



Welcome to UW!

WOHESC 2019



Reinventing a Sustainable Student Organization

How Stability and Structure
Make all the Difference

Jessica Moats
Executive Director of SEED
Housing & Food Services

Setting Down Roots

- Founded 2002
- Success Stories
 - Paper Recycling
 - Composting
 - Compostable Cups
 - Tote Bag or No Bag



Historical Issues

- Membership Turnover
- Inconsistent Student Leadership
- Variable Advisors
- Change in Mission



Inheriting a SEEDling

- Low Point
- New Advisor
- No Executive Board
- Brand New to SEED



What We Needed

- Stability
 - A Knowledgeable Advisor
 - A Full Executive Board
- Structure
 - Mission Statement
 - An Onboarding Process
 - An Archive of Past Practices



What I Needed

- The First Year as a Hard Learning Experience
- The Second Year to Grow as an organization and a leader



How We Grew Stability and Structure

- Working Closely with dedicated professional staff and peer advisor
- Recruitment and Retention
 - Clear Mission Statement
- Building a Plan for Transition Early





Working with Professional Staff and Advisors

- Communication is Key
- Set Expectations
- Owning your Work

Recruitment

- Create a Community
- Be Member Driven
- Inclusive Marketing
- Hall Council Rep
Structure



Pot-a-Plant



Thursday, January 10
7 PM - 8 PM
Madrona 313

Come plant some seeds and take a plant home to grow with you throughout the year!



seed presents

THEO'S CHOCOLATE TOUR

Join SEED on a private tour of Theo's Chocolate Factory. The tour begins at 1:30 PM. SEED will be leading a group there from the bus stop at Stevens Way & Pend Oreille, by the Communications Building, at 12:45 PM

SATURDAY 23 FEBRUARY • 12:45 PM

RSVP: TINYURL.COM/SEEDTOUR

Questions? Email uwseed@uw.edu

Learn about the history and science of chocolate while eating it!

New members
are always
welcome!

JOIN
seed

PROMOTE & ADVOCATE SUSTAINABILITY

Thursdays 5:30 PM - 6:30 PM
Maple Hall 217

Questions? Contact uwseed@uw.edu

SUSTAINABLE SUNDAYS



TIP:

"Do you really need a straw in your drink at the restaurant? If they set it on the table, don't use it. If it comes in the glass, make sure to tell them 'no straw please' next time you go."

SOURCE: Mesa Community College

Retention

- Engage your Community
 - Incentivise Participation
 - Make a Tangible Difference
 - Have Fun!



Transition Plans

Years with Stable Leadership

- Onboarding New Leadership
- Team Bonding
- Understand it will be Different from Last Year



Transition Plans

Years with Changing Leadership

- Onboarding Plan
 - Operations Manual
- Group Dynamics
- Understanding it will be Different from Last Year





My, How We Have Grown!


- 2 dedicated Advisors
- 4 Executive Board Members
- 40+ General Council Members
- 3 Committees





Tips for Your Organization

Creating structure and stability as the leadership of an organization is critical to the success of the organization

1. Write out a mission statement and keep any governing documents up to date
 2. Work with advisors as they are available to you
 3. Write a recruitment and retention plan utilizing the strategies that work best for your institution
 4. Start planning for transition early! Make sure it is functional for your organization and transition type
- 





THANK YOU!

Jessica Moats - jaymoats@uw.edu