



Educating Leaders for a Sustainable Future Class of 2011-2012

PROGRAM DESCRIPTION

Educating Leaders for a Sustainable Future meets on the first Wednesday of each month from September 2011 to May 2012 and is designed to **educate current and future leaders about sustainability**. The classes provide a far reaching and comprehensive curriculum about sustainability issues, government structure, local public policy and other related topics. To achieve course goals the class features presentations by national, regional and local experts, panel discussions, field trips, homework assignments and a group leadership project. Each student also receives an extensive resource collection. Students enrolled in the program receive the information they need to become more effective policy-makers and community leaders.

SELECTION CRITERIA AND PROCESS

Selection for Educating Leaders for a Sustainable Future is based on the following criteria:

- Potential for serving in community leadership positions
- Potential for influencing public policy
- Ability to inspire others
- Demonstrated leadership in employment or community service
- Commitment to personal and professional growth
- Dedication to sustainability

Participants will be selected based on the information provided in the written application. After an initial screening applicants will be chosen to participate in a 15-20 minute mandatory interview. Based on optimal class size it may not be possible to accept all applicants who are qualified.

To apply to the program, fill out the online application form and save a copy on your computer. Once it is saved please email it as an attachment to suziorear@ecoleader.org Alternatively you can print the form and mail it to: 555 5th St. Suite 300A, Santa Rosa CA 95401, or fax to (707) 578-9134. You will be able to type only in the space available. If you require more room please send additional pages as word attachments and designate which question you are answering. **Please note, IF you are accepted to the program a final copy of the Payment Plan and the Participant Agreement will be sent to you. These must be signed and returned by mail or fax to reserve your spot in the class.**

APPLICATION TIMELINE

Application Deadline 5:00 PM, Friday April 8, 2011

Applicant Interviews: Wednesday, April 27, 2011
Thursday, April 28, 2011
Friday, April 29, 2011

Selection Notification: June 3, 2011

COURSE REQUIREMENTS:

Successful completion of the program includes mandatory attendance at:

1. The opening orientation on Wednesday, August 24, 2011.
2. At least 7 of the 9 one-day sessions, held from 8:45 am to 5:30 pm on the first Wednesday of each month. See full class schedule below. Participation will be measured in ½ day increments.
3. The year-end evening Graduation Ceremony to be held on May 18, 2012.

Participants are also expected to:

1. Allocate 6 to 8 additional hours per month for reading the resource materials, doing homework assignments, and participating in a class leadership project. Actual time commitments may vary from month to month.
2. Bring a bag lunch to all class days unless otherwise notified and participate in lunch time community building activities.
3. Prepare for comfortable participation in outdoor walking tours at most class days. *Special consideration will be made to include those with physical challenges. Please let us know your needs.*
4. Subscribe to a private email group for class-related communications.
5. Help plan and coordinate the student-directed graduation ceremony.

CLASS OF 2010-2011 SCHEDULE

(This year's class will be held on the first Wednesday of each month with the exception of the January class which will be on the 2nd Wednesday due to the December holidays)

Orientation	August 24, 2011
Day 1 – Public Policy and Sustainability	September 7, 2011
Day 2 – Food	October 5, 2011
Day 3 – Water	November 2, 2011
Day 4 – Health and Education	December 7, 2011
Day 5 – Energy	January 11, 2012 *
Day 6 – Community Planning	February 1, 2012
Day 7 – Transportation and Land Use	March 7, 2012
Day 8 – Jobs	April 4, 2012
Day 9 – Leadership for Sustainable Communities	May 2, 2012
Graduation Ceremony (evening)	May 18, 2012

PROGRAM TUITION:

The tuition for Educating Leaders for a Sustainable Future is \$1,750 for the year. In addition to the orientation and monthly class days, the fee covers the cost of all resource materials, guest speaker fees, facility charges and other expenditures incurred for all participants. Tuition may be paid by the participant, an employer, other sponsor.

Tuition can be paid in one sum at the end of July or in an installment plan and payments can be made by check, or with a credit card through PayPal.

Limited funds are available to participants who are in need of tuition assistance. Tuition support is based on financial hardship that would prevent a selected candidate from participating in the program. Award amounts are determined by the number of requests received and the amount of funds available each year. The maximum amount awarded is \$750.00; the Leadership Institute Selection Committee must approve all requests. Applicants who wish to request tuition assistance should complete the *Application for Tuition Assistance* and submit this with their application form.



INSPIRING LEADERS *for* SUSTAINABLE COMMUNITIES

Educating Leaders for a Sustainable Future Frequently Asked Questions

Q: What is the goal of the Education Program?

A: The goal is to provide current and historic information about a broad range of issues that affect sustainability (the ability of a system or organism to replenish itself). See our class day titles for a typical range of topics. The course will provide leaders and potential leaders with tools and resources to implement and support policies that are environmentally friendly, economically sound, and socially equitable. Perhaps most importantly, the program provides a network of associates with whom to remain in contact, and thereby continue the lively exchange of ideas that characterize the Institute's programs.

Q: How is this program different from other leadership training programs?

A: This is not a leadership training program: it is an educational program for current and potential leaders regarding policy creation for improving sustainability. We provide role models for leadership in both public and private sectors, and access to those leaders through our guest speakers. For training in public speaking, for example, and other skills we recommend complimentary programs such as Toastmasters or the Leadership Challenge Workshops.

Q: What knowledge, skills, or experience should I already have to make the best use of the course?

A: To make the best use of the course you will come with good study habits, and some experience in leading groups: e.g. setting priorities, analyzing problems, exploring possible solutions and communicating ideas clearly through various methods. It will help if you have some basic knowledge of local and regional governments and the current issues affecting them.

Q: What knowledge, skills, or experience can I expect to gain?

A: You will gain a broad understanding of public policy as it relates to sustainability and what you can do to influence or create policy in your chosen field. This is not a skills training program.

Q: What involvement, if any, is expected after completing the training?

A: Upon completion of the course you will have the opportunity, but no obligation, to participate in a lively Fellows Program which provides seminars, informal gatherings and other forums for exchanging information and discussing current issues. You will be encouraged to stay engaged with the Institute and to contribute your knowledge and other resources to our on-going curriculum development and outreach.

Q: I already know about sustainability, so why should I take your course?

A: Wherever you are in your knowledge of sustainability, you will be able to expand that knowledge and apply it to the local civic and commercial environment. You will learn more about the people who are making a difference in our communities, and you will have the opportunity to discuss with them the most urgent issues. You will see first hand the venues – organic farms, local schools, water treatment facilities, redeveloping downtowns – that serve as models for local sustainability.

Q: How will this course help me better serve my organization?

A: All organizations benefit from increased access by their leaders to intellectual, political and social resources. This program will help you understand how policies get made, who makes them and why. It will also show you how you and your organization can more effectively influence policies key to your mission.

Q: Will this program help me get a job?

A: The old adage says "It's not what you know but who you know" that matters in job selection. This program offers both information, the what, and access to decision-makers in a wide range of fields. The rest will be up to you.

Q: What is the estimated time commitment in addition to the scheduled class times?

A: There will be several hours of required reading for each class and a practical, hands on, homework activity is frequently assigned as well. Each participant will also work on a group leadership project throughout the course of the year.

Q: Do you have any reduced fees or scholarships?

A: Limited funds are available to participants who are in need of tuition assistance. Tuition support is based on financial hardship that would prevent a selected candidate from participating in the program. Award amounts are determined by the number of requests received and the amount of funds available each year. Applicants who wish to request tuition assistance should complete the Application for Tuition Assistance and submit this with their application form.

Q: Where will the classes be held?

A: Each class is at a different location throughout the county. The sites are chosen to highlight or reflect the topic of the day.

Q: I've heard there is a project required for this class. What does that involve?

A: The project teams are formed in the first two days of class, and you get to pick the sustainability area that most interests you. Your team then decides the scope and makes plans to complete it by the last class day. How often and when you meet depends on the needs of the team and the requirements of the project. Many teams meet twice a month early on to establish plans, then once a month to check in as tasks are completed. Time may be set aside during the class days to complete specific project related tasks.

Q: What does a typical class day look like?

A: Our classes are primarily lecture format, with blocks of time set aside for Q & A and small group activities. The presentations are given by regional and national experts and a guided tour is offered on most class days. We end each class with a social hour that provides class members with networking opportunities.

Q: When will I have time to interact with and learn from Institute fellows and classmates?

A: The small group activities and group projects provide time in class for interaction and networking. We encourage you to talk to as many people as possible during the breaks and lunch, and to attend other Institute functions to get the most out of the Fellows' Network.

Educating Leaders for a Sustainable Future

SAMPLE CURRICULUM

Day 1 – Principles of Sustainability

- Introduction to the 3 “E”s of sustainability
- Ecological and carbon footprints
- Natural Step and 1 Planet Principles
- Tour of a sustainable community

Day 2 – Food

- The 3 “E”s of sustainable food systems
- Social equity in Sonoma County’s food system
- Economics of eating sustainably
- Leadership in regional food policies
- Tour of local sustainable farming

Day 3 – Water

- Local water challenges & solutions
- Ecosystems and watersheds of the North Coast
- Wastewater management issues
- Tour of a local water treatment plant

Day 4 – Health and Education

- K-12 Education and a sustainable future
- Youth voices for equity and sustainability
- Local health care equity & effectiveness
- Engaging stakeholders for success

Day 5 – Energy

- Energy policy and climate change
- Peak oil and renewable energy sources
- California’s energy future
- GHG emissions reductions in Sonoma County
- Tour of a LEED certified facility

Day 6 – Community Planning

- Roseland redevelopment and annexation
- Community action and local democracy
- Planning for social equity
- Principles of community engagement
- Tour of Roseland and SW Santa Rosa

Day 7 – Transportation and Land Use

- Legal basis for transportation & land use planning
- Essential principles of smart development
- Inclusionary zoning and jobs/housing linkage
- Policy development and land use planning
- Local transit challenges & solutions
- Tour of a mixed-used downtown

Day 8 – Jobs

- State of our local economy
- Socio-economic challenges & solutions – asset building & living wage
- Emerging sustainable business models
- Steady State/no growth economics
- Tour of a local Green Business

Day 9 – Leadership for Sustainable Communities

- Leadership for a new era
- Reflections on lessons learned
- Connecting the 3 “E”s of the program
- Class leadership project presentations
- Tour of an intentional community

PAST PRESENTERS

- Marcus Benedetti, President Clover Stornetta Farms
- Ben Boyce, ED – Accountable Development Coalition
- Susan Briski, Principal & Founder, Sustainable Progress Consulting
- Denise Cadman, Natural Resource Specialist, City of Santa Rosa
- Bob Cannard, Owner, Cannard Farms
- Ellie Cohen, Executive Director, Point Reyes Bird Observatory
- Stuart Cohen, Executive Director, TransForm
- Michael Dimock, Executive Director, Roots of Change
- Brock Dolman, Water Institute Director, Occidental Arts and Ecology Center
- Noreen Evans, California State Assemblymember
- Lois Fisher, Fisher Town Design
- Naomi Fuchs, Executive Director, Southwest Community Health Center
- Debora Fudge, Councilmember, Town of Windsor
- Pete Gang, Core Faculty, SSU Green Building Professional Certificate Program
- Roberto Garcia, Contract Administrator, Santa Rosa United Farm Workers
- Wayne Goldberg, city of Santa Rosa Department of Advance Planning
- Susan Gorin, Mayor, City of Santa Rosa
- Len Greenwood and Montgomery High School Green Academy Students
- Ann Hancock, Executive Director, Sonoma County Climate Protection Campaign
- Richard Heinberg, Senior Fellow, Post Carbon Institute
- Mark Inman, CEO and Co-Founder, Taylor Maid Coffee and Tea
- Grayson James, Petaluma Bounty
- Curt Johansen, Executive Vice President, Triad Communities
- David Keller, Director, Friends of the Eel River
- Pat Landrum, Executive Director, Healthy Community Consortium
- Jake MacKenzie, City Council Member, Rohnert Park
- Mary Maddux-Gonzalez, Director, Public Health Division – Sonoma County Department of Health Services
- Don McEnhill, Russian RiverKeeper
- Mike McGuire, City Council Member, Healdsburg
- Joseph McIntyre, Executive director, Ag Innovations
- Cynthia Murray, President and CEO, Northbay Leadership Council
- Amy O’Gorman, Regional Director, League of California Cities
- Nancy Oswald, Executive Director, Redwood Community Health Coalition
- Steve Rabinowitsh, Former City Council Member, Santa Rosa
- Scott Reed, Executive Vice President, Amy’s Kitchen
- John Reid, President Conservation Strategy Fund
- Magdalena Ridley, Roseland Outreach Coordinator
- Rocky Rohwedder, SSU Department of Environmental Studies and Planning
- Jim Roessler, Education Coordinator, Redwood Empire Food Bank
- Bill Schrader, President Exchange Bank
- Tom Scott, Store Manager, Cotati Oliver’s Market
- Don Shaffer, Executive Director, Business Alliance for Local Living Economies
- Suzanne Smith, Executive Director, Sonoma County Transportation Authority
- John Springer, Owner, Four Winds Leadership Training
- Cordell Stillman, Capital Projects Manager Sonoma County Water Agency
- Geof Syphers, Sustainability Officer, Sonoma Mountain Village
- Terry Taylor, President, Global Genesis
- Rick Theis, Founder, Leadership Institute for Ecology and the Economy
- Pamela Torliatt, Mayor, City of Petaluma
- Ken Wells, Guiding Sustainability
- Carl Wong, Superintendent, Sonoma County Office of Education
- Shirlee Zane, Sonoma County Supervisor