
**World Water Forum College Grant Program
2007 Grant Proposals**



College

Santa Monica College

Faculty

Dr. Elham Gheytnchi

Project

Water Conservation Through Public Service
Announcements in Los Angeles

Metropolitan Water District of Southern California

**WORLD WATER FORUM COLLEGE GRANTS
(2007-2009)**

Project Title: *Water Conservation through Public Service Announcements in Los Angeles*

A. College Applicant

College	Santa Monica College
Address	1900 Pico Blvd.
City, State, Zip code	Santa Monica, CA 90405
Website	www.smc.edu
Make Check payable to	Santa Monica College

B. Department

Applicant	Department of Philosophy and Social Sciences
First Time-Local Project	The proposed project is a first-time local project with a global perspective
First Time-Global Project	
Existing Project-Local Focus	
Existing Project-Global Focus	

C. Student Project Manager

Student Project Manager	Luis Suarez
Undergraduate or graduate	Undergraduate
Department	Associated Students- Director of Student Outreach
School address	1900 Pico Blvd. Santa Monica, CA 90405
Telephone	310-434-4964 campus office
Mobile Phone	213-215-0790
Email Address	luis.suarez29@gmail.com
Home Address (optional)	

D. Faculty Project Manager

Faculty Project Manager	Elham Gheytonchi
Department	Philosophy and Social Sciences
School Address	1900 Pico Blvd. Santa Monica, CA 90405
Telephone	310-434-8701
Mobile Phone	310-428-1083
Email Address	Gheytonchi_elham@smc.edu
Home Address (optional)	

E. Organizational Background (1-2 pages)

Provide a brief history and overall description of your school and department conveying a clear understanding of its mission and goals. This should include a brief description of other relevant projects developed (if applicable).

Santa Monica College (SMC) has a thriving campus, serving approximately 30,000 students per academic year via an array of academic transfer and career technical programs. The college consistently ranks as a leader among the state's 109 community colleges in transferring students to the University of California, University of Southern California, and California State University. Based on feedback from these four year institutions, SMC's transfer students tend to outperform traditional undergraduate students who begin their postsecondary education experience as a freshman in the university setting.

In addition to a strong transfer program, SMC offers career technical education in more than 80 fields of study in such fields as the health sciences, computer technology, new media, early childhood education, business, graphic design, entertainment technology, and other occupations. The college is currently developing career technical programs in logistics and environmental studies, building upon regional industry needs, as well as community-based social concerns. For many of these programs, SMC is incorporating the 2+2+2 career ladder approach through which the curriculum is articulated from the high school to the community college to the university system. Not only does this model encourage students to consider postsecondary education while still in high school, it promotes degree attainment at both the two- and four-year level. Further education will lead to career advancement.

Through these instructional programs, as well as its student support services and its involvement in the community, Santa Monica College achieves its mission to create a learning environment that both challenges its students and supports them in achieving their educational goals while preparing students to contribute to the global community as they develop an understanding of their personal relationship to the world's social, cultural, political, economic, technological, and natural environments.

In an effort to further define the mission of the institution, the campus community has identified four institutional learning outcomes to help assess institutional, departmental, and student achievement. As a result of their experiences at SMC, the college expects that students will:

- acquire the self-confidence and self-discipline to pursue their intellectual curiosities with integrity in both their personal and professional lives;
- obtain the knowledge and academic skills necessary to access, evaluate, and interpret ideas and information critically in order to communicate effectively, reach conclusions, and solve problems;
- respect the inter-relatedness of the global human environment, engage with diverse peoples, and acknowledge the significance of their daily actions relative to broader issues and events;
- take responsibility for their own impact on the earth by living a sustainable and ethical life style.

As part of the third and fourth learning outcomes, SMC has recently launched several initiatives that will encourage student and campus involvement in environmental sustainability and global citizenship. In the coming months, SMC's Curriculum Committee will review the proposed coursework for two new instructional programs, including an Environmental Studies and an Environmental Science program, both of which lead to an Associate of Arts degree. While both programs will promote environmental awareness and sustainability, the Environmental Studies degree is designed as a career technical program that will enable students to obtain immediate employment in the field. On the other hand, the Environmental Science degree is designed as a transfer degree that will articulate to the university system. The addition of these programs will help increase student involvement in sustainability advocacy and actions.

The Global Citizenship initiative will also directly impact students, as it strives to integrate the philosophy and principles of global citizenship into the "fabric" of the college, focusing on curriculum, student activities, community events, and other teaching and learning experiences. One of the primary activities of this initiative is the development of a Global Studies experience that is required of all students pursuing the AA, so that students graduate with an awareness of the diversity of cultures within the United States and an appreciation for the interconnectedness of cultural, ecological, economic, political, social, and technological systems of the contemporary world.

This is particularly important at SMC, as one of the college's strengths is its diversity. The college represents and embraces the racial and cultural diversity of west Los Angeles County, promoting the exchange of ideas in an open, caring community of learners and recognizing the critical importance of each individual to the achievement of our vision. SMC is recognized as an Hispanic Serving Institution by the U.S. Department of Education, meaning that at least 25 percent of its student body is Hispanic (as of Fall 2006, more than 7,000 students were of Hispanic descent equating to 25.4 percent of the student body). However, the college also serves a large number of students from other ethnic backgrounds, including (based on Fall 2006 data):

- Black – nearly 3,000 students (10.2 percent of the student body);
- American Indian/Alaskan Native – roughly 125 students (0.4 percent);
- Asian or Pacific Islander – almost 4,000 students (18.2 percent); and
- White, non-Hispanic – roughly 8,500 students (32 percent).

There are approximately 3,000 students (11.5 percent) whose race/ethnicity is unknown and/or who declined to state their background. Lastly, SMC enrolls nearly 2,500 international students per year, which equals about 8 percent of the student body.

The proposed World Water Forum College Grant will build upon SMC's strengths in programming and diversity, as well as its new initiatives in sustainability and global citizenship by involving students of diverse backgrounds to develop a communication strategy addressing the need for water conservation across ethnic and racial groups. By working with our students locally, it is hoped that they will share their efforts with family and friends in their respective communities. Thus, this project will involve the local community to achieve a global objective.

F. Project Description (3-5 pages)

The overall goal of the proposed World Water Forum College Grant is to raise awareness of the need for water conservation among members of the campus community, as well as the local community through a comprehensive communication strategy, incorporating the diversity of the campus community and the region it serves. In the spirit of the *International Decade for Action: Water for Life Decade (2005-2015)*, SMC will produce a Public Service Announcement (PSA), entitled **Water Conservation: Think Globally, Act Locally**, that will address various water conservation strategies used in different countries as told by international students engaged in sustainable works project at Santa Monica College. These water conservation strategies will highlight the ways in which water use and conservation is perceived around the globe in order to inspire others to think globally and act locally.

The aim of this project is to engage and challenge students as well as Angelinos to raise awareness about the *Water for Life Decade (2005-2015)* announced by the United Nations. This awareness will lead into a new understanding of the importance of water locally and globally. The ultimate goal is to engage and challenge the international students, as well as other students and the general public in the Los Angeles area, to learn from other cultures with regard to conservation of water and to show them specific ways they can save water on a daily basis. The video will serve not only to broaden the general knowledge of fresh water supply and sanitation among students, but more importantly, to illustrate the meaning and importance of conservation throughout different cultures.

Through dialogue with international students involved in sustainable works project at SMC, the project team will initiate a much needed exchange on the importance of water conservation among students, faculty, and staff at SMC and throughout Los Angeles. Fostering conservation and exchange of ideas among SMC's diverse student population will lead to a deeper understanding of the meaning of water conservation. This is in accordance with the global citizenship initiative adopted by the college this year. If all the students at Santa Monica College who watch this PSA follow at least two simple suggestions for conserving water at home, and each cuts back their water usage by 5 gallons a day, more than **150,000 gallons** of water will be saved in a single day. Over a year, those same students could save **54,750,000 gallons** of water. As we know, Southern California cities have called upon residents to conserve water because of a drought in the Colorado River basin and a less than abundant snowpack in the Sierra Nevada mountains (Associate Press, 12/10/07). Considering drought in Los Angeles and the urgent need for conservation, there is no better time than now to produce this Public Service Announcement that can effectively educate the students, their families, neighbors and communities about conservation of water.

One of the big challenges in higher education in the coming decade will be integrating the discourse of sustainability into the curriculum. Most institutions have barely begun. SMC has been a community college leader in the greening of campus life since the early nineties. This project advances this leadership, seeking to "green the curriculum" by including PSAs on best green academic practices as well as best water conservation practices. Our project begins with the idea that to change our water consumption *practices*, we need to change our *thinking* about

nature, as well as about water. In forging this partnership and forming this crew, we take up this challenge in the name of student success at SMC.

This unique video will be four to five minutes long and involve four distinct components, including 1) the involvement of International students as well as other students of diverse racial or ethnic backgrounds who are interested in water conservation; 2) the use of the native educational garden at SMC's Center for Environmental and Urban Studies for filming; 3) the distribution of the final announcement to the general public in Los Angeles; and 4) student leadership in all parts of the project development and implementation.

1) **Involvement of International Students:**

SUSTAINABLE WORKS: Sustainable Crews Program

The Faculty Project Manager will recruit students for participation in this World Water Forum College Grant from the Sustainable Works program (a letter of support is attached). Sustainable Works is a non-profit environmental education organization that operates under the administrative umbrella of Community Partners and is housed on the SMC campus in the Center for Environmental and Urban Studies. Sustainable Works also receives significant support from the City of Santa Monica, as part of its internationally recognized and award winning efforts to promote sustainability and environmental awareness.

The mission of Sustainable Works is "to foster a culture of sustainability in cities, colleges, and businesses." The organization has been using campus space for the past 6 years to conduct its educational and outreach programming. In exchange for space, Sustainable Works facilitates a 9-week student program each semester that engages students in an assessment of the environmental impact of individual lifestyle choices, educates about specific topics, involves participants in hands-on interactive and educational experiences, and provides recommendations and resources for action.

Santa Monica College students are encouraged to participate through extra credit opportunities offered via their regular classes. Sustainable Works includes over 40 different professors representing 15 different departments and disciplines. Every year they educate over 400 students and generate over 1000 community service hours via the student program.

Approximately 20 percent of all the students enrolled in a Sustainable Works course (400 students annually) are international students. There are 80 international students currently involved in various stages of Sustainable Works courses. Each student participates on a Sustainable Crew, which consists of ten to fifteen students who meet once a week for nine weeks to learn how to incorporate sustainable practices into their everyday lifestyles, improve their quality of life, and save money while saving resources. Crews last for an hour and a half and meet at the Center for Environmental and Urban Studies on the SMC Main Campus.

Each week a trained Crew Leader facilitates the hour and a half meeting. Crew Leaders review participants' lifestyle assessment, educate on the topic, demonstrate a variety of simple activities, and recommend specific changes that reduce participants' environmental impact. The peer-to-

peer learning environment makes Sustainable Crews fun and trains tomorrow's environmental leaders. Each meeting engages students in hands-on, interactive and educational experiences. Over the years, students have learned how to:

- divert solid waste through recycling
- become water efficient
- eliminate toxic chemicals
- minimize transportation impacts
- reduce energy use
- consumer choices

One of the goals of the Sustainable Crews is to teach students how to implement simple conservation methods with the help of a trained Crew Leader and the Sustainable WorksBook. The WorksBook is a comprehensive and up to date resource guide that provides valuable information and recommendations for the following topic areas: waste production; water, chemical, and energy consumption; transportation emissions; and consumer habits. Each chapter increases students' understanding of the local, regional, and global environmental impact of their daily choices. The proposed World Water Forum College Grant will build upon these conservational methods by engaging students in discussion about water usage and conservation strategies. These discussions will be filmed.

2) Use of the Native Garden for Filming

The project team will build upon and incorporate the efforts of other college sustainability initiatives in order to build support and enthusiasm for this project. One method of doing this is to utilize space that is recognized by the campus community for its "greenness." For this reason, the student/faculty team will conduct the interviews with international students enrolled at Santa Monica College's Center for Environmental and Urban studies Native Garden.

The Center for Environmental and Urban Studies (Center) is a resource center for Santa Monica College faculty, students, and administrators. The center hosts annual tours via the faculty staff development days and members of the joint Academic Senate Environmental Affairs Committee use the Center as a meeting space. In addition to faculty, the student Eco-Action Club, Bike Club, and Sustainable Crews meet here on a regular basis. The Botany Department utilizes the Center as a learning garden, which includes a greenhouse in the back area. Many students come to the Center for academic counseling or simply to learn how they can be a part of the growing environmental movement on campus.

The Center's native garden was originally installed in 1996 by faculty and students in the Botany Department. As an educational garden, it contains a unique combination of native and endangered California plant species. Many of our plants are found in limited locations around the region. Each semester, one week of the Sustainable Works course is devoted entirely to water issues, and the garden is used, in conjunction with the City of Santa Monica's garden\garden demonstration project, to highlight the importance of water efficiency and quality.

However, unlike the City's gardens, the Center's native garden is unfunded and is maintained solely by volunteers, usually students from Santa Monica College. As such, the garden does not have any educational signage or literature to explain its purpose and applied uses. Recently a volunteer compiled the attached map which is the only educational literature that exists. For this reason, SMC is proposing to use a portion of grant funds to purchase signage and literature for the native garden.

Specifically, the student/faculty team will use the existing map to create an educational tri-fold brochure that will inform others about the region's water crisis via water stats and facts and tips on how students, residents, and businesses can save water. The team will also install educational signage identifying plant species so that everyone who visits the Center can benefit from the information. This information will be key to raising awareness and understanding among students who participate in the grant-facilitated discussions on how different cultures address water usage and conservation.

It is important to note that the garden is located in a neighborhood setting and is also enjoyed by non-college members of the community. However, in contrast to the city's gardens, the Center's native garden is also a high profile college department.

The Center's garden will be used as a topic for the proposed PSA focusing on global perspectives about water conservation. Interviews will be held in the garden and incorporate the idea of site based learning as an alternative to traditional education models. The signage and educational brochure will provide a lasting physical presence that will be utilized beyond the scope of the PSA project, thus benefiting both this project and the community as a whole.

3) Regional Distribution of a Public Service Announcement (PSA)

Water Conservation: Think Globally, Act Locally will be produced as a part of an already existing collaborative project. **The Sustainability PSA project**, is a pilot service learning partnership between Santa Monica College and The Media & Policy Center Foundation (www.mediapolicycenter.org), designed to offer students learning experiences which integrate the knowledge of sustainability into the practice of civic engagement and social responsibility.

Students enrolled in various courses at Santa Monica College with an emphasis on sustainability incorporate course materials into the project of producing Public Service Announcements (PSAs) featuring interviews with faculty, students, Sustainable Works, Heal the Bay, Tree People, Big Blue Bus, and others sharing best practices for building a sustainable campus and community. The project team is grateful to the Media and Policy Center Foundation for encouraging the college to consider utilizing PSAs as an educational, as well as a communication tool.

The Sustainability PSA Project will yield a strategic communication outreach plan to educate about best practices on a variety of green issues, such as carbon-emission reduction. The proposed World Water Forum College Grant will serve as a component of this larger effort, focusing specifically on water conservation. The PSA video format allows for the message to be announced again and again, potentially reaching hundreds of people every day by way of accessible video links at the following homepage sites:

- Santa Monica College <http://www.smc.edu>
- Edens: Lost and Found <http://www.edenslostandfound.org>
- Tree People <http://www.treepeople.org>
- SMC Associated Students http://www.smc.edu/associated_students/

The PSAs will also be made available for posting and featuring on other selected sites. We expect each annual series of PSAs produced to play together as a program to be aired on City TV (Channel 16), LA TV (Channel 36). The series will also be made available to schools, libraries and community organizations. The Sustainability PSA project puts the power of media and education to work for the public good of building sustainable communities based on clean and safe water and healthy ecosystems.

4) **Successful Student Leadership**

This project gives students the chance to integrate “environmental literacy” and “civic engagement” in the production of a community service. The **Water Conservation: Think Globally, Act Locally** PSA will be created from conception to completion by students working together as a crew. This is a rare leadership opportunity to serve and learn while developing competencies that make one a successful global citizen.

The proposed project builds upon the success of the Sustainability PSA Project, which produced two PSAs, entitled “Greening the Curriculum” (interview with Amber Katherine) and “Field Studies with Bill Selby,” under the directorial leadership of student crew leaders, Janice Artega and Luis Suarez. Students who participate in these learning experiences are doing a service – developing communication strategies that help educate about the solutions to environmental problems – while learning valuable skills in communication, advocacy, and environmental issues. Each completed PSA represents an exemplary act of leadership and service to the flourishing of the college and the community.

The Proposed World Water Form College Grant Crew

Santa Monica College’s “crew” for this project will consist of a minimum of five student volunteers selected from SMC’s Environmental Studies and Environmental Politics courses, including Luis Suarez, Janice Artega, Heather Ann Wagner, Andres Loera, and Skye Chandler. Luis Suarez will serve as the Student Project Leader and will help recruit additional students each semester from the aforementioned courses, as well as from the Environmental Studies/Environmental Science courses currently under development. He will work closely with the Faculty Project Manager, Elham Gheytauchi, and the Director of Sustainable Works, Genevieve Bertone (resumes attached) as he leads the student effort to produce these PSAs.

In addition to the faculty project manager and the student team, the proposed crew will consist of several other individuals who will provide consultation and support to the project. These individuals include Amber Katherine and Bill Selby, both of whom are tenured faculty with a long history of environmental activism at SMC and in the community. Professor Katharine teaches Environmental Politics and recently received a Chair of Excellence grant from the Santa Monica College Foundation to continue to promote environmental awareness throughout the campus community. She will use a portion of these funds to support her time as Faculty Lead on

this project. Her resume is attached. Professor Selby teaches Environmental Studies and was instrumental in founding the Center for Environmental and Urban Studies.

The student and faculty team will also receive guidance from Harry Wiland from the Media Policy Center Foundation (letter of support is attached). Harry Wiland is an expert on environmental issues and has extensive experience with filmmaking. He is committed to producing PSAs with Santa Monica College on environmental issues in general and water conservation in particular. Mr. Wiland will receive reimbursement for only half of his time as our media consultant on this project, donating the other half of his time as match.

Project schedule:

October 12, 2007	Attend World Water Forum at MWD
November 2007	Develop Project proposal
December 2007	Proposal completed and submitted
January 2008	PSA script and story board first draft completed – if grant is awarded
March 2008	Receive funds from MWD, publish flyers announcing the <i>International Decade for Action: Water for Life Decade (2005-2015)</i> and call for student interested in being interviewed for the Water Conservation: Think Globally, Act Locally project
April 2008	Choose shoot days (3), finalize the crew and international students involved
May 2008	Begin cast process, contact local educational TV stations
June 2008	Final draft of script and storyboard
June-August 2008	Carryout improvements to the Native Garden, so that the location is representative of the purpose of the PSA
July 2008	Consult with partners and make a list of crew members' responsibilities
July-August 2008	Pre-shoot meetings; purchase props and materials as needed
August 2008	Shoot video- make a PSA
End of August	Submit the video to editor
September 5, 2008	First draft of video viewed
Sept. 15-30, 2008	Music and shots from different countries featured on the video added

October 2008 Video complete, worksheet complete with division of labor for the project

November 2008 Evaluation complete, premier showing at Santa Monica College monthly meeting of the Board of Trustees (first Monday of each month)- podcast of the whole meeting will be available on SMC main website

December 2008 Complete project due to MWD, broadcast PSA (complete video) at Los Angeles educational TV station

G. Project Management Team: *Identify the team members of the project (i.e., project manager, budget, research, technology etc.). Add rows, as needed.*

Name	Title	Address	Phone & email
Elham Gheytonchi	Faculty Project Manager	1900 Pico Blvd Santa Monica, CA 90405	310-434-8701 Gheytonchi_Elham@smc.edu
Amber Katherine	Faculty Lead	Same as above	310-434-3539, Katherine_Amber@smc.edu
Genevieve Bertone	Executive Director, Sustainable Works	Same as above	310-458-8716 X1, Bertone_Genevieve@smc.edu
Laurie McQuay-Peninger	Director, Grants	Same as above	310-434-3718, Mcquay-Peninger_laurel@smc.edu
Chris Bonvenuto	Accounting Manager	Same as above	310-434-4508 Bonvenuto_Chris@smc.edu

H.1. Budget: *In order to provide perspective on reasonable grant requests, the respondents are reminded that \$10,000 is the maximum grant amount allowable. Budget must reflect all anticipated expenses.*

Description	Amount	Notes
Grant Funds requested from MWD	\$ 10,000.00	See Section H.2 for specific details.
Additional Sources of Funds:		
1. SMC Foundation	\$ 4,500.00	Professor Katherine received a three year grant of \$5,000 per year in Spring 2007 as part of the Social Science Chair of Excellence Award. Her project is entitled, <i>Curriculum Reorientation for Sustainable Education: A Professional Development Plan for "Greening" Student Success</i> . She will allocate \$3,000 of her 2008 award to support her involvement in this project (40 hours at \$75.00/hr). She has also used \$1,500 of her

		award to purchase a professional camera for use with this project.
2. Media Policy Center and Foundation	\$1,000	Harry Wiland, who produced "Edens: Lost and Found," will provide technical support.
Additional Sources/ in kind services		
Office space	Not determined at this time	There will be 2 office spaces available at main campus for our use
SMC Reprographic Center	N/A	The center will make copies of our fliers.
Project Total	15,500.000	

H.2. Each participant must demonstrate how they will provide the minimum match of 25% of the total cost of the proposal. The matching funds can be categorized as: (1) Grants, (2) In-Kind contributions, 3) Volunteer time and 4) Donated Equipment. Where applicable the stipends may not exceed 50% of the proposed budget.

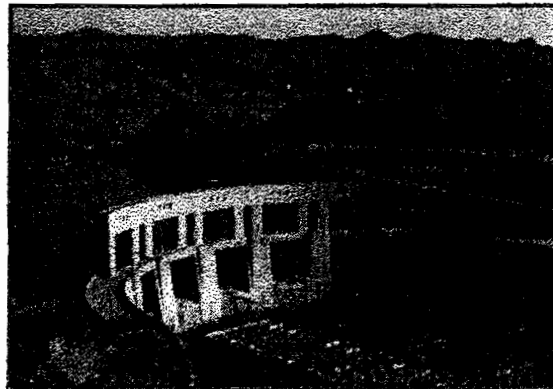
Line item	Amount	Description
Stipends	\$ 3,000.00	Faculty Project Manager stipend (\$1,500 per semester, which is equivalent to 20 hours at \$75 per hour. NOTE: It is expected that the Project Manager will contribute more than 20 hours to the grant.)
Lab Fees	-0-	
Office Supplies	-0-	
Consultant	\$ 1,000.00	Stipend for one half of Harry Wiland's time on project
Overhead Fee	-0-	
Conference Registration	-0-	
Equipment	\$4,500.00	\$1,200.00 to purchase Final Cut Studio 2 VLA 5 \$300.00 to purchase one flat screen monitor \$3000.00 to purchase one DV Deck for editing
Other (define)	\$1,500.00	Educational signage for garden at the Center for Environmental and Urban Studies
Total	\$10,000.00	



I. SIGNATURE BLOCK

	NAME	SIGNATURE	DATE
Faculty Project Manager	Elham Gheytaichi	<i>[Handwritten Signature]</i>	12/11/07
Student Project Manager	Luis Suarez	<i>[Handwritten Signature]</i>	12/11/07
Member Agency Representative ²	BENITA LYNN HORN MWD	<i>[Handwritten Signature]</i> *	12/11/07

Note: On a voluntary basis, the Member Agency, has agreed to serve as the local partner for the college / university. As a non-fiscal partner, the Member Agency is not required to provide financial assistance for the Project. At their discretion and strictly on an as-needed basis, the Member Agency will provide in-kind resources and technical assistance for the college / university, pending availability of requested resources or personnel (subject matter experts). *Excerpt from MWD-College Funding Agreement*



* THIS DOES NOT GUARANTEE A GRANT AWARD

² For a list of local water agencies (member agencies), log onto www.mwdh2o.com or you may contact the Project Coordinator, Benita Lynn Horn at waterforum@mwdh2o.com or (888) 42-WATER.



2125 Arizona Avenue, 2nd floor
Santa Monica, CA 90404
www.mediapolicycenter.org | www.wilandbellprod.com

Tel: 310.828.2966 - Fax: 310.453.8485

December 5, 2007

Elham Gheytauchi, Ph.D
Amber Katherine, Ph.D
Department of Philosophy and Social Sciences
Santa Monica College
1900 Pico Blvd.
Santa Monica, CA 90405

Dear Professors Gheytauchi and Katherine:

Please accept this letter as our commitment to participate in the proposed World Water Forum College Grant, which will utilize Public Service Announcements as a communication strategy to raise awareness of water conservation. As you know, it is the goal of the Media and Policy Center Foundation to "create, organize, and produce innovative film, public television, print, multimedia, and software programming dealing with the emerging issues of social welfare, public policy, education, healthcare, and the environment." As such, this project fits well with our mission and expertise.

In the last year, we have enjoyed the opportunity of working with you and your students to develop a service learning partnership program at SMC using media to promote greater sustainability practices among the students and faculty of Santa Monica College as well as the general community of Santa Monica and greater Los Angeles. It is my understanding that this project will build upon the previous year's efforts and increase institutional capacity to continue to use the media as both a teaching and learning tool and a means of advocating for environmental concerns. The editing equipment which you are proposing to purchase through this grant will greatly increase your program's effectiveness and your ability to sustain grant efforts after the grant ends.

The Media and Policy Center Foundation looks forward to continuing its work with you as you develop and enrich SMC's programs to create real media tools in the fight against global warming.

Sincerely,

Harry Wiland

Harry Wiland
Co-CEO/Co-President
Media & Policy Center Foundation

SustainableWorks

*Promoting sustainable practices
in the urban environment*

December 13, 2007

Elham Gheytauchi, Ph.D
Amber Katherine, Ph.D
Department of Philosophy and Social Sciences
Santa Monica College
1900 Pico Blvd.
Santa Monica, CA 90405

Dear Professors Gheytauchi and Katherine:

Thank you for your invitation to support Santa Monica College's World Water Forum College Grant, which will utilize the Center for Environmental and Urban Studies as a location for filming Public Service Announcements. Sustainable Works, a nonprofit organization housed at the Center, is excited to offer our support to this project. Our student greening program is a comprehensive 9-week environmental education program that will provide a strong pool of engaged students to assist with the project, including many international students. Every year we educate over 400 students about important environmental issues, such as water quality and conservation. Because over 40 different professors representing more than 15 different departments offer our program, our students represent a diverse set of interests, backgrounds, and social and ethnic orientations.

The mission of Sustainable Works is to foster a culture of sustainability in cities, businesses, and college campuses. Providing students with a variety of learning tools is essential if we are to bring sustainability into the mainstream culture at Santa Monica College and to the community at large. The public service announcements proposed in the grant application provide an effective method of spreading the word while training tomorrow's generation of water experts. Filming at the Center for Environmental and Urban Studies will help raise awareness to the important work already being done on campus. Our native garden is currently under utilized due to lack of educational signage. Sustainable Works is committed to ensuring that this project creates lasting educational opportunities that are utilized for many years to come.

Thank you for the opportunity to be involved in such a unique and effective project. We look forward to supporting you in the future.

Sincerely,



Genevieve Bertone
Executive Director
Sustainable Works

Santa Monica College

RESUME

Elham Gheytonchi (Faculty Project Manager)

Adjunct Professor, Sociology
Santa Monica College
1900 Pico Blvd., Santa Monica, CA 90405
310-434-8701
gheytonchi_elham@smc.edu

COURSES AND AREAS OF SPECIALIZATION

- Introductory Sociology (Soc 1)
- Sociological Research (Soc 4)
- Sociology of Middle East
- Gender and Environmental Studies
- Race, Class and Gender inequalities

COMMITTEE EXPERIENCE

- League of Conservation Voters- California
- Coalition of Women from Asia and the Middle East
- Natural History Museum of Los Angeles County (NHM)
- Iranian Women's Studies Foundation
- American Sociological Association
- Environmental Affairs Committee, Santa Monica College

TEACHING EXPERIENCE

- Santa Monica College, Santa Monica, CA (2002-present)
- California State University, Long Beach, CA (2006-2007)
- Loyola Marymount University, Los Angeles, CA (2003-2004)
- LA Valley College, Los Angeles, CA (2005-2007)

EDUCATION

- University of California, Los Angeles, Ph.D candidate, Sociology, 2001
- University of California, Los Angeles, MA, Sociology, 1998
- University of California, Los Angeles, BA, Sociology, 1995

AWARDS AND PUBLICATIONS

"I will Turn off the Lights: The Allure of Marginality in Post-Revolutionary Iran," *Comparative Studies of South Asia, Africa and the Middle East*, 27.1, 2007: 175-225.

"Civil Society in Iran: Politics of Motherhood and Public Sphere" in *International Sociology Journal*, Volume 16, No. 4, December 2001: 557-577.

Proud holder of 2004 Los Angeles Marathon Medal.

Outstanding SMC Instructors Award, June 2003.

Recipient of the first place 2002 L.A. Press Club Radio News Bureau award.

RESUME

Amber L. Katherine, Ph.D. (Faculty Lead)

Associate Professor, Philosophy & Social Sciences
Santa Monica College
1900 Pico Blvd, Santa Monica, CA 90405
(310) 434-3539
Katherine_amber@smc.edu

PROFESSIONAL OBJECTIVE

I am committed to creating opportunities to use my education and experience to advance meaningful dialogue and promote global citizenship in the service of sustainable development.

COURSES & AREAS OF SPECIALIZATION

- Environmental Politics (POLSC 22)
- Introduction to Knowledge & Reality (PHILOS 1)
- Modern Philosophy and Modern Political Thought (PHILOS 4 & 52)
- Gender Studies (WOMST 10)
- Philosophy of Education (feminist pedagogy and interdisciplinary studies)

COMMITTEE EXPERIENCE

- Academic Senate Executive Committee (2005 – present)
- Social Committee Co-Chair (2005 – present)
- Environmental Affairs Committee (2005 – 2006)
- Professional Development Committee (2005 – 2006)
- Elections & Bylaws Committee (2002 – 2003)
- Professional Ethics Committee (2000 – 2002)
- Women's College "council" (1999 – 2000)

TEACHING EXPERIENCE

- Santa Monica College, Santa Monica, CA (1999 to present)
- Edgewood College, Madison, WI (1997 to 1999)
- St. Mary's College, Notre Dame, IN (1996 to 1997)
- Michigan State University, East Lansing, MI (1992 – 1996)

EDUCATION

- Michigan State University, *Ph.D.*, Philosophy, 1998
- Michigan State University, *MA*, Philosophy, 1990
- University of Illinois, *B.A.*, Political Science, 1986

AWARDS & PUBLICATIONS

- 1986 Magna Cum Laude, Phi Beta Kappa
- 1996 National Endowment for the Humanities Summer Institute
- 1998 Outstanding Teacher Award, Edgewood College
- 2000 "Audre Lorde's 'An Open Letter to Mary Daly'", Invited contribution to *Feminist Interpretations of Mary Daly*, (Penn State Press, 2000)
- 2000 "(Re)reading Mary Daly as a Sister Insider", Invited contribution to *Feminist Ethics: More Essays*, (University of Kansas Press, 2000)

RESUME

Genevieve Bertone (Project Team Member)

Santa Monica, CA

geneviebertone@yahoo.com

EDUCATION

B.A. Religion and Ethics, University of Oklahoma, June 1998

(Universidad de Mar del Plata, Argentina, International Student Exchange, 12/1997- 05/1998)

M.A. Urban Planning, University of California, Los Angeles, June 2007

EXPERIENCE

- **SUSTAINABLE WORKS, Santa Monica, CA, February 2001 to present**

Executive Director

- Manage annual budget of \$350,000-\$500,000
- Lead development and implementation of program, organizational, and financial plans
- Manage programs that serve 400 students, 200 residents, and 20 businesses through comprehensive greening process

Business Greening Program, Account Executive

- Perform on-site audits pertaining to resource efficiency
- Generate comprehensive recommendations and present to senior management
- Research and gather resources needed for implementation, including employee education

City of Santa Monica, Water Resource Department, Commercial Direct Install

- Schedule and perform on-site conservation audits for local businesses
- Perform employee education regarding water efficiency
- Recommend water saving devices and behaviors changes to senior management
- Complete and submit inspection and application forms to appropriate agencies

City of West Hollywood, Urban Runoff Mitigation Program

- Create employee education presentation and support materials
- Schedule employee education and waterbroom delivery
- Educate employees and management on best practices and urban runoff mitigation.

- **TREEPEOPLE, Beverly Hills, CA, July 2004 to August 2006**

Sun Valley Watershed Management Project, Community Outreach Consultant

- Identify and create educational opportunities, such as events, conferences and presentations
- Develop a comprehensive literature and technology review regarding successful public participation programs in the sustainability movement

- **CITY OF SANTA MONICA, Santa Monica, CA, June 2004 to August 2006**

Environmental Programs Division, Water Resources Department, Consultant

- Consult with department staff regarding city programs and outreach strategies
- Track and process citations on city ordinances
- Create and promote city programs for resource conservation and civic engagement

ACTIVITIES

City of Santa Monica, Sustainable City Task Force Santa Monica, CA 90405

Vice-Chair, Spring 2004 to present

- Assist in creating an implementation plan for Santa Monica's Sustainable City Plan (SCP)
- Advise City Council during development and adoption of an implementation plan
- Assist City staff with educating City boards and Commissions, community groups and institutions on SCP related matters

Santa Monica College, District Planning College Services Committee Santa Monica, CA 90405

Member, Fall 2007 to present

- Work with members to create criteria for selecting all college vendors
- Assist in creating RFPs for vendors
- Assist in reviewing other services offered to the campus community, such as police and reprographics, etc.

Solar Santa Monica

Advisory Board, 2006- present

- Prepare and implement public participation strategy.
- Advise City staff on legislative action to facilitate solar incentives.
- Track and monitor funds raised and distributed.

Santa Monica College Environmental Affairs Committee Chair, Audit Subcommittee, 2006-2007

- Gather, organize, and analyze extensive data regarding SMC's resource use
- Assist in creating the 2005-06 Santa Monica College Environmental Audit
- Create and facilitate Chancellor's Sustainability Initiative

UCLA Chancellor's Advisory Committee on Sustainability Monthly Meetings, 2005-2007

- Meet with various stakeholders to facilitate the implementation of sustainable practices campus-wide
- Identify opportunities for partnerships and collaborations across campus
- Consult with map creator in creating and gathering content

PROFESSIONAL TRAININGS

Leadership in Energy and Environmental Design (LEED), January 2007

- Reviewed LEED certification criteria, focusing on LEED-EB
- Reviewed LEED Accredited Professional requirements and related materials

Community Based Social Marketing Training and Workshop, August 2004

- Learned about CBSM and how to apply it to various community programs
- Extended training on ways to overcome social barriers to change

Plumber's Training: Fixtures for Water Efficiency, January 2003

- Received intensive education regarding innovative water efficiency plumbing technologies
- Learned how to audit plumbing infrastructure and recommend appropriate technology