

EN 7: Employee Educators Program

3 points available

Rationale

This credit recognizes institutions that coordinate programs in which employees educate and mobilize their peers around sustainability initiatives and programs. Engaging employees in peer educator roles can help disseminate sustainability messages more widely and encourage broader participation in sustainability initiatives.

Applicability

This credit applies to all institutions.

Criteria

Part 1. Percentage of employees served by a peer-to-peer, sustainability educators program

Institution engages its *employees* in sustainability outreach and education as measured by the percentage of employees served (i.e., directly targeted) by a peer-to-peer educators program.

Part 2. Educator hours per employee served by a peer-to-peer program

Institution engages its employees in sustainability outreach and education as measured by the ratio of the number of hours worked by trained employee educators to the number of employees served by a peer-to-peer program.

To earn points for this credit, an institution must administer or oversee an ongoing, *peer-to-peer* sustainability outreach and education program for employees by:

- Selecting or appointing employees to serve as peer educators and formally designating the employees as educators (paid and/or volunteer);
- Providing formal training to the employee educators in how to conduct peer outreach; AND
- Supporting the program with financial resources (e.g., by providing an annual budget) and/or administrative coordination.

To qualify, a program must be explicitly focused on sustainability. The peer educators must also represent diverse areas of campus; the outreach and education efforts of sustainability staff or a sustainability office do not count in the absence of a broader network of peer educators.

This credit recognizes ongoing programs that engage employees as peers on a regular basis. For example, employee educators may represent or be responsible for engaging workers in certain departments or buildings. Thus, a group of employees may be served (i.e., directly targeted) by a program even if not all of these employees actively participate.

Ongoing green office certification programs and the equivalent may count for this credit if they include formally designated and trained employee educators (e.g., “green leaders”).

Employee orientation activities and training and/or professional development opportunities in sustainability for staff are excluded from this credit. These activities are covered in the Employee Orientation and Staff Professional Development and Training credits.

Scoring

Part 1

An institution earns the maximum of 1.5 points for Part 1 of this credit by having one or more peer-to-peer educator programs that serve all employees. Incremental points are awarded based on the percentage of employees served by a peer-to-peer educators program. For example, an institution with a program that serves 50 percent of all employees would earn 0.75 points (half of the points available for Part 1).

Points for Part 1 are calculated automatically in the STARS Reporting Tool as follows:

Factor		Number of employees served by a peer-to-peer sustainability outreach and education program		Total number of employees		Points earned for Part 1
1.5	×	_____	÷	_____	=	Up to 1.5

Part 2

An institution earns the maximum of 1.5 points available for Part 2 of this credit when trained employee educators work at least one hour annually for each employee served by a peer-to-peer educators program. Incremental points are awarded based on the number of hours worked per employee served. For example, an institution for which trained employee educators work 0.5 hours per employee served earns 0.75 points (half of the points available for Part 2).

Points for Part 2 are calculated automatically in the STARS Reporting Tool as follows:

Factor		Total number of hours worked annually by trained employee sustainability educators		Total number of employees served by a peer-to-peer sustainability outreach and education program		Points earned for Part 2
1.5	×	_____	÷	_____	=	Up to 1.5

Reporting Fields

Required

- ☐ Total number of employees (headcount)
- ☐ Total number of employees served by a peer-to-peer sustainability outreach and education program

If greater than zero, provide:

- ☐ Name of the employee educators program (1st program)
- ☐ A brief description of the employee educators program (1st program) (Include how employee educators are trained and examples of peer-to-peer education and outreach activities.)

- A brief description of the employee educators program's target audience (1st program)
- Number of trained employee educators (1st program)
- Number of weeks the employee educators program is active annually (1st program)
- Average or expected number of hours worked weekly per trained employee educator (1st program)
- Total number of hours worked annually by trained employee educators (1st program)
- Website URL where information about the employee educators program is available (1st program)

If reporting employees served by an additional peer-to-peer educators programs, provide:

- Name of the employee educators program (2nd program)
- A brief description of the employee educators program (2nd program)
- A brief description of the employee educators program's target audience (2nd program)
- Number of trained employee educators (2nd program)
- Number of weeks the employee educators program is active annually (2nd program)
- Average or expected number of hours worked weekly per trained employee educator (2nd program)
- Total number of hours worked annually by trained employee educators (2nd program)
- Website URL where information about the employee educators program is available (2nd program)

If reporting employees served by more than two programs, provide:

- A brief description of all other employee peer-to-peer sustainability outreach and education programs
- Number of trained employee educators (all other programs)
- Number of weeks, on average, the employee educators programs are active annually (all other programs)
- Average or expected number of hours worked weekly per trained employee educator (all other programs)
- Total number of hours worked annually by trained employee educators (all other programs)

Optional

- ☐ Website URL where information about the employee sustainability educators programs is available
- ☐ Additional documentation to support the submission (upload)
- ☐ Data source(s) and notes about the submission
- ☐ Contact information for a responsible party (an employee who can respond to questions regarding the data once it is submitted and available to the public)

Measurement

Timeframe

Report on current program status and offerings at the time of submission.

Sampling and Data Standards

Part 1

Include all regular full- and part-time employees (academic and non-academic staff); reporting on a sample or subset of regular employees is not allowed.

Part 2

An institution may report the total number of employee educators trained in a given year, a representative snapshot, or an average from throughout the period.

If the actual number of hours worked is not tracked directly, the total number of hours worked annually may be estimated by multiplying the number of trained educators × the average or expected number of hours worked weekly × the number of weeks educators are active.

Standards and Terms

Employees

Employees are defined as personnel paid by the institution and include full-time and part-time workers (as defined by the institution), and both academic staff (i.e., “faculty members”) and non-academic staff.

Peer-to-peer education

Consistent with the My-Peer Toolkit hosted by Curtin University:

A peer is an individual who is of equal standing with another and who belongs to a specific societal group, sharing distinct characteristics with this group.

There is no power imbalance within a peer relationship (e.g., as there would be in a faculty-student or manager-worker relationship).

Peer-to-peer outreach and education programs train members of specific social groups or networks (e.g., students or workers) to become “experts” in a certain topic. These individuals then become peer educators who share what they have learned with other members of the same group to catalyze change. Peer education is based on the understanding that people make changes not only based on what they know, but also on the opinions and actions of close trusted peers.

Scoring Example: Employee Educators Program

Example College employs 500 people. The college has two peer-to-peer outreach programs for which the institution selects employees to serve as educators, offers a formal designation or title to the educators, provides formal training to the educators in how to conduct sustainability outreach, and dedicates staff time to coordinating the programs.

- 1) Example College's Green Teams train educators to represent their departments. All academic departments at Example College participate in the Green Teams and have at least one representative who serves on the institution-wide Green Team. This program includes 12 peer educators and serves 200 employees (i.e., those employees affiliated with an academic department). Educators are expected to contribute at least 30 minutes per week on Green Team activities.
- 2) Example College's maintenance department has two designated Sustainability Ambassadors who are tasked with conducting sustainability outreach and training to fellow maintenance workers. All 50 employees on the maintenance crew are served by this program. Educators contribute an average of 1 hour per week as Sustainability Ambassadors.

The remainder of the college's employees are not served (i.e., directly targeted) by a program.

Part 1

Total number of students served by a peer-to-peer outreach program = $200 + 50 = 250$

Factor		Number of employees served by a peer-to-peer sustainability outreach and education program		Total number of employees		Points earned for Part 1
1.5	×	<u>250</u>	÷	<u>500</u>	=	0.75

Part 2

Total number of hours worked annually by trained employee sustainability educators = $(6 \times .5 \times 50 \text{ weeks}) + (2 \times 1 \times 50 \text{ weeks}) = 260$

Factor		Total number of hours worked annually by trained employee sustainability educators		Total number of employees served by a peer-to-peer sustainability outreach and education program		Points earned for Part 2
1.5	×	<u>250</u>	÷	<u>250</u>	=	1.5