Amount Requested

$750

Proposal Summary

This project seeks to put together a pamphlet available to first year students (and other interested parties) that highlights local businesses in the Fairbanks area. This pamphlet will be included in the packet received by first-year students during orientation. The pamphlet will include all restaurants and shops in which the business are fully owned by Alaskan residents (as opposed to national franchises), and highlight those that sell Alaskan crafts, as well as foods grown or caught in the state. A map will be provided in the pamphlet that shows the location of all highlighted businesses, and in addition mark all businesses that can be reached by the Fairbanks bus system. Finally, all information included in the pamphlet will be available online through an interactive map that links to the Office of Sustainability website.

Technical Advisors and Collaborators

Damien Snook, New Student Orientation Coordinator

Budget Detail

Supplies/services:
Printing costs for 1000 brochures (UAF Printing services): $750

Budget Justification

In order to distribute this information, we wish to print 1000 copies of our brochure; 800 will go to incoming students, and the rest will be distributed to interested parties. We have received a quote for these brochures through UAF printing services. The paper used will be recycled paper.

Project Value

This project serves to benefit the UAF community, as well as the environment and the Fairbanks community. Businesses that sell Alaskan groceries and crafts reduce our carbon footprint by cutting down on travel distances, and by supporting these businesses, UAF students will promote this initiative. In addition, by purchasing local goods and services, UAF students will strengthen ties to the local community and support local economic growth, which will in turn benefit the social sustainability of our campus as well as our city. Finally, by encouraging students to find businesses that can be reached by foot, bike, or bus, we will be discouraging the use of personal vehicles and thus improving our air quality and lowering our carbon dioxide emissions.

Implementation Plan

Christine Woll will be in charge of designing the pamphlets that will be distributed to first year students in Fall of 2011. She will research relevant businesses and design the pamphlet during summer of 2011. She will also seek volunteers to assist her in the project. Printing will take place through the UAF printing services prior to New student orientation (August 28th), and be included in the new student orientation packet distributed during this time. If the Office of Sustainability is interested in including and maintaining a webpage linked to their website, she will help coordinate these efforts.
Qualifications & Experience

Christine Woll has been a Fairbanks resident for two years and is committed to shopping and eating locally. She is familiar with many of the local businesses in town. In addition, she had experience designing educational materials, and helped complete a similar project documenting local businesses at her alma mater in the small city of Lewiston, Maine in 2006.

Group/Department

New Student Orientation program

Sustainability Area

Purchasing, Food Systems, Social Sustainability

Supporting Documentation (if provided) follows: