



College Eight

Nurturing Green Entrepreneurs

Since 1972, College Eight's environmental education programs have been a key component of UC Santa Cruz's growing reputation as the nation's "greenest" university campus. Whether our students have chosen majors directly related to the environment or have simply overlaid College Eight's green philosophies on their lifestyle or majors in other fields, our environmentally entrepreneurial influence has followed them throughout their careers.

College Eight is poised to play a pioneering role in educating a new generation of green entrepreneurs. As we celebrate our first 35 years and look forward to the future, we plan to build on our history of success. We invite you to be part of that.

UCSC instituted interdisciplinary environmental education, with strong ties to the pioneers of sustainability on the Central Coast and the entrepreneurial communities of nearby Silicon Valley. UCSC's College Eight—our environmental college—has been a crucial component of the university's holistically green approach to all aspects of university life, and our graduates rank among the nation's top environmental entrepreneurs.

In the years to come, College Eight aims to build on this tradition, and create innovative programs to nurture green economic and social entrepreneurs, policy makers, and change agents. To this end we are reorienting the core course to teach green best practices to every

College Eight student, regardless of major, and creating specific programs, in conjunction with community and industry partners, to train UCSC students to be green innovators and risk takers. By doing so, we plan to build a model of undergraduate environmental entrepreneurial training that can be duplicated nationwide.

To do this, we need great partners. Our Provost's Council includes senior professionals from leading social and economic enterprises in Silicon Valley. This prospectus describes our vision. We invite you to join us.

Ravi Rajan
Provost, College Eight



above: Professor Ali Shakouri and his students are developing new technologies for direct conversion of waste heat into electricity.

UC SANTA CRUZ

The First 35 Years

College Eight is a part of a unique ecosystem at UCSC—educating future leaders to succeed in a socially conscious, economically solid green economy. UCSC has already produced some of the nation’s “greenest” economic and social leaders.

William Allayaud 1973; State Legislative Director, Sierra Club of California

Michael K. Woo 1973; Former Los Angeles General Manager of Flexcar, a public/private partnership that has won numerous awards for its program to reduce air pollution and traffic congestion by offering a type of “timeshare” for automobiles

Andreas Merkl 1980; Principal at California Environmental Associates and managing director of the Conservation and Community Investment Forum

Kennan H. Ward 1980; Adventurer-naturalist, with work featured in national and international magazines including *National Geographic*, *Sierra*, *Natural History*, *Outdoor Photographer*, and *Outside*

Drew Goodman 1983; Co-founder, Earthbound Farm, the largest organic produce brand in North America

Sheila Davis 1985; Executive Director, Silicon Valley Toxics Coalition

John Francis 1987; Vice President of Research, Conservation and Exploration for the National Geographic Society

Jon Guice 1987; Entrepreneur with a focus on strategy and innovation in environmentally sustainable business, renewable energy, and clean technology

Michael Straus 1990; President, Straus Communications, advancing sustainability in food and agriculture

College Eight is a hub for alumni, interdisciplinary faculty, the environmental industry leaders, and, of course, students to create the next generation of socially conscious green entrepreneurs.

UCSC's Tradition of Environmental Innovation

For more than 40 years, UC Santa Cruz has been successfully preparing environmental leaders by integrating research, technical, and policy training with hands-on experience. Our strong environmental programs integrate environmental studies, engineering, biotech, sociology, anthropology, community agroecology, community studies, earth and planetary studies, ecology and evolutionary biology, and environmental toxicology. College Eight is also partnering with the following centers:

- ▶ Center for Agroecology and Sustainable Food Systems (CASFS)
- ▶ STEPS Institute for Innovation in Environmental Research
- ▶ Center for Global, International and Regional Studies (CGIRS)
- ▶ Center for Justice, Tolerance, and Community (CJTC)

College Eight's Vision for Developing Green Entrepreneurs

There are two broad trends in green education:

- ▶ Traditional science and policy programs with emphasis on basic science and social science research
- ▶ Business programs that address green economic opportunities

Largely missing, especially at the undergraduate level, are programs that focus on training entrepreneurs and environmental change agents. College Eight aims to complement other environmental programming at UCSC by occupying this niche. Our goal is to train change agents who provide real-world solutions to complex socioecological problems, and nurture green entrepreneurs who can build green industries. Here's how:

Revamped Core Course Mandatory for every College Eight freshman, the course provides basic environmental literacy, teaches students to be aware of their ecological footprint, and offers pathways for green living. Already, this course has begun to make waves.

- ▶ In 2007 College Eight was honored nationally for outstanding efforts in involving freshmen in entrepreneurial environmentalism.

- ▶ Patrick McKercher, Susan Watrous, and other faculty developed College Eight's core course web page. Incorporating Web 2.0 technologies and principles, the site had more than 54,000 hits in January 2008.

Entrepreneurship Incubator Developed in partnership with industry, Bay Area environmental organizations, and local community leaders, the program will provide hands-on training to UCSC students to think entrepreneurially—both in social and economic sectors. Further, it will provide funding, resources, and mentorship to implement their own green ideas.

Interactive Mentorship Program UCSC's college system has, from the outset, been renowned for its success in creating mentorship opportunities for students. At College Eight, we are building on this tradition by creating opportunities for faculty to offer uniquely focused courses, and to industry, governmental, nonprofit, and community leaders to teach, mentor, and work with our talented undergraduates. The goal is to provide UCSC students with avenues to interact with and be mentored by green pioneers from academia, industry, and community.

You Can Help

A greener future depends on everyone's involvement.

College Eight provides opportunities so that you can support what is important to you. Each fund is distinct and allows for measurable progress, but integrates with other funds for a greater student experience.

- ▶ **Core Course Fund** Supports the expansion of the pioneering web page, and core course faculty developing innovative methods for freshman environmental instruction.
- ▶ **Venture Fund** Provides seed funds to student projects developed in the entrepreneurial incubator.
- ▶ **College Chairs** Creates opportunities for students to work closely with faculty on environmentally innovative projects.
- ▶ **Partnership Fund** Brings leaders from the economic and socially conscious green sector to offer clinics that contribute to the environmental incubator, mentor students, and forge links between the academic and professional arms of the green movement.
- ▶ **Fellowship Fund** Provides expanded learning opportunities for promising students to engage in unique projects of “discovery.”

“College Eight is a community engaged and committed to environmental issues, and it provided an opportunity for us to express our values and consider careers that supported those values. I can't imagine a better hub for today's students to imagine a future that sustains the environment as well as their professions.”

Daniel Mountjoy Ph.D. College Eight '85
Assistant State Conservationist for Field Operations,
USDA Natural Resources Conservation Service

“The focus of College Eight's green business project is on creativity and entrepreneurialism. Our existing environmental studies and natural sciences programs are mostly concerned with documenting environmental processes, but are less focused on changing social forces.”

Ben Crow Associate Professor of Sociology,
College Eight

“Business and advocacy groups must work cooperatively to make meaningful change. College Eight is poised to provide a hub for collaboration.”

Sheila Davis UCSC alumna, Executive Director,
Silicon Valley Toxics Coalition

“As a college focused on protecting the environment and promoting sustainable practices, College Eight provides students with the opportunity to have real, green, business-world experiences while still in school. I know I'm better prepared to pursue a meaningful career in the environmental community because of College Eight.”

Lisa Donchak Student, College Eight

Green Economic Trends

- ▶ New California state laws regulating pollutants have the potential for adding \$60 billion and 17,000 new green energy-producing jobs to the California economy by 2020.

UC Berkeley Study

- ▶ From 2005 to 2006, venture capital investment in clean/green technologies jumped from \$1.6 billion to \$2.9 billion nationwide.

Clean Tech Venture Network

- ▶ The greening of non-energy-producing businesses in California will result in 83,000 new jobs and an increase in personal income of \$4 billion by 2020.

Governor's Climate Action Team

- ▶ In 2006, \$55.4 billion was spent on green energy nationwide. By 2016, \$226.5 billion is projected to be spent on clean energy.

Clean Edge, 2007





Forging Partnerships for a Green Future

To develop our vision for an integrated environmental program, we're working with the Bay area's most innovative entrepreneurs, in both the Provost's Advisory Council and direct relationships with educators and area entrepreneurs. Our vision is to expand our team into all sectors of the community—including yours. Whether you provide financial support, volunteer leadership, or mentorship, your involvement as a member of the College Eight community makes us stronger.

Join us.

above left: Katie Roper, B.A., Environmental Studies and Economics, chose the double major to address her commitment to the environment and social justice.



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Provost's Advisory Council

Geoffrey Bowker Center for Science, Technology, and Society, Santa Clara University

Sheila Davis Executive Director, Silicon Valley Toxics Coalition

Melanie DuPuis Associate Professor of Sociology, UCSC

Dan Guhr Principal, Illuminate Group

Reid Hoffman Chairman and President, Products at LinkedIn

William Ladusaw Vice Provost and Dean of Undergraduate Education, UCSC

Ellen Levy Vice President, Corporate Development and Strategy, LinkedIn; Board Member of the Social Science Research Council

D. J. Patil Corporate Architect, eBay

Raj Sampath Advisor at M Squared Consulting, Inc.

Deanna Shemek Professor of Literature, UCSC; Provost, Cowell College

Luis Solorzano Program Officer, Moore Foundation

Susan Welte College Administrative Officer, College Eight and Oakes College

Ken Wilson Executive Director, Christensen Fund

Anna Zivian Graduate Student in Environmental Studies, UCSC

Faculty Partners

EXECUTIVE COMMITTEE

Ben Crow Associate Professor of Sociology

Melanie DuPuis Associate Professor of Sociology

Craig Reinerman Professor and former Chair of Sociology

Ali Shakouri Professor of Electrical Engineering

OTHER FACULTY PARTNERS*

Jeff Bury Assistant Professor, Environmental Studies

Daniel Costa Professor of Ecology and Evolutionary Biology

Shelly Errington Professor of Anthropology

Andrew Fisher Professor of Earth and Planetary Sciences

Stephen Gliessman Alfred E. Heller Professor of Agroecology and Environmental Studies

Brent Haddad Professor of Environmental Studies

Karen Holl Professor and Pepper-Giberson Chair of Environmental Studies

Paul Koch Professor of Earth and Planetary Sciences; Department Chair, Isotope Biogeochemistry and Vertebrate Paleontology

Ronnie Lipshutz Professor, Director, Politics Ph.D. Program; Codirector, Center for Global, International and Regional Studies

Andrew Mathews Assistant Professor of Anthropology

Karen Ottemann Associate Professor of Environmental Toxicology

Daniel Press Olga T. Griswold Professor and Chair of Environmental Studies

Andrew Szasz Professor and Chair of Sociology

Anna Tsing Professor of Anthropology

*College Eight has more than 50 faculty partners representing most of the academic divisions in the University. The list above is indicative of our strengths in the environment and society arena.

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