

#### College Campus Information

Campus: Indiana University-Purdue University Indianapolis (IUPUI)

First Name: Deborah

Last Name: Ferguson

Title: Assistant Director, Sustainability

Address: 980 Indiana Avenue, LV4408

City: Indianapolis

State: IN

Zip: 46202

Email: defergus@iupui.edu

Phone: (317) 274-2550

#### ACT Member Contact Information

First Name: Holly

Last Name: Jones

Title: Executive Director

Organization: Indiana Urban Forest Council (IUFC)

Address: P.O. Box 30663

City: Indianapolis

State: IN

Zip: 46230

Phone: (317) 517-9180

Email: director@iufc.org

#### **Provide a brief overview of your Arbor Day event and the amount of funding requested:**

**Site name:** Indiana University-Purdue University Indianapolis (IUPUI) campus

**Site location (address or closest intersection):** 355 Lansing St. Indianapolis, IN 46202

**Project description:**

Project partners: IUFC, IUPUI Campus Grounds, IUPUI Office of Sustainability, IUPUI Student Sustainability Council (SSC), and the School of Public and Environmental Affairs student groups (SPEA Ambassadors, SPEA Student Council, and Alpha Phi Sigma - Sigma Alpha Chapter)

Project description: This Arbor Day project will take place over two days.

1) Arbor Day Tree Planting Workshop (TBD prior to 4/29)

We will provide a tree education workshop to train designated Student Tree Captains. These Student Tree Captains will be team leaders and guide student groups on the actual IUPUI campus Arbor Day tree planting. This workshop will include a hands-on demonstration with trees that will educate Tree Captains on proper planting techniques; pre and post tree care and maintenance; information on IUPUI's Tree Campus USA program; an overview of IUPUI's tree care plan; a highlight of IUPUI's green spaces and activities; and information on how they can apply these techniques at home. This workshop will be open to the general campus population. Participants will be given multiple resources to take with them, including the following: Indiana native tree species list, tree benefit calculator, pest management, pruning, local tree and forest organizations, tree planting instructions and tips, and other general tree resources. This workshop will be led by IUFC and a current Keep Indianapolis Beautiful (KIB)/SPEA/Office of Sustainability Community Engagement Student Intern who is trained in best practices in tree planting. Attendance will be limited to 50 registrants (20 students, 30 other campus/community members). In addition to instructional guides, attendees will also receive a tree sapling and t-shirt to take home.

2) Arbor Day Tree Planting on Campus (4/29)

Student Tree Captains who attend the Arbor Day Tree Planting Workshop will act as group leaders on the day of IUPUI's annual Arbor Day tree planting. Approximately 20 large trees will be purchased by the University for planting across campus. IUPUI Campus Grounds will identify best locations for plantings across campus and deliver them to the correct location. Each tree will have a group of 3 students assigned to planting it (1 Student Tree Captain and 2 student volunteers), bringing the total student participation to 60. Student volunteers will also receive a t-shirt.

**Number of trees to be planted (if applicable):** 50 (at participant homes) and 20 (on campus – paid for by the University)

**Targeted number of college student volunteers to be engaged:** 60

**Event date(s):**

04/29/16 (planting)

TBD Pre 4/29 (workshop)

**Funding Requested (\$1,000 max):** \$1,000

T-shirts (90)	\$600
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Tree Saplings (50)	\$50
Video Editing	\$250
Educational Materials	\$100

**Provide a brief description of your Arbor Day event and how additional funding will help you collect photos and/or impact stories from college student volunteers.**

Advertising: The event will be advertised via the following outlets:

- 1) IUPUI Office of Sustainability: Social media, E-newsletter, JagNews (student newsletter), IUPUI Office of Community Service and Civic Engagement website and newsletter
- 2) IUFC: Email to 1200 statewide members, Direct email to all contacts currently listed on Arbor Day Foundation website for Tree Campus USA and Tree City USA members, Potential feature in the November 2016 Arbor Day Foundation Partners in Community Forestry Conference in Indianapolis, IN
- 3) Student Sustainability Council: Direct email to all members, Social media, Print flyers and banners
- 4) SPEA: Direct email to students, Social media

Description: Event includes an Arbor Day Tree Planting Workshop, aimed at educating a group of Student Tree Captains, as well as the annual IUPUI Arbor Day tree planting on campus.

Funding impact: Funding will allow us to create an event that will be interactive with hands-on experiential learning. A hashtag will be created for the event, and participants will be encouraged to share their photos of the Arbor Day workshop and planting on various social media platforms (Facebook, Twitter, Instagram). Video footage of the day will also be captured and edited by either GlassWeb Projects, a local marketing company that specializes in sustainability, or a student communication intern. The IUPUI Office of Sustainability will work with IU Communications to ensure a story is published for the internal university audience, and we will advocate for expansion into the Indianapolis news community.

After the event, participants will be encouraged to take a photo of themselves planting their tree, share it via social media, and geo-map the planting location. This citizen science activity will document the environmental impact of the 2016 Arbor Day event, showcasing the 20 trees planted at IUPUI and 50 trees planted at participant's home locations.