Introduction

The aim of this position is to continue and expand *From Coal to Carbon Neutrality* efforts. The aim is to engage the Oberlin community with the carbon neutrality initiatives, influencing and informing everyone across campus and those interested outside of campus. The main goal is to produce a comprehensive and accessible website that will serve as a database and resource. Ultimately, informing the community will hopefully bring about willingness to engage in carbon reducing activities, increase transparency of carbon neutrality efforts and progress, and inspire functional and critical dialogue, along with positive changes in campus behavior and culture.

Accomplishments

Initial goals (from Work Plan):

- Meeting and discussing with key stakeholders
- Develop website ~ ultimately to engage more people in sustainability at Oberlin
  - Background Information
  - Collecting FAQ’s and answers: Making sure all expressed concerns and efforts of students, faculty, staff, and administration are addressed, adding to FAQ’s already put together from speaker series
  - Timeline of PAST decisions, efforts, monumental events, etc.
  - Links to contacts, articles, and related energy initiatives on-campus
  - Past to current changes in graphs
  - Projected timeline for carbon neutrality in the future
  - Place for people to submit questions
  - Publicizing the website through/across the College and with outside organizations
  - Constant and consistent maintenance of website content through incorporating feedback and adding updates from those involved with the initiative

What I Did:

- Meeting and discussing with key stakeholders: this took the longest as there was a lot of context to gauge. As I developed a timeline and accumulated information, I wanted to ask many different stakeholders about developments to understand them fully. I put all interviews, documents, and tidbits of info in one google doc/drive folder.

On website:
- Organized information, developed categories of information, wrote FAQ questions and answered almost all of them.
- Compiled content for Background Page, FAQ’s, and Student/Administrative/Oberlin community groups/activism.
- Extensively brainstormed ways of writing the information, dividing it up into different themes/sections, deciding what to include/not to, which directions to go with research, what to collect, what we still need, etc.
- Rough but comprehensive timeline; still needs some editing.
- Sent a rough version of the background info and timeline to Communications for feedback - still waiting for next round of editing.
- Started formatting information in the layout we want on the actual website.

What didn’t happen:

- **Develop a website** for viewing YET
  - still needs to be further edited, links, graphs, and photos to be added in.
- Publicizing the website through/across the College and with outside organizations
- Constant and consistent maintenance of website content through incorporating feedback and adding updates from those involved with the initiative

**Challenges**

The challenge of this position, to complete creating the FC2CN website, is the same as it’s been for the last two years - gathering all the information and laying it out in the best way for it to be the most useful for those who are going to utilize it. Our goal of this website is to be a comprehensive, informational display Oberlin’s work toward sustainability and CN to clear up controversy, to tell an unbiased history, and improve transparency for people who want to get involved. This site is not so much to engage

**Key Stakeholders**

- Daniella Mostow: OES and CBSM Researcher interviewed for context, graduated now, knowledgeable about CBSM especially.
- Ben Jones: VP of Communications; he’s looked at current content, will help us draft the website
- Bill Denneen: Director of the Web Team
- Cindy Frantz: Professor of Psychology, CBSM; helped plan speaker series; interviewed for context
- Danny Rosenberg Daneri: former student activist, current Dashboard project manager; interviewed for student involvement history
- Rachel Berkrot: active student, critical and involved; interviewed for student involvement history
- Meghan Riesterer: AVP of Energy Management and Sustainability; the know-all for all this info, she is shared on current content and will help filter it
- Steve Varelmann: College architect; important for understanding how restorations and building processes occur, knowledgeable about zoning initiative
Leo Evans: project manager at the college in FP&C, especially knowledgeable about building to come

Deliverables
The FC2CN Website! Link to come!

Recommendations
This is a very daunting task! There’s a lot of information to get, record, and become comfortable with. But don’t get discouraged! Once this site is up and running, I think it will serve its purpose just fine.

Suggestions
It was really good for me to take the time in the first semester to become acquainted with all of the key stakeholders for this initiative, on campus, although this took a long time. I guess I didn’t expect there to be so much info, or that I would find it so challenging to figure out the most effective way to articulate all of this information for it to be meaningful for people. Something that worked really well for Bridget and I, were our weekly check-ins, and setting particular little goals for them, in addition to our work sessions. I think it would be even better if we came up with deadlines like we did toward the end of the year, as we pick up again next year, to stay on track.

Unanswered Questions
We want to make sure that all of the content is displayed in a neutral light and tells a story, but we still need to find our footing here... like “who” we want to be telling this story.

Conclusion
I especially learned how to manage my time more effectively with looser deadlines and take initiative upon myself to get what I needed to done. I also learned to adjust/articulate the information I collected for a particular audience/purpose. Such an amazing experience to be working on this and with my rockstar boss, Bridget :)}