



U.S. Green Building Council 2009 Excellence in Green Building Education Recognition Awards

Request for Proposals

The Excellence in Green Building Education Awards Program includes Recognition Awards and Incentive Grants that celebrate innovative curricular activities in formal education settings that are reflective of the U.S. Green Building Council's guiding principles and strategic goals as outlined in its [Strategic Plan 2009-2013](#). The program recognizes Pre-K through university-level curricula that advance USGBC's mission to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life.

The intent of the awards and grants is to celebrate and disseminate discrete and replicable pedagogical efforts in order to promote green building education. With USGBC's guiding principles serving as a backdrop, submissions should use the built environment as a teaching tool and focus on at least one of the strategic goals listed below.

U.S. Green Building Council's *Strategic Plan 2009-2013*:

Guiding Principles:

- Promoting the triple bottom line of strengthening the balance between environmental, social, and economic prosperity
- Establishing leadership by championing societal models that achieve a more robust triple bottom line
- Reconciling humanity with nature to create and restore harmony between human activities and natural systems
- Fostering social equity by respecting all communities and cultures and aspiring to an equal opportunity for all
- Maintaining integrity by utilizing technical and scientific data to protect, preserve, and restore the health of the global environment, ecosystems, and species

Applicable Strategic Goals:

- *Sustainable Cities and Communities*: Catalyze and lead the building sector's active participation in the movement to achieve sustainable cities and communities
- *Climate and Natural Resources*: Lead the dramatic reduction and eventual elimination of building construction and operations' contribution to climate change and natural resources depletion
- *Green Building Marketplace*: Accelerate green building demand, delivery, and accessibility
- *Public Policy*: Advocate for effective and comprehensive green building policy and codes at all levels of government

Program Details

Goal of the Recognition Awards: The goal of the awards program is to honor innovative courses, projects, activities, or programs that advance green building education across the spectrum of educational levels and content areas. The awarded programs are to serve as resources for other educators in developing and teaching sustainability coursework.

Recognition Awards Description: USGBC seeks submissions across a broad range of disciplines, highlighting both courses and programs that demonstrate multi-disciplinary collaboration. The awards champion educational experiences that focus on advancing USGBC's guiding principles and strategic goals.

Award Categories:

- Pre-K to 12
- Community and Technical Colleges (two-year institutions)
- College and University Programs (four-year institutions; undergraduate and graduate)

Awards: USGBC will select up to a total of 15 Recognition Awards, each with a \$1,000 honorarium. There is no limit on the number of award submissions by an individual or institution.

Eligibility Requirements:

- For the Pre-K to 12 category, teacher(s) or curriculum specialist(s) from public, private, or charter schools are eligible.
- For the community/technical college and college/university categories, the submitting educator(s) or principal investigator(s) must be employed by a **degree granting** institution.
- Non-profit organizations such as accredited museums, foundations, historic sites, botanical gardens, etc., that develop green building education programs serving the audiences listed in the above categories are eligible.
- The person(s) submitting the proposal must be employed by the requesting organization or institution.

Not Eligible:

- For-profit companies are not eligible.
- Certificate granting or professional development institutions are not eligible. Such organizations are encouraged to contact [USGBC's Education Provider Program](#).
- Individuals not affiliated with a non-profit or educational institution are not eligible.
- Standing members of USGBC's Formal Education Committee and 2009 Excellence in Green Building Education jury members are not eligible to submit to the Recognition Awards program. However, Formal Education Committee's or jury members' organizations or institutions may submit for a course or program that is not associated with a committee or jury member.

Submission Process

The Recognition Awards program is a one-tiered submission process facilitated through an online abstract collection system: [2009 USGBC Recognition Awards Submission Form](#). (Detailed instructions are located at the end of the RFP.)

The Recognition Awards submission requires a 200-word overall program description of the project, course, activity, or program. Along with the description, there are specific questions related to the criteria. Answers to each of the criteria-based questions are limited to 150 words. The format also allows for the submission of supporting materials, such as a syllabus, pacing guide, or detailed course description. Multiple-page materials must be condensed into one .pdf file and cannot exceed a total of five pages. The file cannot exceed 8MB. Submissions will also require the names and contact information for three references.

Criteria and Scoring

Jurors will use a 100-point scale to evaluate proposals based on the criteria outlined below.

Overall Program Description (10 points)

Curriculum Content (50 points)

- Describe how the curriculum or program can be replicated. Detail lessons learned. (10 points)
- Describe how the curriculum or program is innovative. (9 points)
- Describe how the curriculum or program advances green building education. (8 points)
- Describe how the curriculum or program is aligned to one or more of USGBC's strategic goals. (8 points)
- Describe how the curriculum or program uses the built environment as a teaching tool. (8 points)
- Describe both the short- and long-term goals of the curriculum or program and how these goals were assessed. (7 points)

Curriculum Approach (30 points)

- Describe how the curriculum or program promotes multi-disciplinary collaboration. (7 points)
- Describe the teaching methods and why these methods are the best for achieving learning objectives. (7 points)
- Describe the assessments used to evaluate student learning. (6 points)
- Describe the learning objectives. (5 points)
- Describe the "audience served" and explain, if any, the unique needs of the students, teachers, organization, or institution. (5 points)

Overall Quality of the Submission (10 points)

Submissions will be evaluated on clarity, quality of writing, and general presentation.

Requirements of Award Recipients

Awards recipients will be asked to share the 200-word general description about the award-winning curriculum/program with other educators through a variety of USGBC resources, including its website; work with USGBC to develop promotional materials, such as, but not limited to, producing a video documentary, webcast, or podcast; participate in USGBC educational events, such as the Educators Summit, the Education Institutes, and the Greenbuild conference; and provide eight, high-quality digital photos for use in USGBC promotional and program materials. Upon announcing the recipients, USGBC will ask award winners to sign a photo licensing agreement. The photos can be representative of curriculum or program goals.

Frequently Asked Questions

Please submit questions to the [USGB Formal Education Department](#) by May 13, 2009. Please put "Recognition Award Question" in the subject line of your e-mail. Answers will be sent directly to the person submitting the question and posted to the USGBC website by May 22, 2009.

Timeline

May 13	Frequently Asked Questions (FAQs) due
May 22	Answers to FAQs sent to submitter and posted to USGBC's website
June 25	Recognition Award submissions due
September 1	Recognition Awards announced
October 30	Honorarium checks mailed, pending receipt of photos (see above <i>Requirements</i>)

USGBC Contact

If you have questions or are interested in sponsoring the Recognition Awards program, e-mail Julia Feder, Manager, K-12 & Higher Education, at jfeder@usgbc.org.

USGBC Excellence in Green Building Education Recognition Awards Submission Instructions

Please read the RFP carefully. We recommend you prepare your answers to the questions (see the *Criteria and Scoring* section of the RFP) before beginning the online submission process, which will allow you to cut-and-paste answers from a Word document. The overall program description will be limited to 200 words, other answers are limited to 150 words.

Please note that you should only begin the online submission process when you have the time to answer **all** the questions. The online system will not accept a submission that does not have information in all the required fields. You may, however, amend completed submissions until the June 25, 2009, deadline.

If you are planning to submit supporting materials, remember that multiple-page materials must be condensed into one .pdf file and cannot exceed a total of five pages. The file cannot exceed 8MB. [Note: When you attach this file with your submission, the online system renames it using your reference number (see *Step Three* below).]

Creating a Submission

Step One: Registering with the Online Submission System

USGBC is using an online submission system. To begin the submission process, you first need to register with the system to create a username and password. To do so, go to:

[USGBC Recognition Award Online Submission Form](#)

Click on the blue “**click here**” link in the red box. You will be asked to create a username (your e-mail address) and a password. Upon completing, you will receive an e-mail from formaled@usgbc.org with a subject line entitled *USGBC Recognition Award Submission Log-in Details*, which confirms your username and password have been accepted. If you are planning more than one award submission, you can use the same e-mail address and password for all submissions.

Step Two: Making a Recognition Award Submission Online

Once you have registered with the online system, you are ready to begin the actual submission process. Return to the submission link:

[USGBC Recognition Award Online Submission Form](#)

Enter your e-mail address and password and hit “Log-in”. Then click on “Click here to make a new submission” and begin the process. Please note that you should only enter your submission when you have the time to answer **all** of the questions. The online system will not accept a submission that does not have information in all the required fields.

Step Three: Remember Your Reference Number

After submitting, you will receive an e-mail from formaled@usgbc.org confirming receipt. The e-mail will include a reference number associated with your submission. Please remember to use the submission name and the reference number in any communication with USGBC.

Amending a Submission

You may wish to change your answers to some of the questions on the submission form before the June 25, 2009, deadline. To do so:

- Log-in to the submission system.
- You will see a list of your submissions. Click on the one you wish to change.
- Scroll through the submission and make the desired changes.
- When you reach the final step, press “Finish”. You will receive an e-mail confirming your submission was amended.

Withdrawing a Submission

If you want to withdraw a submission, please e-mail USGBC at formaled@usgbc.org. Put “Wish to Withdraw Submission” in the subject line and, in the body of the e-mail, include the name of the submission, reference number, and your contact information.