

Sustainability Project Fund Application

Project Title: Applied Student Research Informational Video

Budget Requested: \$150.00

Applicant/Project Leader: Kendra Pomerantz and Naomi Hill, McGill Food Systems Project

Contact Information:

Last Name: Hill

First Name: Naomi

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Daytime Phone: 438-822-6042

Affiliation: Undergraduate

Faculty/Unit: Arts

Relevant Links (to social media/websites): www.mcgill.ca/mfsp

Project theme(s): Academic

Project Group:

Kendra Pomerantz, MFSP Internal Coordinator

Undergraduate, Faculty of Arts

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Please carefully consider the [application criteria](#) before you begin. Consult the [FAQ](#) for further guidance. Application text may replace italicized instructions below. Length (before any appendices) cannot exceed 4 pages. Last revised: December 6, 2013

I. Project Overview

Project summary:

- This project aims to create an informational video explaining the Applied Student Research (ASR) process in a simple and accessible manner. ASR projects use the campus as a “living laboratory” and generate tangible and applicable information about the state and potential improvements of sustainability at McGill. However, the ASR process can seem complicated and discouraging to many students who could otherwise be prime candidates to complete a project. Therefore, a short 1-to-2 minute video which could succinctly and clearly describe the process to captivate interested students would be an essential tool to promote ASR on campus. As members of an on-campus group promoting sustainability-related ASR, we have noticed that many students are unaware of the existence and mechanisms of project completion and that many academic fields*

are unrepresented. As such, a short informational video would help us to exponentially increase ASR awareness and generate many more relevant projects to further McGill's sustainability goals.

- In short, we are seeking funding to be able to pay a videographer to create a 2 minutes video explaining the ASR process to be used as promotional material across the student body.*

Project eligibility:

- Under Vision 2020, one of the concrete objectives is to expand ASR projects related to sustainability. Despite many McGill students being interested in gaining sustainability research experience, many are initially intimidated by the process and so do not pursue it further, decreasing the effectiveness of the current ASR frameworks in place. As such, in order to open up the Vision 2020 ASR goal to the widest possible audience, increasing student awareness is essential.*
- Given the large time commitment necessary for video creation, a small SPF stipend would allow us to hire a student with relevant skills to complete the project in a timely manner.*

Timeframe/Milestones:

- We expect the project to be completed within 8 weeks of obtaining funding. There will be five main milestones: hiring of the videographer, writing of the script, filming, editing and initial roll-out. The first step, the hiring of a videographer, will involve finding a qualified student through listserv email callouts (Arts, Science, Environment, SSMU, and Engineering listservs). This process will take two weeks from funding acquisition. The next step will be the completion of the script, written by the MFSP team after discussion with the videographer. The script will also be circulated to the other MXP's and the Office of Sustainability for additional input or editing. The script-writing process will also take two weeks to complete. The third and fourth milestones will be the actual filming (1 week) and editing (2 weeks) of the video, which will be done by the paid videographer. These are the steps for which the SPF funding would be required. Finally, the finished product will be launched through the MFSP Facebook page and website, the websites and Facebook pages of other relevant sustainability groups on campus, as well as through MFSP outreach in the aforementioned email listservs (1 week). The main deliverable for the initial roll-out is a goal of 150 views of the video in the first week.*
- The success of the project will be judged by the number of views on the video's YouTube page, which will be an indicator of its circulation. Obviously, the success of this project will be ongoing even after the initial completion, because the video will be available as ASR promotional material for the years to come. We envision potentially screening it in Environment and Geography classrooms to recruit interested students, using it during tabling, and putting the link on promotional materials. Furthermore, the circulation of the video is not limited to only the MXP's, as it could also be beneficial for the Office of Sustainability, other on-campus sustainability groups or even professors and other academic faculty.*

- *The video will increase the awareness of ASR at McGill, bringing about more projects and fostering dialogue between interested students, existing ASR and sustainability groups, and academic faculty.*

Stakeholders:

- *The main stakeholders of this project are the MXP groups on campus: The McGill Food Systems Project, The McGill Energy Project, the McGill Waste Project and the McGill Spaces Project. While the MFSP is spearheading the creation of this project, the video will be relevant for all groups. Furthermore, because Vision 2020 has identified ASR as one of its academic goals, an informational video would represent a tangible step toward the objective.*

II. Project Implementation

Tasks and Responsibilities:

- *Indicate clearly all activities associated with the proposed project, the person responsible and the length of time each task is expected to take. Use the table below (expanded as required) to summarize this information.*

Type of Activity – Task	Estimated Time Required	Group Member in Charge
Hiring of Videographer	2 weeks	Naomi and Kendra
Writing of script	2 weeks	Naomi and Kendra
Filming of Video	1 week	Naomi and Kendra overseeing
Editing of Video	2 weeks	Naomi and Kendra overseeing
Initial Video Roll-Out	1 Week	Naomi and Kendra

III. Financials

- *Critical Date: Please state if there is a critical date by which funding is required*
- *Please provide details of the budget that is being requested in the tables below (expand as required).*

Detailed expenses:

Expense Description	Estimated Cost
Videographer's stipend	\$150.00

Detailed revenues:

Revenue Source	Amount Requested	Confirmed?
Sustainability Projects Fund	\$150.00	No

IV. Additional information:

- *Naomi Hill is the Community Engagement Coordinator for the McGill Food Systems Project. She works to promote MFSP and increase awareness about ASR within the student body.*
- *Kendra Pomerantz is the Internal Coordinator for the MFSP, in charge of overseeing all group activities, ensuring that initiatives are completed, and supporting outreach efforts.*