

Keep Indianapolis Beautiful University Outreach





our roots

**Keep Indianapolis Beautiful
mission:**

- **unite people to beautify the city**
 - **improve the environment**
 - **foster community pride**
-
- **40,000 volunteers/500 community improvement projects**
-
- **Formed in 1976**



NeighborWoods

100,000 trees & lots of people



educate



motivate



plant



NW partners

- **neighborhood groups**
- **corporate volunteers**
- **individual volunteers**
- **k-12 Schools**
- **government**
- **faith-based organizations**
- **cultural institutions**
- **higher Ed institutions**



connecting students and the environment







**unite students from all 6
Indy universities**



**promote annual tree
planting partnership**



it takes a leader

-  **1st contact - student**
-  **2nd contact - student/landscape architect/grounds crew**
-  **3rd contact - Dir. of Operations**
-  **student failed to submit application**



let's try again

- ☀ **Indiana Campus Compact**
- ☀ **meeting w/6 university reps**
- ☀ **follow up meetings/emails**
- ☀ **Tree Campus USA promotion**
- ☀ **ICC grant**

arbor day 2009





who



97 Volunteers: students & faculty



partners

**5 of 6
universities in
Indy**

**3 small private
&
2 large public**

**Indiana
Campus
Compact**





planting



**101 Indiana
native trees**



**downtown
location**



**KIB youth tree
team will
maintain**

what we found



- ☀ **off campus
vs. on
campus**

- ☀ **on campus;
engage
architect &
operations**

what we found



contact
university
community
service staff

make it
simple

alumni,
board,
students



next steps



**summer debrief;
plan for 2010**



Tree Campus USA



**engage university
leadership, alumni**



next steps



create tool kit



other Indiana universities



NCAA Final Four



Keep Indianapolis Beautiful



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