Sustainable Action Fund Grant Program
LARGE GRANT - CONCEPTUAL APPLICATION

For applicants requesting $5,000-$300,000. Application instructions can be found in the Large Grant Application Toolkit located on our website www.edu/sustainprograms/saf/apply/Applications are due by November 25th, 2015. Submit applications by delivering a hard copy AND emailing a scanned version (including signatures) to the SAF Grant Program Coordinator Nate White at Viking Commons Room 24. Email: Nate.White@wu.edu.

1. PROJECT TITLE: "Use resources wisely." - New Student Campus Resources Water Bottle

2. TEAM INFORMATION
   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 proposal submitter during the development, implementation and post-implementation stages of the proposal process.
   Project Lead: There must be at least one team leader assigned to the project.

<table>
<thead>
<tr>
<th>Name</th>
<th>Department/School</th>
<th>Position</th>
<th>Phone Number</th>
<th>Email</th>
<th>Wiki</th>
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</thead>
<tbody>
<tr>
<td>Project Advisor:</td>
<td>Students also provide major/minor</td>
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<tr>
<td>Dr. Debora Nelli</td>
<td>Student Outreach Services</td>
<td>Student Retention &amp; Initiatives Manager</td>
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<tr>
<td>Project Lead:</td>
<td>Master of Business Administration</td>
<td>MBA Student (Spring 2016)</td>
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<tr>
<td>Caleb Clapp</td>
<td>Student Lead</td>
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<tr>
<td>Elaine Lim</td>
<td>Kinesiology: Pre-Healthcare Specialization Psychology Minor</td>
<td>Student (Fall 2015) SOS Program Support Staff</td>
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<tr>
<td>Rodolfo Delgado</td>
<td>Business Administration</td>
<td>Student (Spring 2016) SOS Program Support, Student Lead</td>
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* Teams may have two to four people.

3. PROJECT DETAILS
   a. Describe your proposed project (1 sentence)
   We will purchase and distribute 5000 customized stainless steel water bottles to new students and key stakeholders in 2016-2017 to inform students of the 11 campus water bottle refill stations and to reinforce the message "Use Resources Wisely."
b. Describe the purpose of your proposal. (250 words)

The purpose of this proposal is twofold, 1.) to increase awareness and utilization of campus water refilling stations, 2.) to increase awareness and utilization of campus support services.

In academic year 2016-2017 the custom water bottles with maps of the water refill stations will be distributed to @ 3000 new freshmen and 1000 transfer students. An additional 1000 water bottles will be distributed to approximately 300 FIG and FYE instructors and advising and campus support staff that work with new students. Approximately 700 student leaders, peer mentors and various student paraprofessionals on campus will receive the bottles to reinforce the message “Use Resources Wisely”.

Wide distribution of the bottles will normalize both using water refill stations and using campus support services as part of socialization of new students into WWU culture. The graphic on the water bottle will provide practical information on the location of the water bottle refilling stations and addresses and phone numbers to key campus support services. The inside of the water bottles will also include a map of campus with water bottle refilling stations. Posters and a publicity campaign will reinforce the message to newcomers.

Key Performance Indicators

1. Water bottles refills from the stations in OM, AH, REC, FH, RK, MA, NA, FM, will be counted at the end of the 2016-2017 school year and compared against refill counts from prior years to assess increase in utilization of water stations. Additionally, freshmen students will be surveyed midyear to assess awareness and perceptions of convenience and utility water filling stations. The survey of awareness, perceptions and utility of water bottle refill stations will be administered at the end of first term online to all new freshmen and transfer students using Campus Labs. We will offer incentives to students and a chance to win prizes for timely participation.

2. Student utilization of key campus support services such as advising, career services, tutoring and student outreach services will be counted and compared to prior years to assess increase in utilization. Additionally, the timing of the utilization will be assessed to determine whether freshmen are accessing support services earlier than in prior years. The Retention & Initiatives Manager, Deb Nelli, routinely assesses this information and can provide this data.

c. Provide a rough budget estimate. An estimated range is acceptable here. Provide the source documentation of how you came up with this estimate. This proposal requests $28,550.00.

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Stainless steel water bottles @ $5.00 x 5000</td>
<td>$25,000.00</td>
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<tr>
<td>Supplies, custom printed tags and inserts, &amp; survey incentives</td>
<td>$1500.00</td>
</tr>
<tr>
<td>Student employee 200 hours x 9.32 =10% beneffis</td>
<td>2050.00</td>
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<tr>
<td></td>
<td>$28,550.00</td>
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d. How does your proposal align with the Sustainable Action Fund Grant Program mission?
By providing a useful, re-useable stainless steel water bottle with a map of refilling stations to new students it educates students with sustainable practices and engages them with WWU norms and expectations for stewardship of natural resources. Other college campuses, such as Seattle University and Duke University, have used similar water bottle initiatives to deliver and reinforce sustainability messages.

e. Does your project tie into any broader campus sustainability goals or initiatives? If yes, please describe how. (Under 150 words)

This project aligns with and reinforces messaging in the Bottled Water Free Initiative. It continues the job of creating awareness of the sustainable practice of using reusable water bottles and informs students of where bottle refilling stations are on campus. The graphic design of the bottle with campus map, water drop icon and reminder “Use Resources Wisely” provides a practical resource and visual reminder to reinforce the habit of using campus water stations.

Wide distribution to Incoming classes helps to normalize water refilling behavior through constant visual reminders of the water bottles used by students, staff, faculty and peer leaders on campus.

4. CASE STUDIES

Find at least one example of the type of project you are working on at another institution and describe what made them successful. Additional case studies will strengthen your proposal.

<table>
<thead>
<tr>
<th>Project home institution, title, and start date</th>
<th>Purpose of project, size and scope of project, players and stakeholders involved, how the project is progressing now &amp; results.</th>
</tr>
</thead>
</table>
| **“Think Outside the Bottle”** Seattle University, 2010 | Purpose/Action:  
• Ban single-use, plastic, bottled water  
• Community education on tap water vs. bottled water  
• Installation of filters on water fountains and refill stations  
• Increase reusable water bottle use  
Scope/Size  
• Campus-wide (~7755 students)  
Players/Stakeholders  
• University initiative partnering with university bookstore to sell bottles  
Progression/Results  
• In first 2 years of campaign, ~2000 “Think Outside the Bottle” bottles were sold at SU bookstore |
| **“Take Back the Tap”** Duke University, 2010 | Purpose/Action:  
• Elimination of single-use bottled water  
Scope/Size  
• Campus-wide  
Players/Stakeholders  
• University initiative for new first-year students  
Progression/Results  
• Since 2010, all first-year students receive a stainless steel bottle sponsored by Sustainable Duke on move-in day  
• In conjunction with campus refill stations, 400,000 plastic water bottles were saved |
5. PROJECTTEAM, PARTNERS AND STAKEHOLDERS

a. Using the table below describe how each of your team members can contribute to the success of this project

<table>
<thead>
<tr>
<th>Name</th>
<th>Relevant experience or knowledge for this project. Also detail the roles and responsibilities of each project partner.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Advisor:</strong> Dr. Debora Nelli</td>
<td>WWU faculty and Student Retention and Initiatives Manager can offer experience writing and managing grants, supervising students, and collaborating with campus partners on initiatives to support student's college transition. Designed and implemented a 900 bottle pilot of the water bottle project funded by a Seattle Foundation grant fall 2015. Primary role is project oversight and cross campus collaboration with administrative stakeholders. Dr. Nelli will also supervise distribution of the bottles to the various campus stakeholder groups.</td>
</tr>
<tr>
<td><strong>Project Lead:</strong> Caleb Clapp</td>
<td>MBA student can offer experience managing projects and teams. Primary role is overseeing graphic design, water bottle order and promotional materials and posters. Caleb will also play a primary role in assessing project impact through data collection and analysis.</td>
</tr>
<tr>
<td>Elaine Lim</td>
<td>Undergraduate student in Kinesiology experienced with research and administrative support. Primary role is doing research on similar initiatives done at other postsecondary institutions and providing administrative support for completing the grant document.</td>
</tr>
<tr>
<td>Rodolfo Delgado</td>
<td>Undergraduate student in business Administration experienced with managing projects and teams and providing administrative support. Primary role is supervising bottle preparation for distribution. Rodolfo will also help assess project impact by collecting and analyzing data on key performance indicators and creating reports.</td>
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</table>

b. List the stakeholders and project owners that your project will need to work with if your team is approved to write a final application.

<table>
<thead>
<tr>
<th>Stakeholder/Project Owner</th>
<th>Describe how each listed stakeholder/project owner will be impacted by or involved in this project. Will their permission be required for your project to move forward?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Debora Nelli</td>
<td>Student Retention and Initiatives Manager Dr. Nelli is the Project Owner and Project Advisor for this grant. She is supervising an initiative to normalize support seeking behavior in new students through messaging to &quot;Use Resources Wisely&quot; on a customized water bottle campaign. Permission granted.</td>
</tr>
<tr>
<td>Dr. Renee Collins</td>
<td>Director of Student Outreach Services Dr. Collins is the Director of Student Outreach Services and supervises the Retention and Initiatives Manager; Dr. Debora Nelli. Permission granted.</td>
</tr>
<tr>
<td>Manca Valum</td>
<td>Director of Advancement and Strategic Initiatives, Huxley College of the Environment Western Washington University Foundation Manca will be working with Student Outreach Services to identify and procure future project partners through private foundations and potential corporate sponsorships. The Western Washington University Foundation partnered in writing a granito Seattle Foundation to fund the 2015 water bottle initiative 900 bottle pilot. Permission granted.</td>
</tr>
<tr>
<td>Ronna Biggs</td>
<td>Assistant Director of New Student Services Ronna supervises campus orientation for all new and transfer students. She will be a key stakeholder in distributing the water bottles to incoming students at Summerstart, Transitions and at new student orientation sessions each term. Permission granted.</td>
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Sustainable Action Fund Grant Program

LARGE GRANT-CONCEPTUAL APPLICATION
Applicant Team/Advisor Partnership Agreement

An Applicant Team / Advisor partnership is a relationship of substance between the project applicant(s) and a faculty or staff advisor involving shared responsibilities and mentoring in undertaking the project funded by the SAF Grant Program. To ensure that the project runs smoothly and achieves its objectives, the SAF Committee requires project applicants and the faculty/staff advisor to demonstrate their commitment to the project by acknowledging the principles of good partnership practice set out below and identifying the nature and role of the partners.

Principles of Good Partnership Practice

1. Project partners must have read the Rules of Operation for the SAF Program (found on this webpage: www.wwu.edu/sustain/programs/saf/about/ ), reviewed the Large Grant Application Toolkit, and understand what their role in the project will be before signing the partnership statement.

2. The project lead must consult with the partners regularly and keep them fully informed of the progress of the project.

3. Substantial changes to the project should be agreed upon by the partners before being submitted to the SAF Committee. Where no such agreement can be reached, the applicant must indicate this when submitting changes for approval.

4. The partners authorize the project lead to sign the proposal application and represent them in all dealings concerning the project's development, review, and implementation.

5. Project partners must have read the project proposal before signing the completed application.

6. All partners must receive copies of any report submitted to the SAF Committee.

7. All project partners agree to be present during the team’s presentation to the SAF Committee in case input is needed or requested.

8. If the grant is awarded, partners shall take part in the development, implementation and review of the project under clearly identified roles and responsibilities.

We will comply with the principles of good partnership practice during the development, implementation, and review of this project.

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Caleb Clapp  
Project Lead Name  
Rodolfo Delgado  
Team Member Name  
Elaine Lim  
Team Member Name  
Team Member Name  
Dr. Debora Nelli  
Faculty/Staff Advisor Name  

Project Lead Signature  
Date  
Team Member Signature  
Date  
Team Member Signature  
Date  
Team Member Signature  
Date  
Faculty/Staff Advisor Signature  
Date  

PROPOSAL ONLY VALID DURING 2015-2016 ACADEMIC YEAR
Sustainable Action Fund Grant Program

LARGE GRANT-CONCEPTUAL APPLICATION

Once your conceptual project proposal is complete, you must print and submit a final copy with hand-written signatures.

Project title: "Use resources wisely." - New Student Campus Resources Water Bottle

Project Lead Name (print): Caleb Clapp
Project Lead's Signature: __________________________ Date: __11/24/2015__

By signing this document you agree that all information is true to the best of your knowledge. You also agree that this information may be shared with the public and members of the Sustainable Action Fund Committee.

Staff/Faculty Advisor's Name (print): Dr. Debora Nelli
Staff/Faculty Advisor's Signature: __________________________ Date: __11/24/2015__

By signing this document you agree that all information is true to the best of your knowledge.

Comments:

After completing the final draft of your Conceptual Application proposal, please set an appointment with the Sustainable Action Fund Grant Program Coordinator to have your proposal reviewed and signed.

Sustainable Action Fund Grant Program Coordinator, Nate White
Viking Commons, Room 24
Available by appointment
Email: Nate.White@wwu.edu
Phone: (360)650-4501

Signature: __________________________ Date: ____________

This signature does NOT indicate that you have received funding, but it does verify that you have fulfilled all the requirements and have successfully submitted a completed Project Proposal by the deadline.

Comments:

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Appendix Student Employee Tasks

Sustainable Action Fund Grant Program: Large Grant

Student Employee Responsibilities

- Conduct literature review on similar initiatives
- Manage water bottle ordering process
- Design and print tags for water bottles
- Design and print insert of map with water refill stations
- Prepare 5000 bottles for distribution including stuffing inserts and attaching tags
- Create list of FYE and FIG instructors, advisors and student support staff to receive bottles
- Coordinate distribution of water bottles to Summerstart, Transitions, and quarterly orientation sessions
- Update campus support service contacts and water bottle station maps
- Manage graphic design of project
- Draft human subjects review
- Design and implement survey to assess awareness of water refill stations and campus support services
- Conduct video interview of students using water refill stations
- Conduct video interviews of students using campus resources

Student Employee Qualifications

A successful candidate will have experience and demonstrated skills in...
- Proficiency in Microsoft Office products: Word, Excel, Publisher, Outlook
- High initiative and strong work ethic
- Strong attention to detail
- Working under minimal supervision
- Project organization and management
- Collaboration with diverse clients and staff
- Maintaining confidentiality
- Operation of general office equipment
- Graphic design

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