

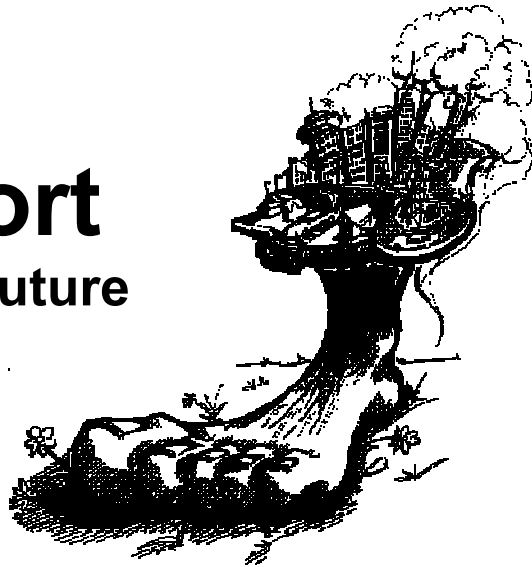
# Midterm Report

## IPRO 332: Our Energy Future

Advisor: Professor Jim Braband

Illinois Institute of Technology

March 14, 2008



## 1.0 Revised Objectives

IPRO 332 felt that there was no need to make changes to the objectives listed on the Project Plan. The team feels that these objectives are a vital aspect in making our project a success. The objectives are as follows:

1. Develop a teaching kit containing curriculum to present the Ecological Footprint module and instructional materials designed to help teachers teach the module. Use the teaching kit as a means of spreading our module beyond our immediate scope, to high school teachers, college campus organizations and volunteer based groups.
2. Develop a website to enrich the experience of the module, provide a professional contact interface and deliver our educational message to a broader audience.
3. Promote How Many Earths and education on resource consumption by developing marketing plan, publishing stories in local media outlets and capitalizing on publicity opportunities.
4. Continue to reach out to high school students by visiting more Chicago-land high schools, continuing to present the Ecological Footprint module and beginning to present the Cradle-to-Cradle module.
5. Refine the Cradle-to-Cradle presentation by analyzing feedback and response of pupils.
6. Continue to collect and analyze feedback from students and teachers concerning both of the modules, our presentation style and the teaching kit. Use this information to continually enhance the learning experience.

## 2.0 Results to Date

IPRO 332 has begun to implement a new module into the presentation. The outreach team has a schedule presentation at Hyde Park High School for March 13th and 4th. The outreach team has also begun the creation of a kit that will be sent out to schools for the teachers to do the actual presentation.

IPRO 332 has been in contact with Fabio Buffa (Service Learning Coordinator, IIT) regarding Earth day activities going on through IIT. The team has been asked to do various presentations and a meeting with Fabio has been scheduled for after spring break. The Marketing Team has created a marketing plan that will promote the work of the team. Various items have been created to act as fundraisers.

IPRO 332 has agreed to take part in a book drive that will promote sustainability. This will be a month long event that will benefit an organization and hopefully bring in some funds. We have also begun development of a website ([www.howmanyearths.com](http://www.howmanyearths.com)). The page is running but is still under development.

### 3.0 Revised Task / Event Schedule

We initially expected to have the beta kit done before Spring Break. That has since changed due to the fact that we had to turn in both the Project Plan and the Code of Ethics, which both required more time and resources than previously thought. The beta kit is expected to be completed the week after Spring Break.

An earth week presentation as well as a Book Drive was brought upon us unexpectedly. It was not included in our original plans but due to the fact that they would help out our publicity and allow us to gain the kind of recognition we are seeking, as well as help raise funds for the IPRO, we are adjusting our plans to fit both of events into our schedule. Engineers' Week was also an unexpected opportunity that we had not accounted for in the Project Plan. This was also a great way for our IPRO to gain exposure.

In order to ensure that the Cradle-to-Cradle module will be presented, the Outreach Team has set aside a specific day to ensure that the module is presentation-ready. Once the presentation is finalized, the team would like to beta test it at De La Salle High School. Originally, the Outreach Team expected to have about eight weeks to present to schools, assuming we could present at up to two schools per week. Since our time has been reduced, we will be doing multiple presentations each week as opposed to a limit of two per week as initially planned.

As of now, there have been no task changes within our team. Each team is still working on the goals in the Project Plan.

### 4.0 Changes in Task Assignments and Designation of Roles and Team Organization

There have not been any major changes to task assignments, role designation or team organization. As reflected in the updated event schedule, some dates have shifted, but the overall order and objectives have not changed. The reason our team is organized so well is due to open lines of communication between team members and sub-teams, and our team leader had experience from last semester's IPRO to guide the team into appropriate sub-teams and roles.

#### Team Leaders & Sub-Teams

**Dariusz Bunda** – Overall Team Leader

**Alfredo Garcia** – Outreach Team Leader

The Outreach Team is responsible for contacting local schools and presenting the module to high school students. They will also refine the Cradle-to-Cradle module, while developing a How-To Kit for teachers to perform presentations on their own. They are responsible for collecting and compiling feedback from students. The Outreach Team includes:

Maile Rennard  
Minh Nguyen  
Samantha Staley  
Carmen Aguilar-Wedge  
Dariusz Bunda

**Sarah Stone** – Marketing Team Leader

The Marketing Team is responsible for developing a marketing plan (which has been completed) and implementing the plan so that IPRO 332 has a recognizable brand in the communities visited. They are also responsible for the budget and fundraising projects. The Marketing Team includes:

Kaitlyn Connley  
Andrew Mey  
Alex Di Sciullo Jones

**Audrey Galo** – Web Development Team Leader

The Web Development Team is responsible for creating a website which reflects the aims and objectives of IPRO 332, while ensuring that all guidelines and requirements of the IPRO Website Competition are met. The Web Development Team includes:

Rohan Mehta  
Matthew Walczuk

While the group continues to grow and develop, no major task or role changes have been made. Formerly, Carmen Aguilar-Wedge was keeping minutes but this responsibility has been shifted to Maile Rennard because of time constraints. Also, Samantha Staley was assigned the additional tasks of iGroups Manager and collecting and summarizing weekly time sheets. Dariusz Bunda makes a weekly task list for the team. The sub-teams have undergone virtually no change in their organization or focus.

## 5.0 Barriers and Obstacles

IPRO 332 has encountered some obstacles thus far in the project, but has managed to move past all of them. The Storming Stage for our group was an obstacle in itself. We struggled at times to understand each other, communicate our personal goals and define our group objectives. This is always a frustrating process, but once our objectives were laid out, everyone got to work and still seemed excited about the project.

Focusing on IPRO deliverables, which we recognize as an important tool in our success, has taken time away from project tasks and pushed back some dates, for example the date to finish the first beta version of our How-To Kit has been moved back. Now that most of the deliverables have been completed, we are excited to focus on the rest of the project.

Finding good ideas for funding has also proved challenging, but our faculty advisor, Professor Braband, has recently introduced us to a fundraising project that will also help us donate books and money to children in developing nations. In addition, we have not

yet presented to as many schools as we had originally planned. This was partially due to the fact that teachers have had scheduling conflicts, but also because it has taken longer than expected to prepare the Outreach Team for presentations. Now that the team is ready we have our first presentation scheduled for March 13-14 at Hyde Park High School, and several more presentations have already been planned or are being scheduled.

The remaining barriers for IPRO 332 will be to gain recognition in the communities visited, raise funds and visit enough schools to meet our goals. To gain recognition, the Marketing Team is designing posters, stickers, a logo, shirts and other "branded" items in order to get our name out. A key component of this will be the Web Development Team finishing the website so that teachers, students and others can contact us, learn more about us or learn more about energy and resource consumption online and with ease.

To raise funds, IPRO 332 plans to do a book drive on campus and in the community. The books will then be shipped to Better World Books who sells them and donates a portion of the proceeds (or books) to Room to Read. In return, Better World Books gives a portion of the proceeds back to us. Finally, to make sure we visit enough schools, each member of the Outreach Team is responsible for locating and contacting 2-3 local high schools. This number provides us with some leeway for not being able to visit a few of the schools on our list due to time constraints or conflicts.

## 6.0 Code of Ethics

See attached document.

## 7.0 Midterm Presentation Slides

**IPRO 332 Our Energy Future**

Minh Nguyen	Alfredo Garcia
Carmen Aguilar-Wedge	Rohan Mehta
Dariusz Bunda	Andrew Mey
Kaitlyn Connely	Maile Rennard
Alex DiSciullo-Jones	Samantha Staley
Audrey Galo	Sarah Stone

Matthew Walczuk

**Problem Statement**

- Many people, especially in the United States, consume energy and resources at a rate higher than the Earth can sustain. Education about this issue is lacking.
- IPRO 332 seeks to resolve this problem by reaching out to our community to raise awareness in high school students about energy and resource consumption by engaging students in fun, interactive and informative activities.

**Goals and Objectives**

- Teaching kit
- Website
- Promotion/Marketing
- Visiting schools
- Cradle-to-Cradle module
- Feedback

## Team Organization

- Outreach sub-team
- Marketing sub-team
- Website Development sub-team

## Progress to Date

- Manual
- Scheduled presentations
- Updated and edited presentation materials
- Established service learning contact
- Engineers' Week Expo
- Marketing plan
- Website development
- IPRO deliverables

## Obstacles and Resolutions

### Obstacle

- Storming Stage
- Scheduling schools
- Fundraising ideas

### Resolution

- Defining clear objectives and setting dates
- Persistence, expanding schools chosen
- Better World Books

## Anticipated Changes

- Changing our schedule to accommodate for Earth Week presentation
- Incorporating the book drive into our current schedule
- Revamping Cradle-to-Cradle presentation

## Remaining Tasks

- Cradle-to-Cradle
- School presentations
- Book fundraiser
- Website completion
- Marketing
- Publicity
- Feedback analysis

Questions or Comments?

Thank you for your time.

For more information, please visit  
[HowManyEarths.com](http://HowManyEarths.com)