some confusion of who is supervising the volunteers, intern, and work-study staff. To better reflect this collaboration and who is accountable to who, it is recommended the bullet point be changed to the following:

Supervise optional interns, and assist the ESP director and ESP Community Outreach and Volunteer Coordinator in their supervising duties as needed.

Due to timeliness, this recommendation will be implemented at the start of the 2017-2018 academic year, following AS hiring.

3. **Changing the Job Description to allow for more flexibility and creativity for what was formerly the AS Environmental Club Summit**

In the Job Description, the Environmental Center Coordinator is required to host a quarterly AS Environmental Club Summit. However, as noted in the SCOT analysis, this is both a strength and a weakness. Although well attended in fall quarter, attendance drops substantially in winter and spring quarters. It is recommended that the job description be changed to read as follows:

Host an AS Environmental Club Summit in early fall quarter, and two club gatherings (one in winter quarter, and one in spring quarter) during the rest of the year. The two later in the year gatherings are to be planned for a smaller group turnout, and more focused on comradery between clubs than recruitment of new members

Due to timeliness, this recommendation will be implemented at the start of the 2017-2018 academic year, following AS hiring.

4. **Create a centralized Environmental Club Calendar**

In the Job description, it is required that the Environmental Center Coordinator create a centralized Environmental Club Calendar. However, this has not occurred. This is a project which will take some time to set up, but once completed, will be somewhat self-sustaining. See below for the plan of action to complete this goal.

1. Liaison with environmental club leaders on a monthly basis to gather information on upcoming environmental club events.
2. Request that the Environmental Center be added as an admin user to environmental club events.
3. Export environmental club events as a calendar on Facebook and other social medias, and upload the list or calendar of events to the appropriate websites.