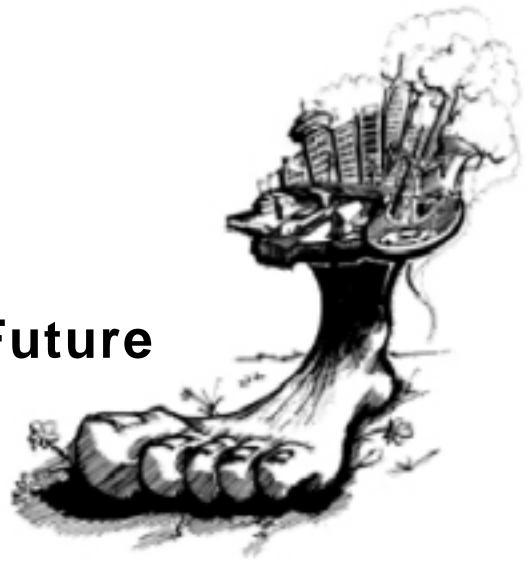


Project Plan

IPRO 332 : Our Energy Future

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1.0 Abstract

Very little unbiased information is available to the general public about energy needs, concerns, and sources. The philosophy behind IPRO 332 is that people should be sufficiently educated about their own energy choices to be able think critically about the corresponding consequences.

This IPRO team will build on the work underway since Spring 2007 in developing effective methods for educating high school students about energy and sustainability, expanding our outreach to junior high school students.

In addition, the team will: (1) Construct a Teaching Kit to extend the reach of the program beyond the Chicago metropolitan area to provide educators with the materials they will need to present the modules on their own and tailor it to their classrooms; (2) Complete the full-scale launch of the organization's website, www.howmanyearths.com, to enrich the learning experience, provide a professional contact interface and build a community of engaged teachers and students; (3) Execute a formal marketing plan to build awareness of our efforts, establish our brand image, promote our work, and greatly increase visibility; and (4) Pursue grants and funding with the goal of establishing a viable, long-term, not-for-profit organization.

2.0 Background

Energy can neither be created nor destroyed. This is one of two things one can know for certain about energy. The other is that energy has become increasingly scarce.

It is no surprise, then, that in the recent past, "sustainable" and "energy conscious" became buzzwords in every media outlet around the world, signifying a shift to mass interest in anything environmentally friendly. These words are often tied to appliances, automobiles, houses, and services to advocate energy saving in the noble act of conserving our planet. The IPRO 332 Fall 2008 project believes in the mission of educating young adults in becoming more energy consumption conscious.

IPRO 332 is in its fourth semester and continues to evolve and lay the foundation for becoming an established self-sufficient organization. This semester's team will work in moving forward to achieve this goal. For the past three semester's each team has worked to achieve their mission of creating an energy future through education. Starting with extensive research, preparation of materials, and proper promotion and publicity, all three previous teams created a well-rounded program that is now ready to be refined, expanded and widely promoted.

The project will utilize existing material available via the World Wide Web and organize the information in an easy-to-understand and concise way. The bulk of the presentation will include improved PowerPoint presentations to introduce students to the ideas of recycling, reusing, energy consumption, and, most importantly, to the idea of the Ecological Footprint. The presentations will become more interactive, allowing the students to take part in surveys, quizzes, and games.

Because this is a continuing IPRO, this semester's team will evaluate the pros and cons of the previous semesters' methodologies via returning team members and the analysis of previous semesters' project outcome. The team will also integrate new ideas that members of the team may have, allowing the project room for improvement.

Ethics remains one of the most important issues during the development of the project, and all presentations and media will be handled in an unbiased and informative way. The team plans to build on previous semesters' methods of collecting feedback while remaining unbiased as new materials and methodologies are added to the project.

Finally, the team wants to maintain a strong sustainability-oriented look by improving the existing official website, marketing values and goals, and educational tools such as the PowerPoint presentations and Teaching Kit.

