



## Community Awareness Project

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# I. EXECUTIVE SUMMARY

## Problem

- Lack of sustainability or interest in being eco-friendly in schools
- Limited awareness about the environmental issues in the world and how to combat them
- Little student involvement because there are no opportunities or interest

## Solution

ForGreenerEarth is an organization that aims to make schools more sustainable and increase their student's involvement by creating environmental clubs at high schools and elementary schools that teaches students about the environment and works to increase their positive impact. We provide these schools with everything they need and assist them along the way.

## Milestones

- Start the first environmental club at Santa Fe High School
- Create a website for the organization
- Start the first sustainability program
- Partner 10 schools with the organization

## Human Resources

Ayla Relland is the founder of ForGreenerEarth. The organization has a council that works with the schools we partner with to assist as much as they need. Each school also elects their own council to ensure they are reaching their goals.

## Project Goals



Make schools more sustainable and increase their positive impact on the environment



Increase student interest and involvement in benefitting the environment



Develop communication through social media platforms and our website

## Timeline

September	October	November	December	January	February
Start first club & have first meeting; create social media platforms; create a website	Reach out to elementary schools to partner with the first school; partner with other organizations	Start expanding with one group of schools & their partnering elementary schools each month	Mainly focus on fundraising; reach out to next group of schools	Start working on sustainability programs; reach out to next group of schools	Start big events back up after winter; reach out to final group of schools

## Event Highlights



Butterfly Garden Build



Planting Trees with OKC Beautiful



Making Birdfeeders



Planting Flower Bulbs

Objective	Target	Results
Number of Schools Impacted	Partner at least 5 high schools and 5 elementary schools with ForGreenerEarth	Partnered 11 high schools and 16 elementary schools
Number of Students Impacted	Impact at least 300 students and get them involved	Impacted over 1500 students through participation in our environmental events
Increase Sustainability and Decrease Environmental Impact	Make schools more eco-friendly by starting at least one sustainability program; teach students how to decrease their carbon footprint	Started 21 recycling programs Started 15 composting programs Started 12 food waste programs
Social Media and Website	Receive 50 followers on Instagram and 100 website viewers	Average of 74 followers from each club's Instagram and 231 site viewers
Project Continuation and Expansion	Implement a plan to continue these clubs and programs in the future, and expand the project to other states	Each school has a council that continues their club the following year, some members from the organization are moving to other states in order to expand there

## Recommendations for Future Projects

### 1. More Preparation

Spend time before starting the project to prepare and map out a plan with steps to expand slowly.

### 2. Shift Timeline

Devote as much time as needed to each new school before reaching out to additional schools.

### 3. Increase Social Media and Website

Create a schedule to post consistently on social media platforms and keep up with editing the website.

## II. INITIATING

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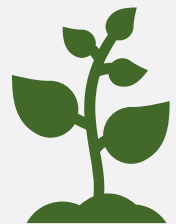
### A. Statement of the Problem

There are countless environmental issues happening right now that are not sustainable for the planet or anything living on the planet. At the current rate we are going, some regions of the earth will be uninhabitable by 2050 with the rest of the planet following close behind. Schools have a large contribution to the environment, specifically through food waste, general waste, energy use, and water. Some studies were done to see exactly how big of an impact these schools have; the following shows these statistics. Kids in the United States waste 50% of the food on their plates in schools, and the current way that schools transport this waste adds unnecessary carbon emissions. A lack of recycling and waste management education makes it difficult for people, and schools, to be sustainable. For instance, out of 2,000 Americans, 62% worry about recycling incorrectly, 68% think they can recycle plastic utensils, and 54% believe a greasy pizza box is recyclable. Consider the vast number of items that are thrown away every day in schools that can be recycled or reused. In addition to this, only 30% of schools are taking climate change into account, and only 4% are trying to reduce their carbon footprint. These are just a few of these statistics, but they still show how large of an issue this is.

The majority of schools do not have any sort of sustainability programs or environmental programs. They also do not typically teach their students about current issues regarding the environment or how to combat those issues. This leaves students with a huge lack of knowledge about one of the most important issues in the world with little reliable resources that can educate them about the topic. In addition to these issues, there is not a lot of student involvement in schools, either from a lack of opportunities or a lack of interest.

### B. Project Scope

ForGreenerEarth is an organization that aims to make schools more sustainable and increase their student involvement. We start environmental clubs at high schools and elementary schools, and then partner them together. This gives the high school students skills and experience working with others, and it teaches them how to plan, manage, and run a club which can provide them with a really great learning experience. The elementary students will be learning all about the environment while participating in fun activities directed by the high schoolers. In addition to teaching the students, these clubs will also work towards making their schools more sustainable. This includes trying to decrease the school's negative environmental impact through things like recycling programs and food waste programs, and increase the school's positive impact through things like flower gardens and composting. This will get more young people interested in these incredibly important issues and working towards change, and it will have a great effect on the environment. We will provide each school with a starter kit that will make it easier for them to start and run their club. Each kit is customized based on that school's goals and interests for their club, but they all have a similar layout. These are given monthly and include a schedule, supplies, and instructions for any activities and events. In addition to this, we will also help every school along the way to ensure that this stays fun and easy for everyone.



### III. PLANNING AND ORGANIZING

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#### A. Project Goals

Make schools more sustainable and increase their positive impact on the environment

One way we plan on making schools sustainable is by creating sustainability programs with the help of these environmental clubs. Some examples are recycling programs, composting programs, and anti-food waste programs. These will combat the major negative contributions that schools have on the environment, consequently decreasing their negative impact. In addition to this, these clubs will also work towards increasing their school's positive impact through events and awareness. Some examples of this are starting butterfly gardens, cleaning up trash, and planting trees.



Increase student interest and involvement in benefitting the environment



It is incredibly important for students to get more involved, not only in their schools, but also with the environmental movement since it is, and will have, a huge impact on the world and everyone's lives. We will do this by giving them more opportunities that would interest them and make them want to get involved with their school through environmental clubs. These clubs are fun and informative ways to decrease their school's negative impact, and increase their positive impact. They also give these students something that they can be passionate about and provide a way for them to get inspired to make a difference.

Develop communication through social media platforms and our website

Spreading awareness is really important considering most people have very limited knowledge about the environment. While word-of-mouth does help with spreading information, there are more effective ways of spreading accurate information fast and to a large audience like social media. Each club that ForGreenerEarth starts, or partners with, creates a social media page in order to inspire other students to join and spread general awareness about environmental issues and how to decrease their impact. We also plan to create a website for the organization that will be an easy way to show people what we do, our mission and goals, and information for specific clubs partnered with us like their schedule and social media. This also makes it easier to reach out to new schools because we can direct them to our website which answers most of their questions.



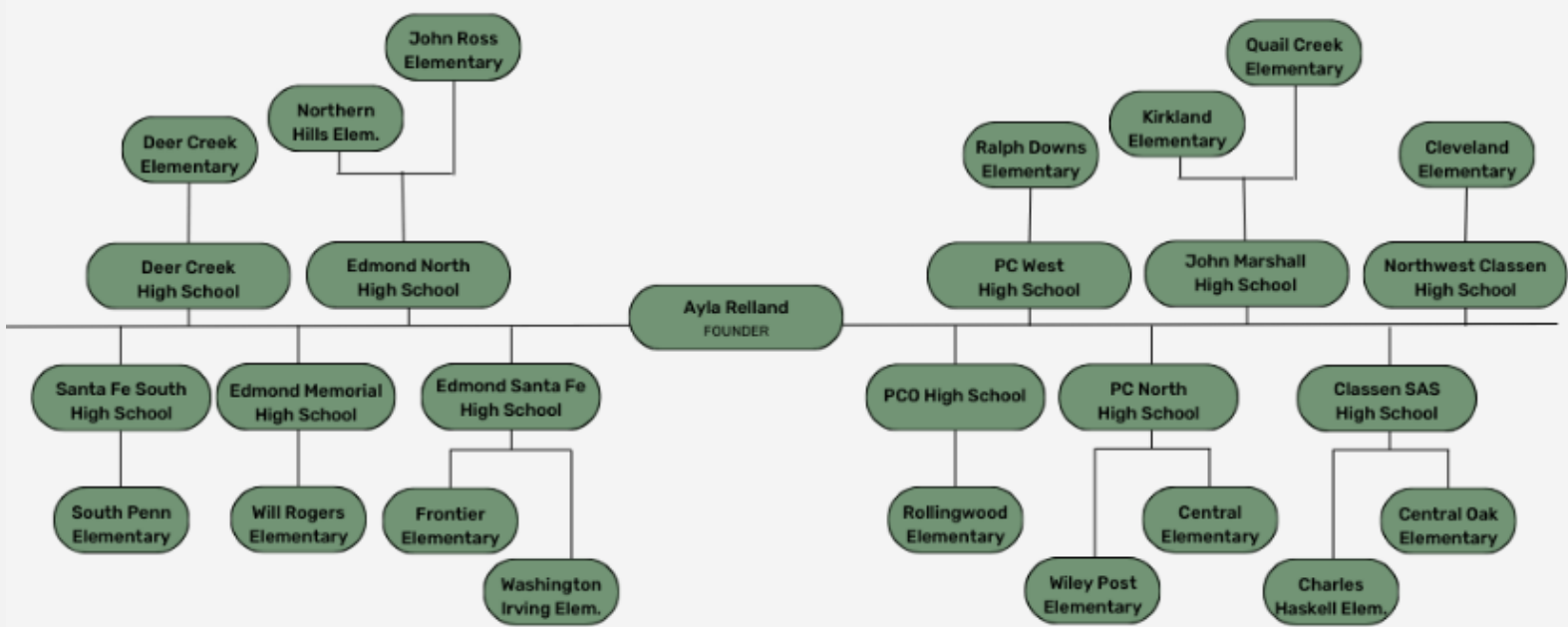
## B. Human Resource Management Plan

Ayla Relland is the Founder of ForGreenerEarth. She will reach out to each school to see if they are interested in partnering with the organization. Once the club has been started, she will work with the sponsor of each club to create a schedule. From there the high schools will mainly work with their partnering elementary schools with assistance from the organization as needed.

Each club will have a council that works to ensure they reach their goals. Our organization also has a council that works with these schools and towards our goals. These members are shown on the right. Each member's title determines what their responsibilities include; for example, representatives mainly focus on fundraising and working out the details of events, while publicists focus on social media, marketing, designing posters, and reaching out to students.



The chart below shows all of the schools that ForGreenerEarth has partnered with after our first year. The founder is in the center representing the organization and acting as the recruiter for all of these schools. The two rows in the center are the high schools and branching off is their partnering elementary schools.

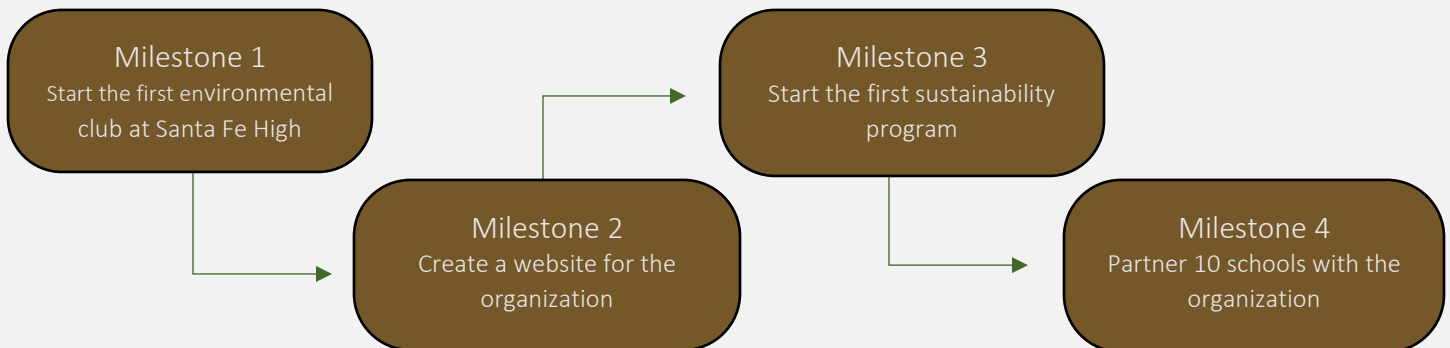




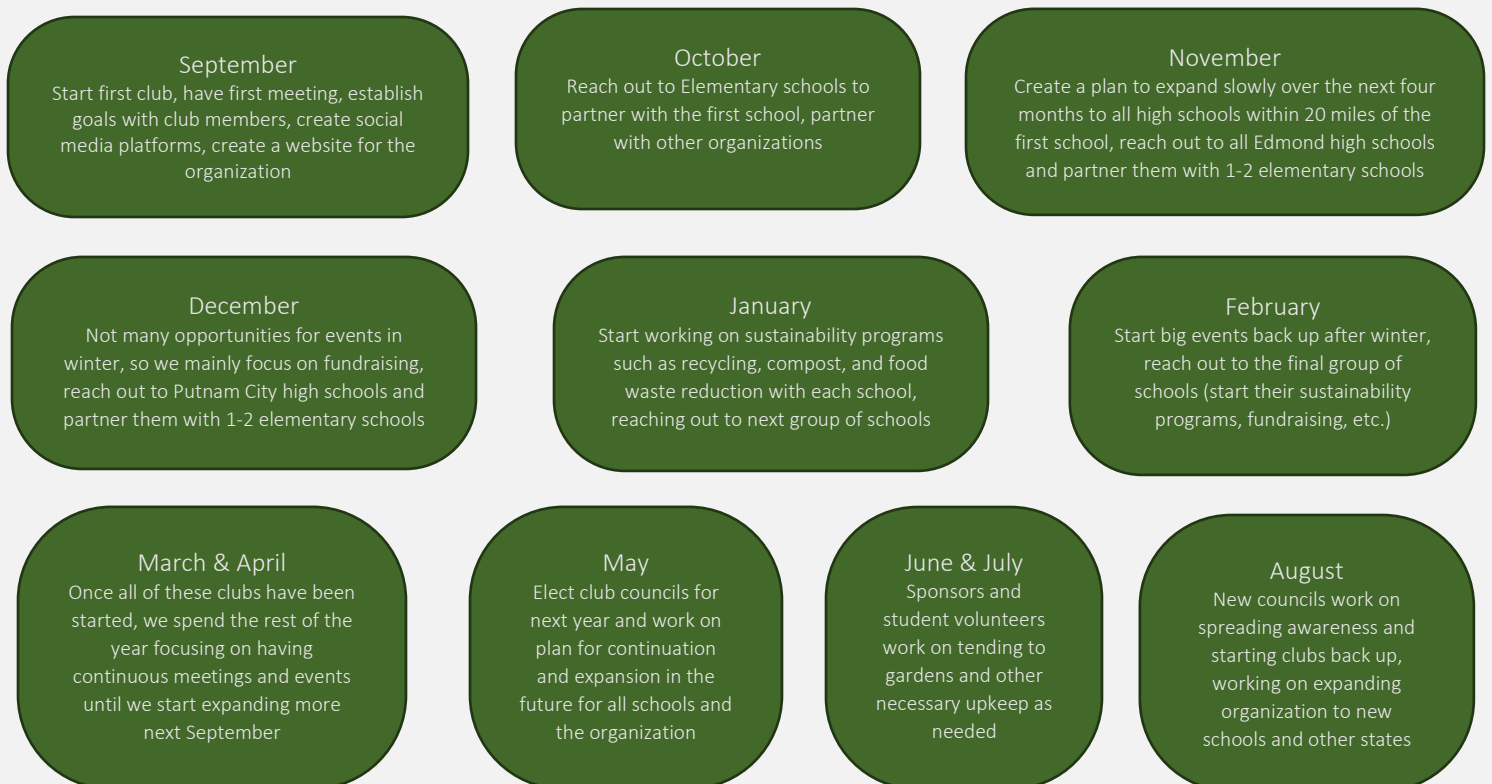
## C. Schedule

### i. Milestone

In order to ensure that we are reaching all of our goals, we created a timeline that outlines all of the steps we need to take and when to accomplish them. Then we created milestones based on our timeline that aligns with our goals so that we can easily track our progress with these as a guideline.



### ii. Timeline to Reach Each Milestone

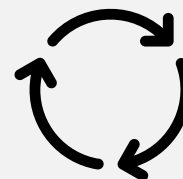




## D. Quality Management Plan

### Start at least one sustainability program at each partnering school

Our first goal is to make schools more sustainable and increase their positive impact on the environment. In order to complete this goal, we will start at least one sustainability program at every school that we partner with. Some examples are recycling, compost, and anti-food waste. Each one of these has a huge positive impact on the environment, so if every school can work towards at least one, it will be significantly more sustainable because of how much waste schools contribute overall.

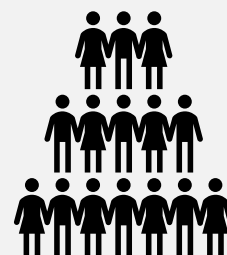


### Partner at least 5 high schools and 5 elementary schools with ForGreenerEarth

Our second goal is to increase student interest and involvement in benefitting the environment by creating fun opportunities through these clubs. In order to complete this goal, we will create environmental clubs in at least 5 high schools and 5 elementary schools. This alone will affect a large number of students and create a huge positive impact on the environment.

### Receive at least 50 followers on social media and 100 website views

Our third goal is to develop communication through social media platforms and our website. In order to complete this goal, we will try to receive at least 50 followers on each social media platform and get 100 views on our website.



## E. Risk Management Plan

### Lack of Interest

One potential issue is a lack of interest from the schools and the students. Starting a club is a lot of work and will require a commitment from students and a sponsor from the school. There is a possibility that no one at the school is very interested in starting/joining a new club or helping the environment. In order to combat this issue, we will start with one school and create a template that is usable for every school and has room for adjustments based on each club's wants. We will also provide a starter kit every month that has a schedule, supplies, and instructions for activities. All of this will ensure that this club will be fun and easy for sponsors and the students, while also lowering their environmental impact.

### Consistency issues

Another potential issue is consistency. Once the club has been started, it's difficult to constantly be planning events and meetings, and also get people to attend all of them. This is especially true with student-led groups because they are already busy with school and other clubs. In order to combat this issue, our organization will work with these clubs to create a schedule with activities and events for the entire year. This makes it considerably easier since we do all of the planning for them. That also makes it easier for the club members because they have a schedule beforehand and can prepare for it.

## Continuation issues

One final issue we've identified is continuation of all these clubs, and the organization, in the future. Since these clubs are mainly student led, there's no guarantee that there will always be students interested in leading it, especially since they all graduate eventually. This is also true for our organization considering it is also student led. In order to combat this issue, we have every club elect a council with seniors and juniors, so, when the seniors leave, the juniors will fill their positions that they observed the year before, and new students will replace the junior's original position. We also have every club elect the council for the following year at the end of the previous year. This way we can ensure constant continuation. The continuation and expansion of the organization is ensured because multiple different members in the council are moving to different states where they plan on expanding it to.

## F. Proposed Project Budget

The majority of the items needed for our project are either recycled, donated, or achieved through grants. The first school we partnered with, also the school the founder attends, has an account for the environmental club with \$6,200 that was raised years ago from a past environmental club. Our organization has permission to use these funds for any expenses we may need. We record all of our expenses, and any funds raised, for each individual club on both google sheets for the club's records, and PO forms for the school's records. The table below is a list of all of the expenses from the first club created at the high school and the two elementary schools partnered with it.

Activity	Details	Cost
Bird Feeders	Birdseed, String, Peanut Butter Toilet Paper Rolls	\$10 Recycled
Butterfly Garden Build	Flowers & Buds	Donated
Making Trees with Paper Scraps & Watching the Lorax	Paper Scraps Glue	Recycled Donated
Building Terrariums for Fundraising	Jars, Rocks, Dirt, Moss, Seeds, Ribbon, & Paper	Donated, Recycled, & \$10
Sun Printing T-shirts for Fundraising	Thrifty T-shirts & Paint Flowers, Leaves, Tape	\$50 Recycled & Donated
Tree Planting	Trees & Dirt	Donated

## IV. EXECUTION

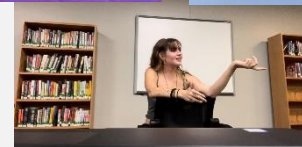
ForGreenerEarth started with one high school in September and expanded to more schools each month. Below shows this growth with events and activities that each new club participated in that month. Also shown is the focus and goals for each month. Once a club is started, we give them a starter kit that includes a schedule and materials for the month's activities. Each club will also elect their own council and work on fundraising and sustainability programs.

### September

Focus: Start first club, have first meeting, establish goals with club members, create social media platforms, create a website for the organization

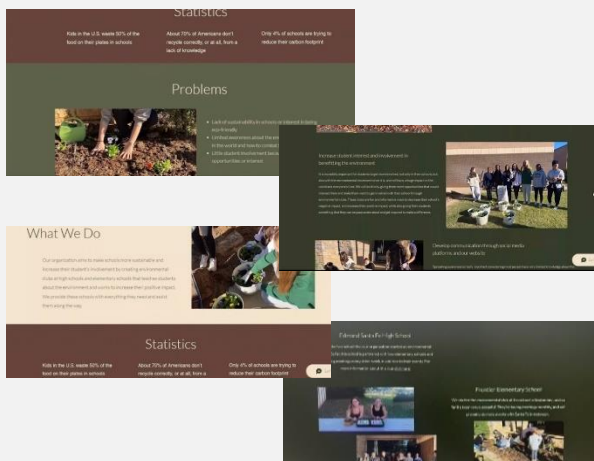
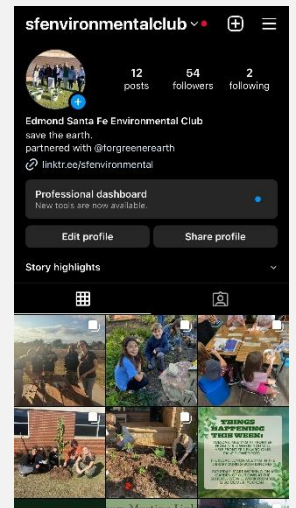
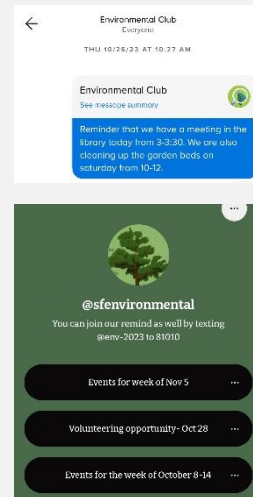
Edmond  
Santa Fe  
High School

- September 6-20: starting club
- September 21: first meeting
- September 28: booth at school fair to raise awareness



### Social Media

Every club starts their own Instagram page and Remind in order to spread awareness, send out announcements, and post schedules. Our goal is to get an average of 50 followers from each of the Instagram accounts. The organization also has an account where we post about things we've done and new schools we've partnered with. We also have some events that anyone can attend, rather than just one school, and we post about those on our organization's account as well. We also have a LinkTree for each club that is found linked on their Instagram. This is where they will post their signup sheets for their events for each week.



### Website

We created a website for the organization: ForGreenerEarth.org. This is an easy way to show others our mission and what we do. We have a tab for each club which is a resource for current members and other students interested. This includes things like their schedules, their Instagram, their Remind join code, sponsor's contact information, sign up for their events, etc. This is also a great resource for people wanting to partner with us to learn more and give them our contact information.



## October

Focus: Reach out to Elementary schools to partner with the first school, partner with other environmental organizations

Frontier Elementary School

Washington Irving Elementary

### Frontier

- Oct 10: building butterfly garden
- Oct 24: making "grass heads"

### Washington Irving

- Oct 17: tree planting with OKC Beautiful



## Partnerships

We reached out to different environmental organizations like OKC Beautiful, OK Green Schools, and Terra Cycle to partner our organization with them. They provide assistance on our events, host large events for the community, free recycling programs, gives supplies to schools, and more.



## November

Focus: Create a plan to expand slowly over the next four months to all high schools within 20 miles of the first school, reach out to all Edmond high schools and partner them with 1-2 elementary schools

Edmond North High School

Northern Hills Elem

John Ross Elementary

- November 7: planting flowers and bulbs in pots for donation

- November 14: bird feeders with recycled toilet paper rolls

- November 28: council meeting to apply for grants

Edmond Memorial High School

Will Rogers Elementary

- November 8: planting flowers and bulbs in pots for donation

- November 15: bird feeders with recycled toilet paper rolls

- November 29: council meeting to apply for grants



## December

Focus: Not many opportunities for events in winter so we mainly focus on fundraising, reach out to Putnam City high schools and partner them with 1-2 elementary schools

PC West  
High School

PCO High  
School

PC North  
High School

Ralph Downs  
Elementary

Rollingwood  
Elementary

Wiley Post  
Elementary

Central  
Elementary

### PC West

-Dec 5: park cleanup

### Ralph Downs

-Dec 12: making paper trees with paper scraps, watching The Lorax & discussing the deeper meaning

### PCO

-Dec 11: park cleanup

### Rollingwood

-Dec 14: making paper trees with paper scraps, watching The Lorax & discussing the deeper meaning

### PC North

-Dec 7: park cleanup

### Wiley Post & Central

-Dec 18 & 19: drawing butterflies, watching The Lorax & discussing the deeper meaning



## Fundraising

We work with each school to show them how to fundraise so that they have the opportunity to fund their club in the future: supplies for events, recycling programs, etc. There are many different ways we fundraise while keeping the environment in mind. These include things like making terrariums with recycled jars, printing on thrifted t-shirts with leaves and flowers, baking vegan treats, painting rocks and birdhouses, and more!





## January

Focus: Start working on sustainability programs such as recycling, compost, and food waste reduction with each school, reaching out to next group of schools

Deer Creek  
High School

Deer Creek  
Elementary

### Deer Creek

-Jan 11: tree planting with OKC beautiful

### Elementary

-Jan 18: "grass heads" with panty hose, seeds & dirt

Santa Fe  
South High  
School

South Penn  
Elementary

### Santa Fe South

-Jan 16: park cleanup

### South Penn

-Jan 23: birdfeeders with English muffins & chalk



## Sustainability Programs

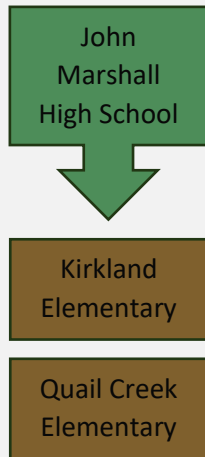
There are three main sustainability programs that we work on starting: recycling, compost, and anti-food waste. Our goal is to start at least one of these at every school we partner with, fortunately some are interested in starting multiple. Recycling is the most popular option, however, it's also the most expensive. One way that we've found to combat the cost issue is partnering multiple schools in a district together. For example, if only one of the schools in a district paid for recycling, they could split that cost with the remaining schools. Then the other schools could bring all of their recycling to this school in rotations which saves a considerable amount of money. The compost is a helpful program if they have a garden at their school and space for a compost. There are many organizations that will buy compost too which could provide more funds for their school as well. For anti-food waste, we sort food scraps for composting, and we packaged unused foods to give away for free.





## February

Focus: Start big events back up after winter, reach out to final group of schools (start their sustainability programs, fundraising, etc)

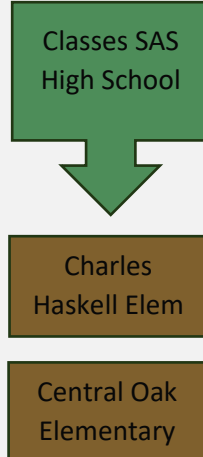


### John Marshall

-Feb 15: park cleanup

### Kirkland & Quail Creek

-Feb 20: birdfeeders with English muffins & chalk

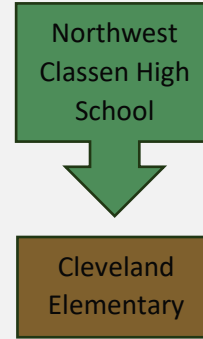


### Classen SAS

-Feb 6: tree planting with OKC beautiful

### Charles Haskell & Central Oak

-Feb 22: building butterfly garden and planting bulbs

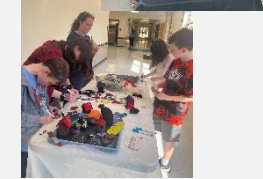
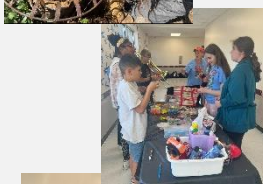


### Northwest Classen

-Feb 8: tree planting with OKC beautiful

### Cleveland Elementary

-Feb 27: building butterfly garden and planting bulbs



## March & April

Focus: Once all of these clubs have been started, we spend the rest of the year focusing on having continuous meetings and events until we start expanding more next September.

## May

Focus: Elect club councils for next year and work on plan for continuation and expansion in the future for all schools and the organization.



## June & July

Focus: Some of the environmental clubs have started flower gardens which have been tended to throughout the school year by the clubs. In the summer, the sponsor(s) and some student volunteers go once a week to water and work on these gardens to ensure they are still thriving by the time the school year starts back up in August.

## August

Focus: The new councils that were elected in May will start their clubs back up and work on spreading awareness. The organization's council members that remain in Oklahoma will continue reaching out to new schools and expanding. Some of the members are moving to different states to continue expansion as well. A future goal is also to partner with colleges.

# MONITORING AND CONTROLLING

## A. Monitoring

### Schedule

To monitor our schedule, we used Remind and GroupMe to send out what's going on each week so that all of our members are up to date and reminded of events and meetings. This allows them to message the council with any questions or concerns. In addition to this, we also have a set schedule made at the beginning of the year that has all of the meeting and event dates available to everyone. This can be viewed on our website: ForGreenerEarth.org. We used Signup Genius for events that anyone from the school can participate in for volunteer hours, and we used a section on the website for private events that only club members can participate in. We post what's happening each week on Instagram and Facebook, and we post our meetings on Facebook to keep people updated with anything coming up.



### Budget

To monitor our budget, we used Google Sheets to keep a record of our funds for our organization, and filled out PO forms to keep a record for the schools. Anytime we purchased anything or raised any money from fundraising, we recorded it on both of these resources. The majority of our funds go towards paying for recycling programs which varies depending on the school. The following is a sample of the Google sheet for our first club started.

Date	Expense	Purpose	Cost
10/10	Flowers, Bulbs, Dirt	Building Butterfly Garden	Paid through Grants
10/17	Trees, Dirt, Wooden Dowels	Tree Planting	Donated by OKC Beautiful
10/24	Cups, Dirt, Panty Hose, Seeds, Googly Eyes	Making Grass Heads	Recycled & \$15
12/2	Jars, Rocks, Dirt, Moss, Seeds, Ribbon, & Paper	Building Terrariums for Fundraising	Donated, Recycled, & \$10
12/13	Thrifty T-shirts, Paint, Flowers, Leaves, Tape	Sun Printing T-shirts for Fundraising	Recycled, Donated, & \$50

### Project Quality

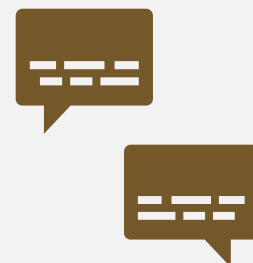
In order to monitor our quality, every club has consistent meetings with their members and with their council. These are used to check in with their goals, talk about upcoming events, work on fundraising, etc. Council meetings discuss these things as well as distributing responsibilities and making sure everyone is working on their specific jobs. Some of the high schools even have unofficial coffee shop meetings to work on club things for a couple hours. Meetings are as often as each club decides, but are usually 2-4 times a month. We also have organization meetings to check in with those goals and make sure that we are on track.



## B. Controlling

### Contacting Issues

We experienced some issues getting in contact with other schools when starting the organization. We had tried to reach out to the principals of these schools through emails and phone calls, but that did not work every time. This was especially hard because we are students, and we don't attend their school. To solve this issue, we found student representatives that did attend these schools that had an easier connection to their principals. This way they could propose a partnership with our organization. This was also very useful because it showed that there was interest from students in joining and leading a new environmental club.



### Conflicting Schedules

Another issue we encountered was with conflicting schedules, both with the club members and with their school. Many of these students have other commitments that make it difficult to schedule meetings and events. In addition to this, the school also has events that may conflict with our events; for example, we had planned to plant new flowers in the school's garden beds, but there was a track meet in that area during that time, so we had to reschedule. For example, one of our clubs had planned to work on our garden beds, but there was a track meet in the same area, so we needed to reschedule. To solve this issue, we worked with some of the club members to create a schedule that was mindful of the student's schedule and the school's schedule. This allows members to plan ahead and attend as many meetings and events as possible. We also have a Zoom meeting option for meetings, and we post them on Facebook.



### Time Restraints

One final issue we identified is time restraints because of how little available time there is in the year, especially considering that it is difficult to start an environmental club in the winter. Because of this, we created unreasonable goals with a limited timeline which made executing this project difficult. To solve this issue, we realized that we were trying to do too much in too little time, so we decided to adjust our timeline and dedicate more time to each step of the process. We needed to go back and plan more before executing our project. This also ensures that we give as much attention and care that each new school we partner with needs. Creating a council for the organization also helped this issue significantly because we could divide the work between more people.





## V. CLOSING THE PROJECT

### A. Evaluation of Key Metrics

The following chart is updated as of April 1, 2024.

Objective	Target	Results
Number of Schools Impacted	Partner at least 5 high schools and 5 elementary schools with ForGreenerEarth	Partnered 11 high schools and 16 elementary schools
Number of Students Impacted	Impact at least 300 students and get them involved	Impacted over 1500 students through participation in our environmental events
Increase Sustainability and Decrease Environmental Impact	Make schools more eco-friendly by starting at least one sustainability program; teach students how to decrease their carbon footprint	Started 21 recycling programs Started 15 composting programs Started 12 food waste programs
Social Media and Website	Receive 50 followers on Instagram and 100 website viewers	Average of 74 followers from each club's Instagram and 231 site viewers
Project Continuation and Expansion	Implement a plan to continue these clubs and programs in the future, and expand the project to other states	Each school has a council that continues their club the following year, some members from the organization are moving to other states in order to expand there

### B. Lessons Learned

In each step of the project management process, our team had areas of success and areas for improvement. By reflecting on our campaign, we realized the lessons we learned.

#### Initiating

Areas of Success: We focused on doing extensive research that helped us become more educated on environmental issues, specifically in schools. **We learned** how to research and find credible sources. **We also learned** about what the biggest issues relevant to our project are and what we can do and what to implement in order to combat these things.

Areas for Improvement: We could have improved by slowing down more in the very early stages by focusing solely on preplanning and researching, rather than trying to jump into the project immediately. **We learned** how to not get ahead of ourselves and have patience in the planning stages.

## Planning and Organizing

Areas of Success: Once we created our first club, we used it as a guide for all future clubs in order to keep it simple. After this, we established goals based off of this club's success, and we created a timeline to expand slowly with milestones that help us reach our goals. **We learned** how to communicate with others and create a schedule that aligns with our timeline and goals.

Areas for Improvement: We had some difficulty creating a schedule because of how little time there is available in the school year. We also did not have many people assisting during this phase which caused some issues. **We learned** to shift our goals based on the time frame given and to adjust our timeline accordingly. **We also learned** to establish distinct goals at the beginning of the project in order to work the most efficiently towards them.

## Execution

Areas of Success: We reached all of our milestones and goals by following our schedule and tracking our progress. We also had a lot of success reaching out to schools once we discovered a reusable and professional layout and started using student representatives from the schools to go directly to their principal. **We learned** to plan ahead and create contingency plans to combat any issues that may arise.

Areas for Improvement: We could have improved on keeping up with our social media and website consistently throughout the project. We also had some trouble reaching out to schools in the beginning, but we changed our methods and then were successful. **We learned** to pivot as needed in order to have the best outcome and how to be sensitive in our communication.

## Monitoring and Controlling

Areas of Success: We successfully tracked our budget and considered our milestones and timeline when planning. We also had consistent meetings throughout the year with both the schools and the organization in order to ensure we were reaching our goals. **We learned** the importance of planning, how to document our funds, and how to track our goals.

Areas for Improvement: We could have improved on scheduling during the colder months and keeping up with our events once spring had started. We also could have improved on sending out consistent announcements through Remind with enough notice. **We learned** how to stop procrastinating and get back on track, and we learned the importance of consistency.

## C. Recommendations for Future Projects

### More Preparation

Prior to starting this project, we did not dedicate a lot of time to planning out each step with a calendar to decide specific deadlines. Because of this, we jumped right into reaching out to schools and starting clubs without a solid plan or goals. This made it difficult for us to work with these new schools and think of activities for their meetings because there was so little time to do it all. We recommend that there be more time spent before doing anything with the project that is solely devoted to planning and establishing goals, rather than planning and executing all at once.

### Shift Timeline

In the beginning of this project, we realized that there wouldn't be a lot of time for these clubs to exist before the school year ended. This is especially true because there are not many activities we can do in the colder months. Because of this, we tried to rush through and do a lot all at once, which only made it harder. That also made it difficult to spend time working with each school. After this, we had to regroup and decided that our main goal for this year is just to get these clubs up and running so they can be self-sufficient in the future. Our recommendation is that future projects dedicate as much time as needed to each step of the project, and create achievable goals for their timeline.

### Increase Social Media and Website

During our project, we did not utilize our social media and website as much as we had hoped to. We still reached our goals; however, we could have increased our social media and website usage for an even better outcome. We recommend that future projects make a schedule for when to post on social media in order to keep up with it. We also recommend that there be a specific person or team in charge of the social media in order to ensure it has a sufficient amount of attention directed to it.



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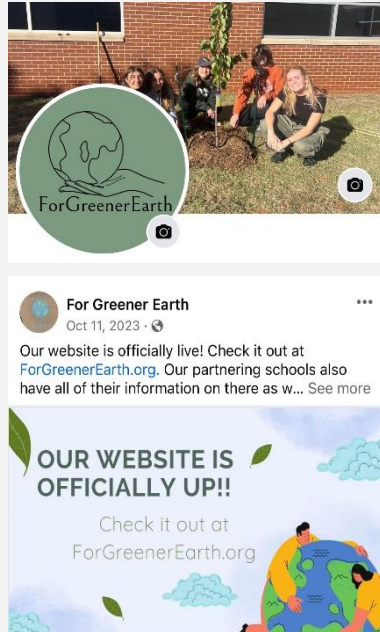
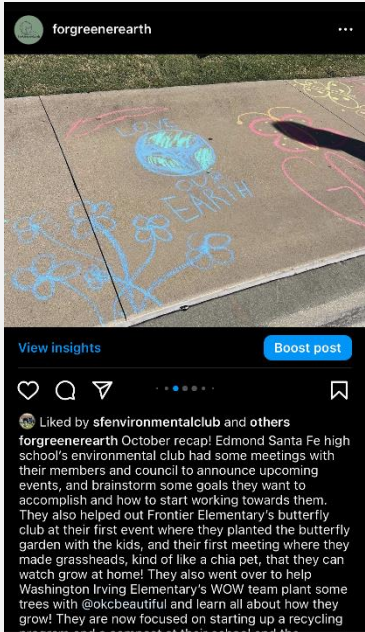
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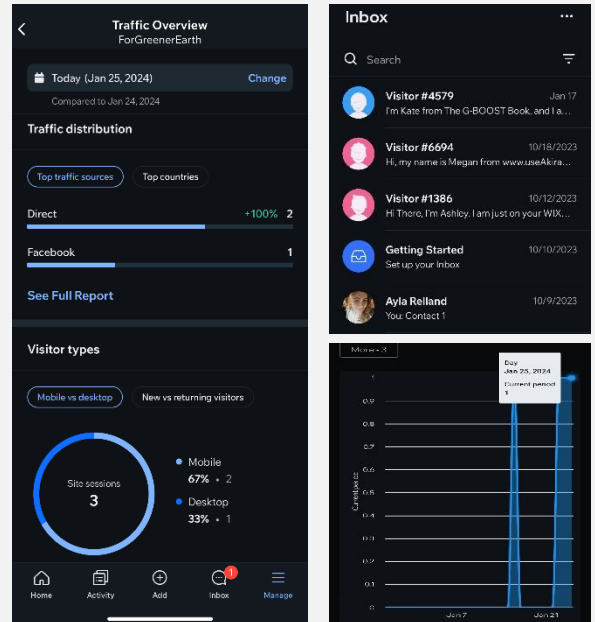
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## VII. APPENDIX

### Instagram and Facebook Posts



### Example of website analytics used to track viewers, sign ups, messages, etc.



### Poster to Advertise for First Club



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