



PennState

# COMMONWEALTH CAMPUSES SUSTAINABILITY FORUM (HAZLETON)

9:00 – 10:00 AM

Thursday, May 18, 2023

## REGISTRATION AND CONTINENTAL BREAKFAST

10:00 AM – NOON

## WELCOME FROM HAZLETON CHANCELLOR ELIZABETH WRIGHT

**WELCOME FROM RICK BRAZIER**, *Office of the Vice President for Commonwealth Campuses*

## ROUNDTABLE DISCUSSIONS

- **Building Our Capacity as Sustainability Champions**
  - **Lara Fowler**, Sustainability Institute, moderator
  - **Mahsa Kazempour**, Penn State Berks
  - **Becky Stanko**, Penn State Great Valley
  - **Kristi Addleman Ritter**, Penn State Mont Alto
  - **Erin Brennan**, Penn State Wilkes-Barre
- **Building Our Campuses' Sustainability Capacity**
  - **Karen Kackley-Dutt**, Penn State Lehigh Valley, moderator
  - **Katie Odhner**, Penn State Abington
  - **Chris Brown**, Penn State Brandywine
  - **Fulgentius Lugemwa**, Penn State York
  - **Teresa Black**, Penn State Scranton
  - **TBD**, Penn State Hazleton
- **Building Our Communities' Sustainability Capacity**
  - **Krista Schneider**, PennTAP, moderator
  - **Karen Kackley-Dutt**, Penn State Lehigh Valley
  - **Rick Ciocci** and **Matt Spear**, Penn State Harrisburg
  - **Mary Ann Smith**, Penn State Schuylkill
  - **Mark Heisey**, Penn State Health/Hershey

**CLOSING REMARKS** by Lara Fowler, Interim Chief Sustainability Officer and Director, Penn State Sustainability Institute



**PennState**

# COMMONWEALTH CAMPUSES SUSTAINABILITY FORUM *(HAZLETON)*

**NOON - 1:30 PM**

*Thursday, May 18, 2023*

## LUNCH AND NETWORKING

**12:45 - 1:25 PM**

## OPTIONAL CAMPUS TOUR

**1:30 - 4:00 PM**

## AFTERNOON WORKSHOPS -- DUAL SESSION *(Full Description Below)*

- Taking Your Sustainability Curriculum to the Next Level

**1:30 - 2:30 PM**

## AFTERNOON WORKSHOPS -- FIRST SESSION *(Full Descriptions Below)*

- An Introduction to Using Storytelling in Your Work
- The Power of STARS: A Sustainability Assessment Tool
- Harnessing the Potential of the Student Engagement App
- Chancellors Session (open only to CWC Chancellors or designees)

**2:30 - 2:45 PM**

## BREAK

**2:45 - 3:45 PM\***

## AFTERNOON WORKSHOPS -- SECOND SESSION *(Full Descriptions Below)*

- Community Engagement from the Community Partner's Perspective
- A World of Possibilities: Funding Opportunities in Sustainability
- Greening the Gram: Advancing Sustainability through Social Media  
(\*this workshop runs until 4 p.m.)



PennState

# COMMONWEALTH CAMPUSES SUSTAINABILITY FORUM *(HAZLETON)*

**DUAL SESSION WORKSHOP**

*Thursday, May 18, 2023*

## **Taking Your Sustainability Curriculum to the Next Level**

**Doug Goodstein**, *Associate Director for Student Engagement,  
Sustainability Institute*

In this workshop, faculty will present a lightning talk on a course, a unit, or an assignment on/for sustainability they have taught and how they would like to refine it. Each faculty member will have five minutes to present (shot clock will be present and time enforced...with a kazoo!) and have five minutes for question and answer. 10 minutes maximum!

Attendees will be invited to prepare to address the following:

- Who are you and your position? Tell us a fun fact about yourself.
- What's your class, unit, or assignment and what sustainability learning outcomes does it address in its content and competencies? [Guide to learning outcomes will be provided ahead of time.]
- Why are you doing it?
- What makes this important?
- How does it work? Tell a quick story.
- What can we help you do differently in the future?

*There is a maximum limit of 10 participants in this session. Participants in this session will take ONLY this session, which runs 2.5 hours, and no others during the afternoon.*



PennState

# COMMONWEALTH CAMPUSES SUSTAINABILITY FORUM (*HAZLETON*)

**AFTERNOON SESSION #1 WORKSHOPS**

*Thursday, May 18, 2023*

## **An Introduction to Using Storytelling in Your Work**

**Mary Ann McNair**, *Program Director, StoryCenter*

**Ilona Ballreich**, *Program Manager, Sustainable Communities Collaborative, Sustainability Institute*

Issues don't move people; stories do. In this session, featuring Mary Ann McNair from the national StoryCenter, we will offer participants an introduction to the idea of using storytelling in your work, both as a means of engaging people around sustainability on your campus and in your community and as a means of building a sustainability community through storytelling. The StoryCenter will discuss examples of how other universities have incorporated storytelling into their work, show examples of stories created in other programs, and discuss some of the trainings it can facilitate.

Following this introduction, Ilona Ballreich from Penn State's Sustainability Institute will lead a discussion about how we might fund and develop storytelling trainings for faculty and staff in 2023-24 on how to create stories and/or how to become storytelling facilitators. We will discuss which types of training are most desired by campuses and brainstorm how we might best structure such trainings to meet your needs and interests if we can obtain funding. We will also share with participants a list of resources of free online resources and webinars to help you pursue storytelling training individually.



PennState

# COMMONWEALTH CAMPUSES SUSTAINABILITY FORUM *(HAZLETON)*

**AFTERNOON SESSION #1 WORKSHOPS**

*Thursday, May 18, 2023*

## **The Power of STARS: A Sustainability Assessment Tool**

**Krista Bailey**, *Sustainable Campus Strategist, Sustainability Institute*

On your campus, have you ever asked: What sustainability project, initiative, or policy do we need to do next? How can we share the progress we are making on sustainability? How can sustainability inform campus strategic planning, budgeting, planning, and development efforts?

This workshop will discuss the Sustainability Tracking Assessment and Rating System (STARS), a tool created by and for higher ed that is managed by the Association for the Advancement of Sustainability in Higher Education (AASHE).

Attend this session to learn how to make real progress towards sustainability, how STARS works, and how to gain public recognition for campus sustainability efforts. Participants will also discuss how STARS can help Penn State make progress – together – on sustainability efforts.



PennState

# COMMONWEALTH CAMPUSES SUSTAINABILITY FORUM *(HAZLETON)*

**AFTERNOON SESSION #1 WORKSHOPS**

*Thursday, May 18, 2023*

## **Harnessing the Potential of the Student Engagement App**

**Brendan Bagley**, *Project Manager, Undergraduate Education, and  
Instructor of Leadership, Smeal College of Business*

Soft launched in 2022, the Student Engagement App is a project of the Student Engagement Network to help students across all Penn State campuses find their "why" while at Penn State and engage with more opportunities, from co-curricular activities to research projects to internships and jobs and study abroad. The App has more than 14,000 users (with a goal to double participants this year) and offers any Penn State unit or group an opportunity to publicize their activities and opportunities in a dedicated Penn State social media-like space.

Come get an introductory training and learn how to use the many features of this tool that can help you reach students and better promote the sustainability work you do on your campus. Participants will also receive links to tutorial materials and an ongoing Microsoft Teams support group.

(Attendees are encouraged to bring a laptop or phone so you can follow along on your own device.)



**PennState**

# COMMONWEALTH CAMPUSES SUSTAINABILITY FORUM (*HAZLETON*)

## AFTERNOON SESSION #2 WORKSHOPS

*Thursday, May 18, 2023*

### Community Engagement from the Community Partner's Perspective

**Bob Curry**, *Executive Director, Hazleton Integration Project*

**Jo Robbins**, *Manager, Drum Community Gardens*

**Craig Beavers**, *Assistant City Planner, City of Scranton (tentative)*

**Ilona Ballreich**, *Program Manager, Sustainable Communities Collaborative, Sustainability Institute*

**Peter Boger**, *Assistant Director for Outreach and Engagement, Sustainability Institute*

Have you ever been frustrated by a desire to build more campus-community partnerships that meets roadblocks or disappointments in working with a community partner? Do you feel like you don't understand why some projects work better than others in the community?

Then join us in this discussion, open to anyone interested in working with community partners--either through your curriculum, extra-curricularly, or in a joint research project--to hear from a panel featuring representatives of local government and non-profits who will discuss the opportunities and challenges presented by partnering with universities on sustainability-related work.

Topics for discussion will include issues such as:

- Best practices for university groups or faculty in approaching community groups about potential partnerships;
- How to build and sustain meaningful town-gown relationships built around mutual trust;
- Understanding fiscal and time constraints that governments and non-profits operate under compared with universities; and
- Considering ways in which student work can be and can't be useful to community partners.



PennState

# COMMONWEALTH CAMPUSES SUSTAINABILITY FORUM *(HAZLETON)*

**AFTERNOON SESSION #2 WORKSHOPS**

*Thursday, May 18, 2023*

## **A World of Possibilities: Funding Opportunities in Sustainability**

**Lara Fowler**, *Interim Chief Sustainability Officer and Interim Director of Penn State's Sustainability Institute*

**Meghan Hoskins**, *Director of Operations and Partnerships, Sustainability Institute*

We all need more funding. And yet, as hard as it may seem to believe, we are actually in a once-in-a-generation moment for available funding to support sustainability. Come learn about and discuss the new funding environment for sustainability, which has changed considerably under the current federal administration with the recent passage of the Inflation Reduction Act and the Infrastructure and Jobs Act.

We will share what we have learned about federal, state and other funding programs for which the University and its partners are eligible. Let's discuss both the opportunities and the barriers to applying for and receiving funding from these mechanisms and how we can catalyze funding partnerships across all our campuses and communities.





PennState

# COMMONWEALTH CAMPUSES SUSTAINABILITY FORUM *(HAZLETON)*

## AFTERNOON SESSION #2 WORKSHOPS

Thursday, May 18, 2023

### Greening the Gram: Advancing Sustainability through Social Media

**Sierra Keller**, *Director of Communications, Sustainability Institute*

Come explore the potential of social media to drive change throughout our campus communities. Participants will learn hands-on how to create engaging content that effectively promotes their sustainability achievements and goals to their social media audience.

During the first portion of the seminar, we will discuss best practices for using social media to amplify your messaging to students, faculty, and staff. In this session, you'll gain insight on creating meaningful and impactful content that can effectively promote your sustainability efforts as well as convert engagement through the screen into engagement across campus. (30 minutes)

Next, we will have some time to chat through any social media challenges you may be working through in your current communications strategy. (15 minutes)

Finally, you will have the opportunity to collaborate with other participants to create several useable pieces of your own social media content using provided templates. Your content will be tailored to your campuses unique achievements and goals, ready to share on your feed. (30 minutes)

By the end of the seminar, you will have gained valuable knowledge on how to utilize social media to advance sustainability, and created a variety of impactful and engaging content pieces promoting your message. Join us and learn how to "Green The Gram" and make a positive impact throughout Penn State's statewide and international footprint!

*PLEASE NOTE: This session runs 75 minutes until 4 p.m.*