Final Report

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FC2CN Intern
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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):

- 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 but still needs progress:

- Continued to edit google doc
- Organized information; almost all FAQ questions answered
- Rough but comprehensive timeline
- Sent a rough version of the background info and timeline to Communications for feedback - got some helpful feedback
• We met with Bill Denneen about the OES site outline and updating the tabs in the navigation. We never got to further this conversation with Bill or make progress on this, but it would probably really help if we did as to inform the types of tabs we want on the FC2CN page, and clarify the scope of our narrative.

What didn’t happen:

• **We haven’t actually uploaded anything or develop a website** for viewing YET
  o still needs to be further edited, links, graphs, and photos to be added in.
• I can probably do a little more work on briefing some groups, like Green Edge Fund, Carbon Management Fund, Dashboard, linking to CBSM website and description for that
• The 2014 inventory is completed so we need to add that in, I think Bridget said that she would add in updated pie charts to google doc; need to brainstorm how we will update graphics in future
• Could go through and create word document highlighting ‘did you knows’ ‘if you were wondering’ ‘sneak peeks’ of FC2CN info for social accounts; but I figure it’s not time for this until we are ready to make a page live
• Finally, 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.

Key Stakeholders

• Bill Denneen: Director of the Web Team
• Cindy Frantz: Professor of Psychology, CBSM; helped plan speaker series; interviewed for context
• 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

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.
I hope that in the coming semester we can at least get a page up, even if it’s rough. We want to be able to show the student body and relevant stakeholders that we are making moves!!

Suggestions and Insiders Info

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, and how we want to differentiate the content on this site from the OES site.

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 :)}