



Dear Faculty Member,

Welcome to the Greenlight Award contest! This program encourages students to propose an environmental behavior change project for the opportunity to carry it out in their local community with funding and support from Bedford 2020. Upon registration students are asked to find a faculty advisor to sign off on their participation. **This letter explains what faculty advisors are asked to do during the year and what advisors and students can expect from Bedford 2020.**

Contest Overview

- October - December: Students research, attend a workshop with community experts, talk with stakeholders, and create a project proposal, poster, and 3-5 minute pitch about their project idea.
- December: Students pitch to judges and present materials at the Round One Event where up to 8 finalists are selected to receive funding to carry out projects.
- January - April: Finalists submit forms for funding, meet with community experts, implement action plan and measure success, write Mid-Way report, and prepare Power Point and presentation for the Finals.
- April: Finalists present results at event before community-wide audience in April, and winners are selected to receive cash prizes and awards.

Faculty Advisors Needed

Students who want to compete fill out the Intent to Participate form by October 15. This form requires the name and email of a faculty advisor. **The advisor's essential role is to help facilitate communication** between students and Bedford 2020, **and** if students move past Round One **to sign off on purchase orders**. We encourage faculty advisors to offer support to participants in other ways as well and suggest some below.

Faculty Advisor Support

Communication. Faculty advisors help facilitate communication between Bedford 2020 and students when needed. Usually Bedford 2020 will ask the advisor to check in with a student if we are having trouble getting a response from them.

Funding Requests. Faculty advisors sign purchase orders for finalists' project expenses. Once approved by Bedford 2020, students purchase items and submit receipts for reimbursement or Bedford 2020 places order and pays vendor directly.

Presentation feedback. Faculty advisors may offer to listen to student presentations and review documents before they are submitted. Often faculty advisors will point out the scoring rubric to nudge students to design and present a winning project.

Help students stay on track as needed with deadlines and timelines, connect them with stakeholders, offer advice. Students and faculty advisors should discuss expectations for this kind of help at the outset of the contest and again if students proceed to round two.

Final Presentation Practice. Finalists may ask faculty advisors to review their final Power Point presentation in early April. Students who practice their final presentation in advance with a faculty member will receive an additional point towards their final score.

Final Event. At the finals Faculty advisors are honored and thanked. Students and faculty advisors are also asked to come up on stage at the end of the Finals event for photos and a short reception with the judges. If you are able to attend, please do!

Student Recognition. We encourage faculty advisors to submit a story and a photo to their school/district newsletter during the year about their students' efforts to make a difference and change behavior to benefit the environment.

Encourage Participation. After your experience as a faculty advisor, we hope that you will encourage other faculty members and students to get involved with the Greenlight Award in the future!

Bedford 2020 Support

Ideas, Inspiration, Support. Bedford 2020 helps students brainstorm ideas for projects.

Expert Advice and Resources. Community experts advise students at Incubator Workshops. Bedford 2020 offers information about behavior change strategies, budgets, and data collection. The first workshop is held in November for all contestants, and a second workshop is held in January for Finalists.

Project Proposal. The Project Proposal, due in early December, and it helps guide projects and provides structure for the students' Round One pitch in mid-December.

Up to \$1,000 Funding is granted for each Finalist team selected to move past Round One and based on the amount asked for in the Round One budget proposal.

Presentation Experience and Recognition. Contestants present before judges and an audience at professionally produced event in early April. Winners and runners up receive cash prizes, all Finalists receive certificates from Westchester County, and some will be offered opportunities to attend or speak at a local environmental conference.

Bedford 2020 publicly thanks and honors students and advisors at the Finals. Bedford 2020 works to get media attention around all the student projects to highlight their leadership and the impact they have in their communities.

Resources

The [Greenlight Award Toolkit](#) has forms, contest calendar, inspiration and resources for participants. Deadlines for this years contest are found under the Summary of Competition and will be updated throughout the year.

Contact

Please [contact Ellen Calves, Bedford 2020 Program Director](#), with questions or concerns.

We greatly appreciate the faculty advisors who support these inspiring Greenlight Award leaders.

Thank you!