ARCH A142: ENVIRONMENTAL ADVOCACY

Item	Value
Curriculum Committee Approval Date	12/07/2022
Top Code	030300 - Environmental Technology
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

This course covers a range of environmental advocacy strategies and includes engaging community stakeholders towards improved environmental resource management goals. Students will have the opportunity to create and plan for environmental campaigns, educational programs, and a range of environmental advocacy activities, including writing effective proposals and grants. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Know and understand how resource management works from a community-based approach and how to identify and engage stakeholders to achieve environmental goals.
2. Students will be able to analyze and plan for environmental campaigns, educational programs, and a range of environmental advocacy activities, including writing effective requests for proposals and grants.
3. Analyze a range of environmental advocacy strategies and develop a design for an environmental campaign, educational program, business or community project that targets measurable resource management goals and includes economic strategies.

Course Objectives

- 1. Analyze and discuss case studies of community plans and advocacy campaigns for environmental resource management.
- 2. Identify and define the roles of community stakeholders for a range of environmental programs, including governmental agencies, communities, businesses, and institutions.
- 3. Analyze and evaluate standards and measurement tools for achieving zero or reduced waste resource management goals for environmental advocacy activities.
- 4. Identify the essentials of effective public educational outreach strategies, including web media, institutional models, and community-based activism and programs for environmental advocacy.
- 5. Identify and discuss economic strategies for achieving environmental resource management goals, including incentives, fee structures, subsidies, and capital outlay, and resource revenues and cost savings.
- 6. Study and evaluate the effectiveness of environmental education, service-learning, and community engagement in resource management.
- 7. Research and analyze available grants and proposal strategies for environmental advocacy actions.
- 8. Develop familiarity with how to engage the many cultural aspects and stakeholders of environmental advocacy activities.
- 9. Develop a capstone plan and proposal for an environmental advocacy activity, program, business, media campaign, or event that includes a target community, stakeholders, an action plan, measurable outcomes, a media plan, an economic strategy for implementation, and documentation of the proposal, activity, and planning process for resume and portfolio purposes.
- 10. Utilize a collaborative planning approach to develop the capstone plan (s) and proposal (s) that allows students to discuss and critically challenge the goals and assumptions of each project through peer review and dialogue.

Lecture Content

LECTURE CONTENT: Overview of environmental resource advocacy campaigns and comparison of component parts. Community or constituent group, target audience Stakeholders involved Environmental resource that is being managed Establishing resource management goals Outreach and media strategies Economic strategies employed Grants and funding used Effectiveness and cultural sensitivity Community-based Resource Management Identify the resource of focus ZWIA (Zero Waste International Alliance) Global Principles for Zero Waste Define community and stakeholders Consider cultural tendencies Behavioral change Producer responsibility Consumer responsibility Resource assessment Define problem or resource misallocation Project fit, cultural alignment Standards of measurement Benchmarks and timeline to meet goals Measurement Goals Outcomes Effective outreach Educational strategies Message narrative Web and print media Institutional models Educational models Business models Environmental groups Economic Strategies Incentives Fees and penalties Subsidies and benefits Capital outlay Budget: media, education, activities Grants Actions and events Identify policies and programs Determine facilities Community calendar Planning tools Grants Researching available grants Comparing criteria, establishing eligibility Timeline Documentation Other funding Proposals to institutions Proposals to private business Self funded strategies Donors Event fees Evaluation and Effectiveness Measurable results Documentation Analysis of findings Educational Effectiveness Changes in behavior Reporting change Project proposals Collaborative input project vetting Planning process Planning members Roles and responsibilities Timeline Budgeting Post Project Documentation Portfolio/resume Peer review Outcomes, success

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, field observations and guest speakers (as available), informational interviews, guided online resources, project case studies, and presentations.

Reading Assignments

Written reports, oral presentations, and projects.

Writing Assignments

Reports, essays, case studies.

Out-of-class Assignments

Text readings, research, case study assignments, field observation assignments. Outside class hour estimates are approx 2 hrs per week of readings and 4-6 hrs working on assignments and preparing writings and presentations.

Demonstration of Critical Thinking

Analyze case study examples of sustainable practices, group analytical discussions, case studies.

Required Writing, Problem Solving, Skills Demonstration

Prepare papers and analytical presentations.

Eligible Disciplines

Architecture: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Environmental technologies (environmental hazardous material technology, ha...: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Robertson, Margaret. Sustainability: Principles and Practice, Latest ed. Routledge, 2017 Legacy Textbook Transfer Data: Text will be reviewed and updated when instructor is scheduled for course.