

# Sustainability @ Villanova

March 2014

## What's New?!

### Fedigan Hall is LEED Certified

Fedigan Hall is the fifth building on campus to achieve LEED Certification (Leadership in Energy and Environmental Design). Over the summer in 2009, the building went through a major renovation, including occupancy sensors, low-flow showerheads, rain garden, and geothermal assisted heating and cooling. These alterations and more allowed the building to achieve LEED Gold Certification under Commercial Interior.



[Press releases](#)

## Check us out on Facebook

The Sustainability at Villanova Facebook page is meant to keep you up to date on campus sustainability efforts including events and new opportunities to get involved. It will also feature sustainable lifestyle choices and news from around the world. [Like us!](#)



## Don't Forget About Recyclemania Happening All Month!

## Keep up the Recycling



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## EVENTS

### Careers in Sustainability: Emerging Trends, Emerging Jobs

Tuesday, March 18th from 10:00am –3:00pm  
Chestnut Hill College

### “Green City, Clean Waters” Program Overview

Chris Anderson, Philadelphia Water Department  
Wednesday, March 19th @3:00, Mendel G58

### Advocacy in Climate Change Policy

Elowyn Corby, PennEnvironment  
Monday, March 24th @1:30, Mendel G58

### Solar and Wind Energy for the Masses

Joel Thomas, Community Energy  
Monday, March 31st @1:30, Mendel G58

### Careers in Sustainable Business: Perspectives from the Corporate World

Jim Sullivan, VP of Sustainability Management and Strategy at SAP  
Monday, March 31st @4:30, Bartley 1010

### Green Tweets: The Promise and Peril of Advancing Corporate Social Responsibility through Social Media

Friday, April 4th from 9:00am-3:30pm  
Law School room 101

### Philly’s Bike Share Program

Aaron Ritz, City of Philadelphia  
Wednesday, April 9th @3:00, Mendel G58

### Energy Path Conference

June 15th-20th, Albright College  
Scholarships are available for students



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## OPPORTUNITIES

### Watershed Summer Internship

Summer 2014, Adirondacks (NY)  
Through Paul Smith’s College  
Educate public on aquatic invasive species.  
[Website.](#)

### Marketing & Sales Administrative Internship and Operations & Logistics Administrative Internship

AMERIGreen is looking for two student interns this summer.  
See information below

### Educational Program Internship and Marketing Internship

Sustainable Energy Fund is looking for two interns to help with EnergyPath conference this summer.  
See information below

### Clean Energy Sales and Outreach Coordinator

Community Energy is looking for someone to help promote clean energy.  
See information below

### Summer Institute on Sustainability and Engineering

August 6th-20th, University of Illinois at Chicago  
Only 50 applicants will be accepted, lodging and some meals are provided. [Website.](#)

## FOR FACULTY

### Faculty Sustainability Across the Curriculum Workshop

Learn how to incorporate sustainability into your curriculum. For Villanova Faculty Only.  
May 12th-13th, Applications due April 1st

## **Green Tweets: The Promise and Peril of Advancing Corporate Social Responsibility Through Social Media**

Friday, April 4<sup>th</sup>

9:00 am to 3:30

In recent years, consumers have begun to demand more environmental accountability from businesses. In response, a growing number of businesses, both large and small, have committed to green corporate social responsibility (CSR) programs. Simultaneously, online social media platforms such as Facebook and Twitter have revolutionized the way consumers access information and communicate with each other. Notably, “sustainability,” and “green CSR,” are among some of the most highly trafficked social media topics. When developing green CSR programs, however, companies often do not utilize social media platforms to maximize consumer awareness of their green CSR initiatives. CSR conveyed through social media can foster a more efficient, transparent, and interactive relationship between business and consumer; however, there are risks involved. Social media exposure of green CSR campaigns can increase public skepticism and lead to unfavorable financial and legal consequences for businesses ranging from adverse media coverage to potential regulatory action. The 2014 Villanova Environmental Law Journal Blank Rome LLP Symposium will explore both the positive and negative business and legal implications of advancing CSR campaigns through social media under the skeptical eye of the public and increasing green advertising regulation.



## Operations & Logistics Administrative Internship

### AMERIGreen Mission

We work every day to improve America's energy freedom and sustainability for today and future generations. As a total energy wholesale provider we guarantee the highest quality domestically produced [petroleum](#), [biofuels](#), [natural gas](#), [electricity](#), and [propane](#) through our growing network of committed [AMERIGreen distributors](#). Our diverse energy offering, exceptional personal service, and in-house [marketing & communications](#) team make us a Total Energy Partner our customers rely on. If our customers aren't satisfied, neither are we.

You can view more of our history and corporate values on our web page:  
<http://www.amerigreen.com/Home/AboutAmerigreen.aspx>.

### AMERIGreen Culture

We are a small but passionate group of employees dedicated to our company mission. We are known for our scrappy and resourceful ways to accomplish goals and ensure we go above and beyond to meet our customers' needs. This helped us earn #2 in 2013, #1 in 2012, and #13 in 2011 Central Penn Business Journal's 50 Fastest Growing Companies Award.

Although business is important, we are still proud to be small enough to feel like a family, but big enough to cover a lot of territory in many directions. Our company size and a fairly horizontal structure allows us to adapt quickly and take authority for our individual business segments. We actually enjoy coming to work everyday, and find it to be a very positive work environment to be a part of.

### Requirements, Responsibilities & Expectations

#### General Requirements

- Must work independently and collaboratively to meet weekly goals
- Comfortable using Microsoft processing programs (ie. Word, Excel, Powerpoint, etc.)
- Major: Business, Energy, or related field
- Proficient with Microsoft Excel
- Attentive to accuracy and details
- Handle multiple tasks in a fast paced working environment, and manage time effectively
- Can effectively communicate information and ideas in written and verbal forms
- Perform research and reports on topics for fuel operations initiatives

#### Responsibilities

- Primarily work in the Operations and Propane Departments, occasionally filling in other areas as needed. This internship will also give a wide range of experiences and a rich, full understanding of our whole business.
- Assess and Analyze data
- Create reports to help codify information on geographic locations, demand volumes and ratability of fuel
- Data entry and manipulation: extract information from terminals to assess performance
- Develop tracking mechanism for Propane Dept volumes and transactions
- Usher in operational and business performance improvements

### Expectations

- Come to work on agreed upon days and times
- Ask questions and speak up! Ask for further instructions if something is unclear
- Participate as a member of the team - participate in company and department meetings
- Maintain confidentiality
- Take initiative
- Be willing to learn and accept criticism
- Produce quality work
- Be flexible and scrappy – conserve energy, print minimally, and find creative, cost-effective solutions to resolve problems that arise
- Suggest and share ideas and opinions

Position may change based on student aspirations. We can work with each individual on a case by case basis to discover what their skill sets, background and current class work is to determine which skills will be a great fit and make sure we are meeting the interns' goals for their internship.

### Compensation

Students may participate in the internship for credit or for pay.

Interested applicants may send their resume and cover letter to Aubrey Bauman Kreider via email: [abkreider@amerigreen.com](mailto:abkreider@amerigreen.com).



## Marketing & Sales Administrative Internship

### AMERIGreen Mission

We work every day to improve America's energy freedom and sustainability for today and future generations. As a total energy wholesale provider we guarantee the highest quality domestically produced [petroleum](#), [biofuels](#), [natural gas](#), [electricity](#), and [propane](#) through our growing network of committed [AMERIGreen distributors](#). Our diverse energy offering, exceptional personal service, hedge services, and in-house [marketing & communications](#) team make us a Total Energy Partner our customers rely on. If our customers aren't satisfied, neither are we.

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<http://www.amerigreen.com/Home/AboutAmerigreen.aspx>.

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### Requirements, Responsibilities & Expectations

#### General Requirements

- Major: Digital Media, Marketing, Communications, English, Business, Energy, or related field
- Must work independently and collaboratively to meet weekly goals
- Comfortable using Microsoft processing programs (ie. Word, Excel, Powerpoint, etc.)
- Background in design and versed in photo/video/design programs an added bonus
- Comfortable writing and public speaking. Can effectively communicate information and ideas in written and verbal forms.
- Handle multiple tasks in a fast paced working environment, and manage time effectively
- Builds and maintains relationships with distributors, and engages with AMERIGreen's online audience (social media and email channels)
- Perform research on topics for marketing initiatives
- Gather and analyze data from reports to determine trends in online marketing efforts
- Willing to build knowledge about marketing and sales in the energy industry

#### Responsibilities

- Primarily working in the Sales & Marketing Dept, occasionally filling in other areas as needed. This internship will also give a wide range of experiences and a rich, full understanding of our whole business.
- Administrative Support

- Data entry
- Create reports
- Clean-up lists and help with mailings
- Research
- Take photos or videos
- Prepare sales materials for meetings
- Online Marketing
  - Research topics and write blog posts
  - Learn about the strategy and offer ideas for blogs, Facebook & Twitter applications for a business
  - Export and analyze reports from GoogleAnalytics
- Copywriting
  - Write for blog posts, website content, press releases, email and marketing materials
- Event development and support
  - Participate in planning, executing and tracking details for events
  - Assist with event marketing and generating materials
  - Help gather materials and load vehicles
  - Participate in set-up, during and tear down of event
- Design – an added bonus if you have a background in graphic, web and/or video design
  - Build email blasts
  - Develop graphics for online marketing
  - Help with print marketing development

### Expectations

- Come to work on agreed upon days and times
- Ask questions and speak up! Ask for further instructions if something is unclear
- Participate as a member of the team - participate in company and department meetings
- Maintain confidentiality
- Take initiative
- Be willing to learn and accept criticism
- Produce quality work
- Be flexible and scrappy – conserve energy, print minimally, and find creative, cost-effective solutions to resolve problems that arise
- Suggest and share ideas and opinions

Position may change based on student aspirations. We can work with each individual on a case by case basis to discover what their skill sets, background and current class work is to determine which skills will be a great fit and make sure we are meeting the interns' goals for their internship.

### Compensation

Students may participate in the internship for credit or for pay.

Interested applicants may send their resume and cover letter to Aubrey Bauman Kreider via email: [abkreider@amerigreen.com](mailto:abkreider@amerigreen.com).

*Sustainable Energy Fund is a private nonprofit organization which focuses on overcoming the financial, educational and regulatory barriers to a sustainable energy future.*

POSITION TITLES: Educational Program Internship and Marketing Internship

POSITION DESCRIPTION:

Sustainable Energy Fund is seeking candidates for spring/summer internships with our educational and marketing programs. The primary role of the educational program internship is to assist with planning and registration for and execution of Energypath 2014, the region's largest sustainable energy conference. The primary role of the marketing internship is to assist in the development and dissemination of communications and promotional materials supporting Sustainable Energy Funds various programs.

Both positions will be involved in the Energypath 2014 event. The event includes three days of pre-conference hands-on energy camps, a conference, exposition and a science fair for middle and high school students. The interns will also be required to assist during the conference taking place June 15<sup>th</sup> to June 20<sup>th</sup> at Albright College in Reading, PA. All interns will develop and improve their overall knowledge of sustainable energy including energy conservation, energy efficiency and renewable energy, both from a technical and a policy perspective. You will have the opportunity to experience various real world applications of sustainable energy.

QUALIFICATIONS:

Successful Intern candidates will have the following:

- Additional knowledge, interest, or study in one of the following: sustainability; science; energy; or marketing.
- Strong analytical and communication skills
- Proficient in Microsoft Office Suite
- Excellent organizational skills and ability to prioritize
- Positive energetic attitude and team player
- Familiarity with social networking sites

**Details:**

Interested candidates should send a cover letter and resume by email to Sustainable Energy Fund. Candidates should include their availability and start date.

Email: [jobs@thesef.org](mailto:jobs@thesef.org)  
[www.thesef.org](http://www.thesef.org)



## Clean Energy Sales and Outreach Coordinator – Philadelphia

### Company Overview

Community Energy is a leading developer and marketer of renewable energy with offices in Pennsylvania and Colorado. Our mission is to ignite the market and develop the supply of fuel-free energy. Backed by our successful track record and driven by a team passionate for leading the way on renewable energy, we deliver clean energy solutions to utilities, businesses, institutions and individuals. Our retail division has an established retail market base and reliable brand in delivering wind and solar power to our customers. Community Energy, Inc. is independently-owned and headquartered in Radnor, PA. For more information please visit <http://www.communityenergyinc.com>.

### Position Description

Community Energy is seeking a Sales and Outreach Coordinator with a passion for promoting clean energy. Promote clean, homegrown wind and solar power and make a difference by building and leading an outreach team to enroll new residential customers in Community Energy's local green power in Philadelphia. The Sales and Outreach Coordinator will work closely with Community Energy's overall sales and marketing team. This role is community-oriented and grassroots.

### Compensation:

Base Salary + Commission and Benefits

### Responsibilities

- Enroll new customers in clean energy
- Full-time
- Weekend work required
- Recruit, hire, train and coordinate new green power outreach associates
- Book and negotiate tabling opportunities

### Sales and Marketing Channels Include:

- Event Marketing (Fairs, Concerts, Festivals)
- Tabling at retail locations (Farmers Markets, Natural Food Stores)
- Presenting to community/environmental groups
- Grassroots networking through local organizations/neighborhoods

### Qualifications/Requirements

- Enthusiasm for and knowledge about the renewable energy industry
- Excellent verbal communication skills
- Experience in community involvement or organization preferred
- Ability to learn quickly and retain new information
- Sales experience preferred

### Details

Additionally, Community Energy seeks candidates who are flexible, able to prioritize efficiently, take responsibility and initiative in their fields, have demonstrated focus, success, and motivation, and who are looking to be part of a rapidly-growing, hard-working, good-humored team of individuals.

**Interested Candidates:** Please email cover letter and resumé to [derek.sheehan@CommunityEnergyInc.com](mailto:derek.sheehan@CommunityEnergyInc.com). Email subject should read "Clean Energy Sales and Outreach Coordinator".

# ANNOUNCING THE 4th ANNUAL SUMMER INSTITUTE ON SUSTAINABILITY AND ENERGY

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## 2014 Program: UrbanENERGY

Hosted by the *Energy Initiative* (University of Illinois at Chicago)

In partnership with *Argonne National Laboratory*; *Clean Energy Trust*; *Energy Policy Institute at Chicago* (University of Chicago); *Energy and Sustainability Engineering* (University of Illinois at Urbana-Champaign); *Institute for Sustainability & Energy at Northwestern* (Northwestern University); *Wanger Institute for Sustainable Energy Research* (Illinois Institute of Technology)

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## What is SISE?

The Summer Institute on Sustainability and Energy (SISE) is a two-week intensive workshop and lecture series for students and professionals interested in the title subjects: sustainability and energy. From August 6-20, a diverse body of participants will converge on the UIC campus and immerse itself in a broad spectrum of topics in energy and sustainable energy through daily presentations & panel discussions, collaborative research projects and mentoring, site tours of leading energy facilities in Chicago, and networking opportunities with energy & entrepreneurial leaders. The issues presented will be of interest to scientists, economists, political scientists, urban planners, engineers, architects, and entrepreneurs. This experience leaves graduates of the SISE program with a firm foundation for future careers in sustainability and energy, and inspires them to lead the next generation as thoughtful and informed global citizens.

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## SISE is now accepting applications.

Admission into the program is highly competitive. Only 50 participants will be accepted from a pool of national applicants. Applicants accepted into the program can expect to receive lodging support for the duration of the 2-week program and some meals on weekdays. Many will receive partial support for travel costs.

Senior-level undergraduates (as of the fall of 2014), graduate students, and professionals working in the fields of sustainability and energy who are living, working, or studying in the United States are eligible to apply. An online application form, a resume, and three letters of reference are required. Applications will be accepted through July 1, 2014. More information is provided on the SISE website.

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## Learn more about us!

We invite you to learn more about the SISE program by visiting us on the web. If you have any questions or concerns, please contact Thomas Aláan ([sise.2014@gmail.com](mailto:sise.2014@gmail.com)), SISE Program Coordinator. We look forward to seeing some of you in Chicago this summer!

### SISE Website

<http://sise.phy.uic.edu/>

### SISE on Facebook

<https://www.facebook.com/uic.sise>

## **Faculty Sustainability Across the Curriculum Workshop May 12-13, 2014**

Villanova's Center for Energy and Environmental Education (VCE3) is a new Center of Excellence dedicated to facilitating interdisciplinary teaching and research on sustainability issues that address scientific, social, economic, and political dimensions in meaningful ways. VCE3 is dedicated to cultivating cross-discipline discussions about sustainability and building interdisciplinary collaboration among Villanova's faculty.

VCE3 is excited to offer an interdisciplinary faculty development workshop as one of its premier events. We invite you to participate in an innovative workshop to explore what sustainability means for your discipline, within the Catholic tradition, at Villanova University, regionally, and globally and how to meaningfully integrate sustainability concepts into your curriculum.

Full time faculty and adjuncts are welcome to apply to participate in this program, where you will view presentations, participate in dialogue and activities about sustainability, and begin to revise or develop a syllabus that integrates sustainability into your objectives and outcomes.

At this workshop we will discuss sustainability from a variety of perspectives including economics, politics, business, social justice, natural resource utilization, global society, and others. We intend this interdisciplinary workshop to cultivate greater understanding of sustainability within its broadest context and explore the connections between disciplines. We welcome both participants who already are teaching or conducting research related to sustainability, and those who do not currently engage in sustainability-related work.

The workshop schedule includes:

- A greeting from Father Donohue,
- Panel discussions on Viewpoints of Sustainability, Service Learning Projects, and Curricular Innovations,
- A tour of Villanova's sustainability efforts,
- Resource sharing,
- Evaluating student learning,
- And more!

This workshop will be led by a team of cross-campus Villanova University Faculty and features speakers from the Villanova community and regional guests. Stipends of \$500 will be provided to faculty who successfully complete the program, submit a revised syllabus, integrate sustainability concepts into an existing course, and teach the revised course.

The workshop will take place on Villanova's campus from 8:30AM-4PM on Monday, May 12<sup>th</sup> and Tuesday, May 13<sup>th</sup>, 2014. This workshop is sponsored by Villanova Center for Energy and Environmental Education; College of Nursing; Center for Global Leadership; Center for Innovation, Creativity and Entrepreneurship; Villanova Center for Advancement of

Sustainability in Engineering; Master of Science and Sustainable Engineering; and Office for Associate Vice President of Research and Graduate Programs.

**Sustainability Across the Curriculum Workshop Participant Requirements:**

- 1. Read assigned materials prior to the workshop**
- 2. Bring a syllabus to be revised to the workshop**
- 3. Participate in the two-day workshop May 12-13, 2014**
- 4. Commit to revise an existing or develop a new syllabus for the targeted course and submit it in August**
- 5. Report back to the group in an August follow-up**

If you are interested, please complete the application form available at the following link no later than April 1, 2014: <http://www1.villanova.edu/villanova/artsci/vce3/events/workshops.html>  
Applicants will be notified of decisions regarding workshop participation the week of April 7<sup>th</sup>.