

EN 7: Employee Educators Program

3 points available

A. Credit Rationale

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

B. Criteria

Institution administers or oversees an ongoing staff/faculty [peer-to-peer](#) sustainability outreach and education program that meets the following criteria:

- Employee sustainability educators are formally designated and receive formal training or participate in an institution-sponsored orientation to prepare them to conduct peer outreach to other employees;
- The institution supports the program with financial resources (e.g., by providing an annual budget) and/or administrative coordination by staff or faculty; and
- The peer educators 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 peer 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* credits.

C. Applicability

This credit applies to all institutions

D. Scoring

Institutions earn the maximum of 3 points for this credit by having a peer-to-peer educator program that serves (i.e., directly targets) all employees (full- and part-time staff and faculty). Incremental points are awarded based on the percentage of employees served by the peer-to-peer educator program. For

example, an institution with a program that serves 50 percent of all employees would earn 1.5 points (half of the points available for this credit).

Points for this credit are calculated automatically in the STARS Reporting Tool as follows:

Factor		Number of employees served by a peer-to-peer outreach program		Total number of employees		Points earned
3	×	_____	÷	_____	=	Up to 3

E. Reporting Fields

Required

- Total number of employees (staff + faculty, headcount)
- Number of employees served (i.e., directly targeted) by a peer-to-peer sustainability outreach and education program (avoid double-counting)

If greater than zero, provide:

- Name of the employee educators program
- Number of employees served (i.e., directly targeted) by the program (headcount)
- A brief description of the program, including examples of peer-to-peer outreach activities
- A brief description of how the employee educators are selected
- A brief description of the formal training that the employee educators receive to prepare them to conduct peer outreach
- A brief description of the financial and/or administrative support the institution provides to the program (e.g., annual budget and/or paid faculty/staff coordination)

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

- Number of employees served (i.e., directly targeted) by the program (headcount) (2nd program)
- A brief description of the program, including examples of peer-to-peer outreach activities (2nd program)
- A brief description of how the employee educators are selected (2nd program)
- A brief description of the formal training that the employee educators receive to prepare them to conduct peer outreach (2nd program)
- A brief description of the financial and/or administrative support the institution provides to the program (e.g., annual budget and/or paid faculty/staff coordination) (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, including the number of employees served and how employee educators are selected, trained, and supported by the institution

Optional

- Total number of hours employee educators are engaged in peer-to-peer sustainability outreach and education activities annually

- The website URL where information about the programs or initiatives is available
- Additional documentation to support the submission (upload)
- Data source(s) and notes about the submission
- Contact information for a responsible party (a staff member, faculty member, or administrator who can respond to questions regarding the data once it is submitted and available to the public)

F. Measurement

Timeframe

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

Sampling and Data Standards

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

G. Standards and Terms

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 university 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 Academic Department Green Teams train educators to represent their departments. All academic departments at Example University participate in the Green Teams and have at least one representative who serves on the institution-wide Green Team. This program serves 200 employees (the employees affiliated with an academic department).
- 2) Example College's maintenance department has 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.

The remainder of the college's employees are not served (i.e., directly targeted) by the program. Total number of employees served by a peer-to-peer outreach program = $200 + 50 = 250$.

Factor		Number of employees served by a peer-to-peer outreach program		Total number of employees		Points earned
3	×	<u>250</u>	÷	<u>500</u>	=	1.5