

## **Appendices**

### **Appendix A - Survey Tool**

#### Green Fund Participant Survey

Thank you for participating in the Green Fund!

This survey is designed to help us improve the Green Fund program and to provide data with which to report on program impacts.

In filling out this survey, you will have three choices:

- (1) completing it confidentially,
- (2) giving us permission to quote your responses with no name attached, or
- (3) giving us permission to quote your responses with your name attached.

At the end of the survey, you will be asked to indicate your choice.

We anticipate that the survey will require approximately 15 to 30 minutes of your time. Click the arrow to begin.

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These questions ask the extent to which you agree or disagree with a set of statements.

#### **1. Participating in the Green Fund has helped me to:**

- Improve my leadership skills  
(e.g., self-awareness, decision making, supporting development of others)
- Develop my professional skills (e.g., writing, speaking, computer literacy, teamwork)
- Develop my intellectual skills (e.g., critical or creative thinking, quantitative reasoning, problem solving)
- Increase my confidence in professional/academic contexts
- Explore my interests through real-world applications

- Develop new skills I would not have developed otherwise
- Enhance my sense of social responsibility

[Questions on agree-disagree scale include these options: *strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, strongly agree*. Formatted as single response from series of options]

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These questions ask the extent to which you agree or disagree with a set of statements.

- 2. I anticipate that my participation in the Green Fund will make a positive impact on my future professional life.**
- 3. I believe my Green Fund project will make a positive impact at UW–Madison.**
- 4. I would recommend participating in the Green Fund to other students.**

[Questions on agree-disagree scale include these options: *strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, strongly agree*. Formatted as single response from series of options]

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These questions ask for details of your participation.

- 5. How did you hear about the Green Fund? Please check all that apply.**
  - Classroom/Instructor
  - Student organization
  - Fellow student
  - Social media
  - Personal research
  - Office of Sustainability or Green Fund staff member
  - Other (please specify): \_\_\_\_\_

[Formatted as multiple responses possible from series of options with a write in for Other]

- 6. Roughly how many hours in total did you spend working on Green Fund projects during the [insert years, i.e. 2021 - 2022; “during Fall 2021, Spring 2022, and/or Summer 2022”] academic year? (Time spent in meetings, preparing for meetings, writing an application, running calculations, writing/reading emails, researching, site visits, etc.)**
- 0-100 hours

[Formatted as slider with label for values 0-100]

- 7. Please share any assumptions or calculations that you used to make your estimate for hours spent on Green Fund projects.**

**Sample calculation:**

About \_\_\_\_ hours a month x \_\_\_\_ months of Green Fund involvement = \_\_\_\_ hours total

[Formatted as a short answer]

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In answering these next questions, consider all stages of the Green Fund process: recruitment, development, application, evaluation, funding, implementation, and other interactions. Feel free to think creatively.

- 8. What suggestions do you have for the Green Fund?**

[Formatted as a short answer]

- 9. What is the most important message you have taken away from participating in the Green Fund process?**

[Formatted as a short answer]

- 10. If there is any other feedback that you would like to share, please add it here:**

[Formatted as a short answer]

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The following questions ask about your fields of study.

**11. Which degree are you currently pursuing?**

- Bachelor's
- Master's
- Doctorate
- Other: \_\_\_\_\_

[Formatted as single response from a series of options with a short write-in for Other]

**12. What year in your degree are you?**

- First year
- Second year
- Third year
- Fourth year
- Fifth year
- Sixth year or more
- Recently graduated - Fall
- Recently graduated - Spring
- Recently graduated - Summer

[Formatted as single response from series of options]

**13. What are your fields of study?**

[Formatted as a short answer]

**14. To what extent do the Green Fund projects in which you were involved relate to your fields of study?**

- Directly related
- Indirectly related
- Not at all related

[Formatted as single response from series of options]

15.

- [Directly related:] Why did you choose to work on a project that is directly related to your fields of study?
- [Indirectly related:] Why did you choose to work on a project that is indirectly related to your fields of study?
- [Not at all related:] Why did you choose to work on a project that is not at all related to your fields of study?

[Formatted as a branched question, depending on answer to 14. Short answer.]

**In addition to improving the Green Fund program here at UW–Madison, we also hope to share what we learn in this survey with others. This might include publications, promotional materials, and social media that would be shared with donors, students, and the public. Do we have your permission to quote your answers in these publications and promotions?**

Yes, you may quote me by name

Yes, you may quote me, but not with my name attached (anonymously)

No, you may not quote me

[Formatted as single response from series of options]

If “Yes, you may quote me by name” is selected, question is followed by:

**What name would you like us to use in quoting you?**

[Formatted as a single-line answer]

*Thank you again for participating in the Green Fund! We are grateful for the creativity, time, and expertise you contributed to improve campus sustainability at the UW–Madison.*

## **Appendix B - Survey Recruitment Email**

Email Subject: Green Fund Participant Survey

Email Body:

Hello,

You are receiving this email because you participated in the University of Wisconsin–Madison Office of Sustainability Green Fund program during Fall 202x, Spring 202x, and/or Summer 202x.

We are conducting a survey of Green Fund participants to improve the Green Fund program and to provide data with which to report on and communicate about program impacts.

If you are interested in participating in the study, please use this link to access the survey on Qualtrics. The survey should take approximately 15 to 20 minutes to complete. The survey should be completed by **date**.

If you would like to opt-out of future communications, please contact Green Fund Program Manager, Ian Aley, via email ([iraley@wisc.edu](mailto:iraley@wisc.edu)) with the subject line “Opt-out of Green Fund Participant Survey”.

If you have any questions about the study, please contact Ian Aley via email ([iraley@wisc.edu](mailto:iraley@wisc.edu)).

Thank you for your participation in the Green Fund!

## Appendix C - Qualitative Analysis Codebook

### *Qualitative Analysis Codebook*

<b>Question</b>	<b>Code</b>	<b>Description</b>
What suggestions do you have for the Green Fund?	Process improvement	Includes communication, templates, timelines, gathering, networking
	Marketing Green Fund	Includes awareness, advertising, of the results, for use of recruitment
	Support needed	Includes more staff, more funding, external funding
	Positive feedback	Includes good work, praise of specific staff members
What is the most important message you have taken away from participating in the Green Fund process?	Student empowerment	Includes ability to create change
	Opportunity to develop professional skills	Includes real world experience, leadership, responsibility
	Value of collaboration	Includes teamwork, multiple perspectives, network
	Green Fund provides access	Includes funding, resources, connections
	Complex issues	Includes sustainability process, campus bureaucracy, red tape
	Importance of foresight and planning	Includes research, longevity
	Importance of social and economic sustainability	
	Other	Includes importance of outreach, sustainability valued at UW–Madison

If there is any other feedback that you would like to share, please add it here:	Staff appreciation	Includes praise, support
	Positive individual outcomes	Includes professional skills, real world experience, great opportunity
	Appreciation for process	Includes calculators, good process
	Call for large gatherings	Includes brainstorming, symposium
	Improvements	Includes survey specific, policy focus, more funding
What are your fields of study?	Benefits for UW–Madison	
	Environment and sustainability	Includes people and planet, global health
	Engineering	Includes environmental engineering
	Sciences	Includes science, technology, mathematics, chemistry
	Arts and communication	
	Business and policy	
	Languages	
Why did you choose to work on a project that is directly related to your fields of study?	Values, interests, passions	
	Contribute to campus	Includes campus sustainability
	Apply classroom learning to real world	
	Professional development	Includes career preparation
	Part of a class or student organization	Includes specific student organizations

	Hands-on learning	Includes Campus As a Living Laboratory
	Other	Includes breadth of sustainability, learn more about sustainability
Why did you choose to work on a project that is indirectly related to your fields of study?	Values, interests, passions	
	Student organizations	Includes specific student organizations
	Interdisciplinary learning	
	Create change	
	Career connections	Includes career goals
Why did you choose to work on a project that is not at all related to your fields of study?	Passions	Includes sustainability, climate change

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