

Environmental Issues and Social Activism Speaker Series

Jake Kuhn Jonathan Schillo
Environmental Science Practicum
Spring 2007

Problem Background and Statement

There is a lack of environmental awareness among a vast majority of the student population at Humboldt State University. As environmental science majors, we assumed that the campus community was pro-environment and privy to awareness of environmental issues. Or, at least students that are apart of colleges other than the College of Natural Resources and Sciences were well informed about current environmental issues. As we progressed through our classes we became aware that the focus we were receiving was biased and not reflective of the entire student body. The problem is that the other colleges on campus do not usually participate in environmental lectures, festivals and overall possess an apathetic attitude regarding the environmental issues taking place in the local community and in the world. The objective of our project is to bring greater environmental awareness to students of the College of Professional Studies and the College of Arts, Humanities, and Social Sciences.

Mission Statement

Through our efforts and energy, we will coordinate and facilitate a professional and knowledgeable forum for engaging environmental discussion. Our focus is on those students who are unaware of environmental issues and who would otherwise rarely attend an environmental discussion. We will target and advertise the speaker series more vigorously to the College of Professional Studies and the College of Arts, Humanities, and Social Sciences because we feel that these colleges have the greatest lack of

environmental awareness. Thus by having speakers come that will inform and inspire students from these colleges the greatest amount of positive change will be made.

Team Cohesion

We are both graduating seniors who have similar goals and work ethic. We realize our project has demands of time and energy. We have the necessary background and contact resources to provide the goal of at least three speakers. We are both excited and determined to see this project come to fruition. By providing an outreach to the students of Humboldt State, and the local community we are leaving Humboldt State knowing that we made a difference.

Alternative Solutions

The core of the problem is that a large population of the students of our school will graduate and move on with their lives without realizing how critical a role the environment has in their everyday lives and that environmental issues affect and influence them whether they are aware of the issues or not.

Our alternative solution to helping to alleviate some of the lack of environmental knowledge in other colleges on campus would be to pass out a 3-5 page pamphlet to those students who have such majors as teaching, nursing or art. The pamphlet would discuss the reason for the need of the awareness, surrounding a “top ten environmental issues” and a brief synopsis of them. Having other classes with students from different colleges made me aware of the ineptitude at the state of affairs concerning our

environment locally and nationally. River restoration, climate awareness, population increase, green technologies and other environmental issues will be discussed.

Another alternative would be to offer a series of panel discussions in conjunction with an environmentally themed video. This option may encourage greater audience participation than the traditional question and answer session after a speaker. Also by attracting an audience by including refreshments during the movie, a larger crowd may be drawn. However, at this time we feel that having respected authors, alternative builders, and representatives from non-government environmental agencies come to campus and speak would be address and counteract our problem.

Goals and Objectives

Goals:

- To increase the level of awareness of students in the College of Professional Studies and the College of Arts, Humanities, and Social Sciences to environmental issues locally and globally.
- To establish a method of communication to address this awareness that is accessible, understandable, and welcoming to the maximum amount of students.
- If at all possible to also have this method be open hospitable to the local community.

Objectives:

- To expose at least 120 HSU students via selected method of communication and 30 members of the public.
- To have participants complete a survey after method and grasp the degree to which their environmental awareness was heightened.

Weighing Alternatives

Alternative 1: Leaflet passed out addressing environmental issues in Humboldt County.

Objective: Expose over 200 people to information regarding dune restoration, alternatives to toxics and the status of the eel river via a leaflet manually distributed.

Goal: To provide community members and HSU students with information pertaining to local environmental issues for the purpose of fostering environmental awareness and social activism

Pros

- By keeping the topics on a local level people will be more inclined to read the literature and therefore we would be reaching a greater audience
- Leaflet may be used continuously and therefore reaching a broader audience.
- Positive image is fostered of HSU in the community by distribution from the Redwood Peace and Justice Center and the North Coast Environmental Center.

Cons

- The production of leaflets is not very environmentally sustainable
 - Because it is literature, the audience will not be engaged for discussion
 - The audience may not understand the purpose of the event, which is to foster a community dialogue.
-

Alternative 2: Symposium which involves students and speakers throughout the day.

Objective: Expose one hundred plus people to knowledge related to alternatives to pesticide usage, dune restoration, and river restoration. Our target audiences are students from the CAHSS, and CPS.

Goal: To provide community members and HSU students with information pertaining to local environmental issues for the purpose of fostering environmental awareness and social activism

Pros

- A larger audience would be able to be drawn
- Students would have plenty of time to present their opinions and solicit new members
- Advertising would be simpler

Cons

- The length of the event may discourage people from attending.
 - A powerful speaker may overshadow another
 - Difficult to arrange/reserve the facility
-

Alternative 3: Speaker Series which would take place over three weeks.

Objective: Expose an audience of 100 plus people with knowledge related to alternatives to pesticide usage, dune restoration, and river restoration. Our target audiences are students from the CAHSS, and CPS.

Goal: To increase the level of awareness of students in the College of Professional Studies and the College of Arts, Humanities, and Social Sciences to environmental issues locally and globally

Pros

- Discussion after the event facilitates engagement and provokes thought
- Less scheduling conflicts would arise for people because the speaker times would be spaced out
- People who would come for the speakers become aware of the student groups and their efforts

Cons

- Less continuity could be perceived and thereby nullify the objective
- May only capture a smaller audience

Strategies for Implementation

When: 4/1/07- 4/9/07

By Whom: Jonathan Schillo, Jake Kuhn

The strategies that we will utilize to complete our objectives are multi-faceted. First, we will brainstorm a list of all the possible organizations and individuals to contact that would be helpful with increasing the level of awareness of students in the College of Professional Studies and the College of Arts, Humanities, and Social Sciences to environmental issues locally and globally.

When: 4/9/07 – 4/13/07

By Whom: Jonathan Schillo, Jake Kuhn

We will contact these organizations and individuals and describe who we are and what we hope to achieve with their assistance. We will use this step to explain that we feel an effective strategy for raising the level of environmental awareness on campus is to have a representative of the organization or the individual come to speak and engage in a discussion period. Our strategy will entail a series of communications with the various participants to finalize when they are available for scheduling. These communications will take also take the form but not be limited to face to face meetings with prospective speakers. Also Jonathan Schillo will develop a list of speaking points relevant to the project to share with prospective speakers during meetings.

When: 4/13/07- 4/18/07

By Whom: Jonathan Schillo, Jake Kuhn

We will finalize all scheduling and make sure that the facilities at HSU are equipped with PowerPoint for the speakers. Also advertisement and promotion materials will be developed and distributed. These materials will be distributed amongst the following media outlets; local newspapers, radio stations, and flyers will be posted on campus and throughout the surrounding community.

When: 4/23/07-5/4/07

By Whom: Jonathan Schillo, Jake Kuhn

We will facilitate the Social Activism and Environmental Issues Speaker Series. This process will include leading the post-speaker discussion periods. Also we will distribute, and collect evaluation forms from the series participants.

When: 5/5/07-5/9/07

By Whom: Jonathan Schillo, Jake Kuhn

Group members will formulate a class presentation. This process will include preparation of a power point and the presentation of information collected by the series participants. Also we will discuss the thoroughness of meeting our goals and objectives.

Monitoring and Evaluation Plan

It was very important to monitor the effectiveness and efficiency of each step in the process so that changes could be made and improve the likelihood of the continuation of the speaker series in the future. Discussing options with all the possible speakers yielded lessons every time that helped in dealing with the subsequent arrangements. For instance after meeting with Patty Clary we not only became more familiar with her background but also could better advertise for her talk based because we knew more about her approach.

We developed a questioner to better monitor the level of environmental awareness of event participants prior to and then after the event. This questioner will provide the predominant avenue for the assessment and help us quantify to the degree that we have met our goals. The questioner (see appendix) will be made available by the organizers to attendees and mentioned in during the speaker introduction. Hopefully fifty percent of the events participants will fill in the questioner. Also the questioner will be collected after the event. Several questions were used to analyze the questioner results. The purpose of these questions was to ascertain the overall effectiveness of the speakers. These questions are as follows:

- Do the majority of answers say the talks were at least “somewhat” educational?
- Do the majority of answers say the talks were at least “somewhat” inspirational?
- Do the majority of answers say the talks were at least “somewhat” pertinent to their lives?
- Do the majority of answers say the talks were at least “somewhat” likely to attend future speaker series?

Also communications between the event participants and the organizers will provide feedback, insofar as how the event could be improved in the future. Overall the best

criteria would be peoples' reactions from the presentations. These reactions will be observed during the communications mentioned above.

Follow Up

The attendance at the events varied. The first two speakers drew around twenty listeners. However the third speaker event was attended by six people. The sparse attendance on the third night may be due to the time of year and students being busy studying. The events were well publicized. Announcements were sent to The North Coast Journal (see appendix), The Lumber Jack, and The Arcata Eye. However, only The North Coast Journal published the announcement. Also we announced the events in all our classes and put flyers up around Arcata and at Humboldt State University, especially in buildings of The College of Professional Studies and The College of Arts and Humanities. Humboldt State News Online did post the announcement on the Humboldt State University web-site. (see appendix) Thus we do not feel it was a lack of advertising that limited the events attendance. Also we thought the attraction of serving pizza at the events would guarantee at least a small crowd.

It is positive to note that those that did attend did contribute a great deal of positive feedback. One participant commented on the questioner, "I am really into environmental issues and environmental racism issues. The information is always helpful." Also many participants responded that it was the first time that they had been able to hear Nandananda from, Friends of the Eel River, speak in person and they were grateful for the opportunity. Generally the feedback from all participants was that the speakers were informative and serving the pizza was a nice touch.

Conclusions

The process of determining a problem, assessing options to address it, and then planning the solution has been an enlightening and very useful learning experience. This project taught us more about many problem solving, decision making, organizational, and interpersonal skills that are necessary to successfully implement a speaker series or similar educational forum. Originally the idea seemed relatively simple and straightforward but by completing this project we learned how much effort this form of activism takes. Providing opportunities for others to be inspired revealed itself as an incredibly empowering experience. To identify a problem that was meaningful to us and then take it through a sequenced process that in the end produced a successful forum deepened our commitment and knowledge of how to work for change.

SOCIAL ACTIVISM & ENVIRONMENTAL ISSUES SPEAKER SERIES

5/2 PATTY CLARY

CALIFORNIANS FOR ALTERNATIVES
TO TOXICS

5/4 NADONANDA
FRIENDS OF THE EEL RIVER

5/3 CAROL VANDER MEER
FRIENDS OF THE DUNES



MAY 1ST-3RD ★ HSU FOUNDERS HALL 25 ★ 7PM

FREE PIZZA!

Environmental Issues and Social Activism Speakers Series
Attendee Evaluation Form

- 1) What speaker or today's date?
- 2) How educational was the talk for you?
1(not very) 2 3(somewhat) 4 5(very)
- 3) How inspirational was the talk for you?
1(not very) 2 3(somewhat) 4 5(very)
- 4) How pertinent for your life was the talk?
1(not very) 2 3(somewhat) 4 5(very)
- 5) How likely are you to attend a similar speakers series in future semesters?
1(not very) 2 3(somewhat) 4 5(very)

Comments:

HUMBOLDT STATE UNIVERSITY



HSNO Home

Humboldt State Live

Parent Connection

Boldt Alumni News

University Home

May. 02nd, 2007

News For:

- ❖ Faculty & Staff
- ❖ Students
- ❖ Alumni
- ❖ Media

News By Topic:

- ❖ Campus News
- ❖ Arts & Entertainment
- ❖ Awards & Accomplishment
- ❖ Sports
- ❖ Campus Conditions & Emergency Information
- ❖ Obituaries

Keyword Search:

SEARCH

Events

Social Activism and Environmental Issues

Sponsor: Environmental Science Practicum Students

Event Details

Date	Time	Type	Price
05/01/2007	19:00-20:30	Lectures and Workshops	free

Contact Details

Contact Name	Phone	Email
Jonathan Schillo	(707)826-1866	jds69@humboldt.edu

Venue Details

Venue	Address
Founders Hall 25	Humboldt State University

Description

Description

The Social Activism and Environmental Issues Speaker Series will take place in Founders Hall 25 starting at 7:00 p.m., on 5/1/07 with Nandananda, from Friends of the Eel River. Speakers will lecture at this location and at this time on 5/2/07, Patty Clary from Californians for Alternatives to Toxics, and on 5/3/07, Carol Vander Meer from Friends of the Dunes. The speakers will address pressing environmental issues in the local community and world. The event is open to all students and the community. Free pizza will be served.

FIND AN EVENT

May	2007							Go!
S	M	T	W	T	F	S		
		1	2	3	4	5		
6	7	8	9	10	11	12		
13	14	15	16	17	18	19		
20	21	22	23	24	25	26		
27	28	29	30	31				

Pick a day and then click Go!

EVENT SEARCH

Topics

--Topic--

Keyword:

From date:

To date:

SEARCH



submit news



podcasts & multimedia



RSS feeds & widgets



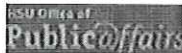
submit events



today's weather



webcam



One Harpst Street, Arcata, CA 95521 | Contact

825 5th St., Eureka, Conference Room A. Monthly meeting. Free. 822-2502.

LECTURE

Nadananda, FOER 7 p.m. Founders Hall HSU. Social Activism and Environmental Issues Speaker Series presents Nadananda from Friends of the Eel River. Free pizza.

ETC.

Mentoring. 6-7 p.m. Nor. Calif. Safety Consortium, 1932 Central Ave., McKinleyville (behind Starbucks). Learn about mentoring needs and opportunities in Humboldt Co. RSVP 269-2050 or email mentor4youth@rcaa.org

People Project. 6:30-9:30 p.m. Redwood Peace and Justice Center, 1040 H St., Arcata. Safe space to discuss issues facing homeless people of community. 444-3155.

Global Warming Action Plan. 7 p.m. Senior Rm., Arcata Community Center, 321 Community Parkway. Redwood Alliance's Climate Action Project workshop on steps you can take to lower energy bills and reverse global warming. 822-6171.

Queer Coffee House. 6:30-8:30 p.m. 523 T St., Eureka. Safe, supportive place for gay, lesbian, sexual, transgender, questioning, allied teens ages 21 and under to socialize. 443-7099.

Girl's Space. 6:30-8:30 p.m. 523 T St., Eureka. Ongoing weekly group for women ages 21 and under to hang out, relax and interact with their peers. 443-7099.

myersc@humboldt.edu • NORTH COAST JOURNAL • THURSDAY, APRIL 26, 2007 27

2 wednesday

DANCE

Line Dancing. 1:15-2:45 p.m. Humboldt Senior Resource Center, 1910 California St. Come kick up your heels every Wednesday with free line dancing. 443-9747.

WELLNESS

Mental Health Support Groups. 2 p.m. Liquid Cafe, Myrtle and West sts., Eureka. Weekly peer-support groups on spirituality at 2 p.m. general meeting at 3:30 p.m. Open to all with mental health diagnoses.

Hospice Grief Support Group. 5:30-7 p.m. Sequoia Springs Senior Living Community Activity Room, 2401 Redwood Way, Fortuna.

LECTURE

Patty Clary, CATS. 7 p.m. Founders Hall HSU. Social Activism and Environmental Issues Speaker Series presents Patty Clary from Californians for Alternatives to Toxics. Free pizza.

ETC.

Girl's Space. 6-8 p.m. McKinleyville Family Resource Center, 1450 Hiller Rd. Ongoing weekly group for women ages 21 and under to hang out, relax and interact with their peers. 443-7099.

AAUW Meeting Reservations Deadline. Reservations due May 2 for the American Association of University Women's final meeting on May 5. 9:30-noon Moonstone Beach House. Westhaven. Brunch, presentation by HSU faculty member Dr. Sharon Ferrett and installation of new officers. \$18 brunch/\$5 meeting only. 443-1291, 442-8839, 725-5827.

3 thursday

EVENTS

AM Jazz Big Band Concert. 8 p.m. HSU Fulkerson Hall. From Coltrane and Mingus to Alice in Wonderland, the AM Jazz Big Band swings the classics. \$6/\$2 students/seniors/HSU students free. 826-3928.

Economic Fuel 2007 Awards Ceremony. 6:30-8 p.m. The Wharfinger Building, 1 Marina Way, Eureka. Cash prizes will be awarded to the top teams competing in Economic Fuel. Come out and support aspiring entrepreneurs. Free admission. 476-2628.

MUSIC

Humboldt Folklife Society Song Circle. 7:30 p.m. Arcata Library, 500 7th St., Arcata. Hosted by Seabury Gould. Free. 845-8167.

LECTURE

Carol Vander Meer, FOD. 7 p.m. Founders Hall HSU. Social Activism and Environmental Issues Speaker Series presents Carol Vander Meer from Friends of the Dunes. Free pizza.

WELLNESS

Support Group. 4 p.m. Liquid Café, Myrtle & West sts., Eureka. Open peer support group for those experiencing seasonal, situational or chronic depression

Date Received: _____ Active Club: _____ Appt. Date/Time: _____ Club notified of meeting via _____
--

A.S. Funding Board

REQUEST & APPLICATION FOR FUNDING

You can get more information by clicking on any item highlighted in Blue.

- Check all that apply:**
- Clubs & Activities Small Grant (up to \$600)
 - Cultural Education Grant (up to \$400)
 - Cultural Programming Grant (up to \$2500)

___ (Initial) I have reviewed the Application Guidelines before completing this form.

Sponsoring Club/ Organization: _____ Students For Community Food

Contact Person: _____ Jonathan Schillo

Phone # 707-826-1866 Email Address: _____ jds69@humboldt.edu

Name of Advisor: _____ Extension: _____

Signature of Advisor: _____ Email: _____

Please complete the following:

1. Event Information:

Name of event: _____ Derrick Jensen Speech

Date: TBA Time: _____ Location: Founders Hall 118 or KBR

Brief description of Event:

The event would be a speech given by Derrick Jensen, author of: *A Language Older than Words*, *Listening to the Land*, *Walking on Water: Reading Writing and Revolution*, and *the Culture of Make Believe*. Recently Mr. Jensen was named Person of the Year for 2006 by Press Action. A discussion and question and answer session would occur after the speech

2. Total anticipated attendance (student and non-student): _____ 150

3. Please indicate three learning outcomes, objectives, and/or goals of this event.

- a. To stimulate thought and discussion about environmental issues.
- b. To expose ideas and theories to students and community members who may be unfamiliar with them.
- c. To increase the level of awareness pertaining to the environment, and humans interaction with it.

4. How will this event benefit other students and the campus community at HSU?

This event will provide inspiration and education for students and the campus community. Also participants would be aware of theories and research that involve the fields of Geography, Religios Studies, Women Studies, Philosophy, and Environmental Science.

5. What kind of publicity, advertising and/or outreach are you planning for this event?

Outreach for this event would be in the form of posting flyers, sending out emails announcements, listing the event on HSU News Online, sending an announcement to the Lumberjack, The North Coast Journal, and The Arcata Eye. Also KHSU would be sent an announcement of the event.

If you are requesting funding for food, please briefly explain how food is an integral part of the program. (Click here for special Food Considerations)

CAMPUS EVENTS FUNDING REQUEST LINE ITEM DETAIL

Click on each line item for a detail description.

Organization: Students For Community Food Contact Person: Jonathan Schillo
 Event: Derrick Jenson Speech Phone # 707-826-1866 Email jds69@humboldt.edu

EXPENSES

Speaker/Performer Fees: \$600.00
Travel For Speaker:
Airfare
Lodging
Supplies & Service:
Decorations
Equipment Rental
Facility Rental
Other
Public Relations:
Art/Graphic Charges
Publicity
Printing Costs
Food and Beverages: *See Below
Catering
Groceries
Other

ANTICIPATED REVENUE

Club Fundraising
Clubs & Activities Small Grant \$600.00
Cultural Education Grant
Cultural Programming Grant
Campus Funding
Other
Donations

TOTAL EXPENSES: **\$ \$600.00

TOTAL ESTIMATED REVENUE: **\$ \$600.00

** (Note: Total expenses and total estimated revenue must be the same amount. In order for these two figures to match you may need to contribute personal or club funds or secure additional sources of funding)

*Food Purchases must be an integral part of the program, not the sole purpose of the program/event (i.e., a dinner), and the sponsored activity that includes food purchase may be required to be matched with organizational fundraising. A Food Funding Form must be approved prior to your event.

TOTAL AMOUNT REQUESTED OF THIS BOARD: \$ _____

For Office Use Only

Total Allocation: CAG \$ _____
 CEG \$ _____
 CPG \$ _____

Amount Requested: \$ _____
Amount Approved: \$ _____

Comments: _____

*Environmental Issues
&
Social Activism
Speaker Series*

Jake Kuhn
Jonathan Schillo

Goals

To increase the level of awareness of students in the CPS and the CAHSS to environmental issues locally and globally

To establish a method of communication to address this awareness in a way that is accessible, understandable and welcoming

Objectives

Expose an audience of 100+ people with knowledge related to alternatives to pesticide usage, dune restoration, and river restoration.

Target Audience = Students of CAHSS & CPS

Mission Statement

Through our energy and efforts, we will coordinate and facilitate a professional and knowledgeable forum for an engaging environmental discussion

*Problem Background
and Statement*

- Lack of Environmental Awareness on campus
- Limited Participation by students in environmentally centered events

Problem Solving Process

How did we do it

What were the alternatives

Why we chose the speaker series

Alternatives

- Writing and Distributing a Leaflet with Environmental Information
- Symposium on Campus
- Speaker Series

Implementation

Derrick Jensen / Grant Proposal

Advertising

Costs \$

Possible Groups/Speakers

- Humboldt Baykeeper
- North Coast Environmental Center
- Environmental Protection Information Center
- Seventh Generation Fund
- Friends of The Dunes
- Friends of the Eel River
- CATS

Speakers and Topics

Friends of the Dunes
- Dune restoration

Friends of the Eel River
- River Preservation

Californians for Alternatives to Toxics
- Pesticide Use

ENVIRONMENTAL ISSUES SPEAKER SERIES

5/2 PATTY CLARY
CALIFORNIANS FOR ALTERNATIVES
TO TOXICS

5/1 NADON NADDA
FRIENDS OF THE EEL RIVER

5/3 CAROL VANDER ME
FRIENDS OF THE DUNES



MAY 1ST-3RD * HSU FOUNDERS HALL 25 * 7PM

FREE PIZZA!

Advertising

Newspapers

Radio

Website

Flyers



Success!

Group Strengths

Communicated Frequently
Worked well together
Motivated
Goal Oriented



Limitations

Money
Time Early
Advertising
Cohesion

Evaluate and Modify



Things Done Differently

- Scheduling of Speakers
- Increased Advertising/Outreach
- More Speakers

Questioner

- Asked Questions:
- How educational was the talk for you?
- How inspirational was the talk for you?
- How pertinent to your life was the talk?
- How likely are you to attend a similar speaker series in the future?
- 1 (not very) 3 (somewhat) 5 (very)

Lessons Learned

Facilitating and Coordination
Generating Solutions
Promotion and Advertising

Thankyou!!

- Big Pete's
- Nandananda
- Patty Clary
- Carol Vander Meer
- Phil from IT
- Dr. Hansis