

# GREEN KEENE: CAMPUS-WIDE ENGAGEMENT AND ACTION ON SUSTAINABILITY

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## INTERVIEWER'S/FACILITATOR'S GUIDE

### **INSTRUCTIONS**

Please follow this guide as closely as you can when running your small groups. This will allow us consistency in approach and make it easier for us to summarize results. Experience suggests that groups should be no bigger than about 8 people, otherwise it is too hard to collect information in a timely fashion. A focus group of 6-8 people will take about 90 minutes.

**Use a facilitator *and* note-taker if you can.**

It's hard to keep the conversation on track and take detailed notes at the same time. If possible, it is most helpful if you have someone to support you by taking notes. Optimal is one facilitator and one note taker. If you need support, please contact Cary Gaunt in the Sustainability Office.

**Provide summary notes, ranking sheets, and the final survey to Cary Gaunt.**

Please take notes from your meeting and type up the highlights to share with the Sustainability Office. We would like to see summary information for each of the questions that follow, presented in a clear way that will help us compare results across all groups.

Some questions require ranking. Please collect the ranking sheets and/or dot voting information, tally the results, and **provide summarized results** (e.g., number of votes for each topic) ***and raw data*** to us.

The final question (#10) asks participants to rank sustainability projects/actions from a separate sheet. This sheet tracks with the AASHE STARS check list. **Please make sure you save time to have everyone complete this ranking sheet – it is *extremely* important feedback for us. It takes about 10-15 minutes.** Collect and return the completed ranking sheets.

As you move through the guide, the questions we want you to ask are highlighted in **Bold**.

**Background information** about this project is provided as an Appendix (Supplementary Material) to this Facilitator's Guide if you want to provide contextual information to your group. Someone from the Sustainability Office can also come to support your facilitation and/or give an overview presentation.

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## *THE QUESTIONS*

### **OPENING QUESTION; DO AS PART OF INTRODUCTIONS:**

(START WITH THE FOLLOWING INTRODUCTORY QUESTION TO GET EVERYONE TALKING. We recommend doing a simple go around so that everyone has a chance to answer; and make sure to monitor time.)

**As an individual, what does sustainability mean to you?** Please answer with a few words or short phrase. We will have time to dive deeper later in the questions.

### **THE REST OF THE QUESTIONS FOR YOUR GROUP**

1) What does sustainability mean for your group?

(If you desire, share the STARS checklist so that people have a sense of the possibilities encompassing sustainability.)

2) Historically and today, how does your group approach sustainability?

3) Do you have any specific commitments, goals, practices that you routinely follow or that guide you?

4) How do you learn about sustainability on campus?

5) How would you like to learn about sustainability on campus? *(If possible, identify the top 3 ways your group would like to learn.)*

6) What are the highest priorities for sustainability that the campus should pursue? *(Once you list all the high priorities, please select your top 5 choices for the group.)*

7) How about the highest sustainability priorities your office or group should pursue? *(Once you list all the high priorities, please select your top 5 choices for the group.)*

8) Other than financial resources, what barriers do you encounter when trying to pursue sustainability? How can we overcome these?

9) In summary, what do you think are the most important ways to bring a culture of sustainability to the campus? *(Once you list all the high priorities, please select your top 5 choices for the group.)*

10) Thank you so much for your time. Please complete the following ranking sheet before you leave—this is presented as a separate file.