The Student Leadership working group held Thursday, July 18 from 2:15-5:00 pm was populated by 35 students. After introductions, the group split into six smaller groups to engage in discussions based on student leadership. The discussion points presented to the group as a whole are outlined below.

**What is Leadership? Students as leaders: Opportunities and barriers on campus**

**Best Practices of being a successful leader:**

- Envisioning a different reality
- Enticing Action
- Adaptability
- Knowing strengths/weaknesses and acknowledging
- Leading vs. managing: Skill set incorporation
- Communication and public relations
- ONE goal
- Making sure everyone is involved
- Passionate and knowledgeable
- Understanding and persuasive
- Open-minded
- Lead by example > Team morale
- Proper delegation and boundaries
- Good follower > Trust in continuance
- Co-Leadership structure
- Accountability
- Not afraid of failure
- Problems = Opportunities
- Experience
- Goal Oriented
- Encompassing
- Trust/Training Change
- Assume Responsibility
- “Work WITH us” Not in front of or behind
- Showcase everyone
- “Love where you are and what you do”
- FUN
Opportunities to be a leader:

- Student government
- Office of Sustainability
- Making relationships
- Being Creative
- Small > Big
- Collaborative/higher power/administrators/high level
- Opportunities that you gain = integrating with community and other clubs
- Creating more/new:
  - Avoid conflicting events
  - Integrating Graduate and Undergraduate relationships
  - Incentivize and creative recruiting

Challenges of being a leader:

- Marketing and buy-in / getting people to care
- Lack of man power
- False interest and awareness
- Red tape
- Time constraints & Prioritization
- Urgency to make change (and the creation of the sense of urgency)
- Time management/burn out
- Lack of support
- “Reaching the unreachable”
- “Getting everyone on board”
- Lack of communication
- Making the invisible visible
- Logistics
- Getting and keeping people engaged
- Resources/budget
- Diverse student body & interests
- Internal issues
  - Delegation
  - Micro-managing
- Pre-conceptions of communities
  - Working with and for

Notes on Opportunities for Collaboration

- Appalachian Energy Summit and Mid-Year Meeting
- Involve evening students
- Monthly/Bi-Monthly cross-campus Appalachian Energy Summit meeting
  - Online calendar
- Community outside of campus
• Faculty collaboration/mentorship
• Outside organizations and other student groups
  o Non-profits
  o Local companies
  o Bigger corporations-larger liquid assets/capital
• Freshman recruiting
• Career resources
• Start-up competition
• Cross-campus collaboration/competition
  o Avoid campus segmentation

Methods to be a successful student leader: What can student leaders do to further encourage and empower all students to lead in campus energy and sustainability efforts?

• Career management
  o Translate excitement and interest into a career “Career treks”
• Sharing and taking in information
  o Google calendar
• Give under-classmen guidance and help them make contacts
• Make things fun
• Challenge:
  o “Hitting a wall”
  o Not knowing where to start
• Accessible tool box of ideas
• Trash Apocalypse/Mess on the mall displays
  o “Making it real”
• Programming disconnected things together to make an impact
• Networking/Collective intelligence
• Tell people why and provide opportunities
• Immediate results
  o “Reach the unreachable”
• Creating and taking advantage of educational opportunities outside of the institution
• Use existing resources and collaborate
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The University of North Carolina Energy Leadership Challenge

Breakout Session Notes

Student Leadership and Engagement

Charged with envisioning how they as students will be engaged in campus energy and sustainability efforts, and further empowered to lead.

Discussion Leaders: Lee Ball, Appalachian State University Building Science Lecturer
Allison Sims, Appalachian State University Student Summit Coordinator

Groups: Food / Fossil Fuel / Communication / Databank / Divestment Best Practices

- Envisioning a different reality
- Encouraging Action
- Adaptability
- Communication & Public Relations
- Knowing & Acknowledging Strengths & Weaknesses
- Leading & Managing: Skill & Set Incorporation
- One Goal
- Making Sure Everyone Is Involved
- Passionate & Knowledgeable
- Understanding & Persuasive
- Open-Minded

- Accountability
- Not Afraid of Failure
- Problems = Opportunity
- Experience

- Lead by Example – Team Morale (Positive)
- Change
- Proper Delegation & Boundaries
- Good Follower = Trust in Continuance
- Co-Leadership Structure
- Goal Oriented – Encompassing
- Trust/Training
- Showcase Everyone
- Love Where You Are + What You Do
- Fun
On campus:
- Student gov
- Sustainability office
- Making relationships
- Being creative

Small → big
Collaborate w/ higher power/administrators/high level

Opportunity that you gain:
- Interacting w/ community & other clubs

Creating more/new:
- Avoid conflicting events
- Integrating grad/undergrad relationships
- Incentivize & creative recruiting
Challenges

Marketing + buy-in / getting ppl to care
Lack of man-power
False interest + awareness
Bureaucratic red tape
Time constraints + prioritize
Creation of the urgency to make change
Time Management
'Burnt out'
Lack of support
Reaching the unreachable
Getting everyone on board
Lack of Communication
Logistics of making the invisible visible
Getting and keeping ppl engaged
Resources / budget
Diverse student body + interests
Internally: delegation, micro-managing
Pre-conceptions of Communities
Working with and for
Possibilities for Collaboration

AES/Students invited to mid-year meeting
Involves evening students
Monthly/bi-monthly cross-campus AES mtg
-Online calendar
Community outside of campus
Faculty collaboration/mentorship
Outside organizations
Other student groups - non-profits
Local companies
Bigger corps
# Appalachian Energy Summit

**APPALACHIAN STATE UNIVERSITY**

*The University of North Carolina Energy Leadership Challenge*

**Breakout Session Notes**

## Student Leadership and Engagement

Charged with envisioning how they as students will be engaged in campus energy and sustainability efforts, and further empowered to lead

**Discussion Leaders:**
- Lee Ball, Appalachian State University Building Science Lecturer
- Allison Sims, Appalachian State University Student Summit Coordinator

Please provide notes that are clear, concise, high level, and actionable. These notes will be initially forwarded to team leaders for final editing before publishing. Working Groups will utilize these discussion points as a basis going forward in taking action towards the Energy Leadership Challenge.

## Best Practices

<table>
<thead>
<tr>
<th>Qualities</th>
<th>What is a leader?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passionate</td>
<td>Taking initiative and responsibility to bring about a change on campus/community. Imposing/Implementing the system using organizational skills.</td>
</tr>
<tr>
<td>Innovative</td>
<td>Understanding team members in order to maximize their potential.</td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>Being able to network, someone has all answers, persuade people.</td>
</tr>
<tr>
<td>Personable</td>
<td></td>
</tr>
<tr>
<td>Being open</td>
<td></td>
</tr>
<tr>
<td>Understanding</td>
<td></td>
</tr>
</tbody>
</table>

### Opportunities

- Passionate
- Knowledgeable
- Very open minded
- Barriers
- Understanding yet perspective
By after the initial 1st step, snowball of opportunities!

By meeting new people with similar interests, networking

By working with the community
  - getting out there, involved

By volunteer / community service hours
Challenges

Integration

Is taking the 1st step; getting people aware => education
Is getting ppl to care about what you care about

Is marketing

Is working with the community
Possibilities for Collaboration

1. Posters w/meeting agenda
2. Scoreps programs to encourage collaboration
3. Case study => longitudinal (from 1994) vs email vs
4. Defined mission/purpose and clear, attainable goal
5. Making recycling easy (mixed) ApP's
   (can be applied to any goal)

6. Visual engagement, water bottles to see impact.
7. Education of all types, all classes on campus, all
departments as well.
8. Encourage student projects to increase their involvement
9. Green Fee / community service
Leadership: stepping up when it’s hard, initiative, how to pair people/groups to get best outcome, navigator

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Best Practices

Getting the right groups together from the start.
Good communication/public relations
Keep outside community appraised
- Reason for coming/enticement... i.e., food!
- Make it a social event

Leave with at least one accomplishment
Setting firm deadlines, firm structure
Making sure everyone is involved

- Sustainable Outreach i.e., Documentary Events
- Allow Creativity. Be open to New Ideas
- Shore the Lime Light

Opportunities

Categorize meetings by interest
to avoid conflicting events. (solar, fossil fuels)

Case study

Share information about organizations,
use social interactions as a means to grow,
share goals,
create a sense of importance.
Possibilities for Collaboration

Staying in touch w/ summit participants (rotating hosts)

Develop a sustainability tool box per college – up on each website.

Calendar of environmental mtgs. online ~ decrease competition with events ~ raises awareness.

- inter-disciplinary
  - inter-departmental (food, transport, waste etc...)
Student burnt out - doing too much

Conflicting schedules

Lack of support (websites, calendar, interesting activities to draw students + maintaining interest)

No follow through

Educational awareness, involvement

Political differences?
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Best Practices

LEADERSHIP:
- Know your own strengths/weaknesses, recruit complimentary people.
- Be adaptable
- Entice action by delegation
- "Envision a different reality"
- Assign responsibility to everyone

- Career oriented student groups
- REACHING OUT TO GREEK LIFE: ALWAYS A SIGNIFICANT GROUP OF STUDENTS (INCENTIVISE)

- INTEGRATE GRAD + UNDERGRAD GROUPS. COLLABORATION

- FOR SCHOOLS STRUGGLING TO ESTABLISH: PARTNER W. SGA AS SUSTAINABILITY COUNCIL.
Possibilities for Collaboration

- READ and UNDERSTAND
- FACULTY and STUDENTS
- LOCAL communities (on-campus)

CROSS-campus sharing best practices
- B-school start up challenges
  - Senior gifts = "green" funds (+ collaborate w/alumni)

ALUMNI $ (for bribes - snacks, t-shirts, etc.)
- Reach the "unreachable"
- Many groups w. same goals
- Lack of communication between cultural + ethical backgrounds
- Making the "invisible" visible

- Sizes of school have different "successful" methods.
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Best Practices
- Organizing a residence hall “unplug” campaign, education, competition/fun
- Have empathy, self-first, humility, event admins
- SGT work → having patience, working with admins to understand student concerns
- Follow through, leadership ladders, tasking the right things to students
- Make it worth students’ while, win-win,

- A good follower too, knowing when to step back, lead by example
- Co-dependent leadership structure, training next leaders’ (trust)
- Using skills/assets to their best abilities
- Empowering & inspiring → education → action
- Accountability!! → ownership, realizing stakeholders
- Not being afraid of failure, re-focusing on new solutions
- Problems into opportunities

Animal analogies
Opportunities

- SG
- Office of sus.
- Enviro club - joining/forming
- Combining w/ community
- Admin! → relationships
- Internships
- Involving higher student leadership positions (inter-university) competition
- Creating competition between schools
- Creativity

- Toolbox of successful student ideas that's accessible to all schools
- Idea share for UNC to tap into
- Clearinghouse
- AAHE/STHE's info accessible to students
Challenges

- showing students up to events (participation) consistency (keep interest)
- turnover
- differing opinions, bureaucratic/logistical red-tape,
- secularization (lack of partnering/student groups)
- time constraints → commitments
- emotional rollercoaster of effectiveness
- resources (funds)
- politics
- maintaining relationships; not overloading
- leadership, approval of institutional change
- creating the urgency to make change

- curvy ball in plan, replanning
- plans rejected after asking for student resources
- slave student labor
- discouragement, distrust → broken relationship, morale
- not knowing what to do (where to start) plan implementation
- SA
- community
- other campuses
- other student groups
- faculty

- System wide case study of projects
- documenting
- hiring someone that makes this accessible
- establishing all 500 on campuses
- compensation, resources
- revolving loan funds system wide (ASG-98 add $25,000)
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Best Practices

Delegation - boundaries, collaboration, ability to share movements
Beginning the habit as mandatory - instilling upon freshman Programs / Activities - broadcasting expectations
Educational Development
Leading by example - “Practice what you preach”
Activities - Trivia, recycling bins, games

Leadership:
Open mind - Asking instead of telling
being selfless - putting others first
100% commitment all the time
flexibility - adaptability

reliable communication
Willingness to share
outside of campus
Opportunities

- Take small opportunities, make them big
- Open door policy - include all parties
- Internships
- Beginning new clubs/orgs on campus
- Willing to offer time & services
- Starting a movement
- Take any initiative to move forward
- Act off interest
- Collaborate with other activist groups
- Involve faculty/administration
- Being aware
- Collaborate with higher powers

Networking requests from administration/higher powers for meetings
Continuing until job is complete
Seminars/certification
Conventions/conferences - speakers
Challenges

- funding
- lack of support of administration
- lack of student interest
- "false awareness"
- lack of dedication
- lack of manpower
- work study / compensation
- lack of internship opportunities
- competition between movements
- lack of collaboration

- being open / stepping out of comfort zone
- communication
- personal connection
- designated assignments
- ice breakers
Possibilities for Collaboration

Administration/staff
Student government
Public school systems
Orientation
Other clubs & crap
Chancellor/president
Resident Life
Greek Life
different educational departments
Professor participation
events made mandatory - offer extra credit?
Cafeteria
discoutns for being sustainable
Non-profits

Utilizing your role to the best of your ability
Calendar with school-wide events
possibly system-wide
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Best Practices

Leadership is: A person with experience in this area

- Result orientated
- Encouraging
-͞  Training  ͞  Trust
- Welcomes changes
- Assumes responsibility for failure
- Doesn’t stand up front and pull, they don’t stand behind and push, you find them in the case working together

- Able to assess the strengths and weaknesses and work to show case each person's strengths
- Acknowledge the role of where you are
- Be willing to involve the community & faculties
- Love what you do, do what you love - you
Challenges

Methods 1 & 2

1. In the beginning network
2. Draw on collective intelligence

- Attract freshmen
  - Orientation
  - Convocation
  - Club open house

Tell people why when asking them to contribute
Seeing immediate change is empowering

Explain how it affects & helps them
Provide opportunities

Think outside the box, be creative
Put your message in terms everyone understands
Reach the unreached