ENERGY EFFICIENCY INTERNSHIP – Graphic Designer (PAID $11/HOUR)
Berkeley Green Campus
Applications due Wed, April 4th 7pm

The Alliance to Save Energy’s Green Campus Program seeks a student with an interest in energy efficiency for the position of Green Campus Graphic Designer beginning April 2012. This intern will be in charge of designing and updating outreach graphics such as posters, flyers, and updating our website. Prior experience in some or all of these fields is required.

Based in Washington, DC, the Alliance to Save Energy (www.ase.org) is a nonprofit organization that promotes energy efficiency worldwide to achieve a healthier economy, a cleaner environment, and greater energy security. The Green Campus Program seeks energy savings on 16 California university and college campuses with the four goals of outreach, measurable energy savings, green jobs education, and academic outreach. To learn more, please visit greencampus.berkeley.edu and ase.org/about-green-campus.

The Graphic Designer will be responsible for marketing materials for the Green Campus Program and its projects. Many Green Campus projects are based upon educational outreach, which is often done through our website, posters, and videos. The Graphic Designer will be tasked with re-designing and consistently updating our website. Additionally, the Graphic Design intern will design posters and videos to advertise events and energy-saving strategies for various projects. Similar to the Project Coordinator position, the Graphic Designer will also have the opportunity to design and implement energy efficiency projects based on low-cost technologies and no-cost behavior changes, as well as the education of campus students, staff, and faculty members on energy conservation. Students will determine their specific objectives and workload through ongoing consultation with teammates, team manager, and Alliance to Save Energy’s campus lead. The weekly workload for the Project Coordinator position will vary between 5 and 10 hours per week and is compensated at $11 per hour. The position runs from date of hire until summer of 2013, with the option for continuing students to renew for the following year. Candidates – especially freshman and sophomores – who are interested in a yearlong position or longer, will be favored.

Visit our website at www.greencampus.berkeley.edu for example projects.
Past and current UC Berkeley Green Campus projects include:

- Energy DeCal Course (ER 98/198)
- “Blackout Battles” Energy Competition in Residence Halls
- CFL Exchange in Residence Halls
- Operational Excellence Energy Management Initiative Projects
- “Fight the Flow” Shower Campaign in Unit 1
- “End the Cycle” Laundry Education in Residence Halls
- Environmental Career Panels
- Fume Hood “Shut the Sash” Campaign
- Haas School of Business Energy Conservation Campaign
- Green Department Certification
- Lighting Audits
- LLNL Refrigerator Metering Research

Please see our project descriptions at the end of this document for more information.
Some typical intern tasks for the above projects include:

- Re-designing the Green Campus team website, greencampus.berkeley.edu to be more user-friendly
- Consistently updating the Green Campus team website with new announcements and projects
- Designing logos, posters, and videos to advertise Green Campus events and energy-saving strategies
- Initiating energy and water conservation projects in the residence halls and on campus
- Speaking to a wide variety of audiences about how to save energy on campus and at home
- Communicating and meeting with the campus community via phone, e-mail, and in person
- Conducting lighting audits
- Calculating energy and water savings
- Participating in weekly team meetings and monthly trainings
- Attending state-wide sustainability conferences
- Collaborating with other sustainability groups on campus

Applicants must:

- Be currently enrolled undergraduate or graduate students (**underclassmen preferred**).
- Possess graphic design experience designing posters or logos
- Have website production and maintenance experience
- Be comfortable with the basic functions of Microsoft Word, PowerPoint, and Excel.
- Have effective time management skills.
- Have a passion for energy efficiency

Desired Qualities (not required):

- Possess video production experience
- Possess marketing experience for educational campaign
- Specialized skills such as:
  - Engineering or technical knowledge of energy systems
  - Graphic design, newsletter design, web design, or editing skills
  - Data analysis
  - Teaching at a college level
  - Strong communication: writing and public speaking
- Familiarity / previous working relationship with the Green Campus Program, other campus environmental groups, or DeCal program.

Application Materials:
To apply please send a resume, cover letter, and writing sample (such as a newsletter article or course paper) to BerkeleyGreenCampus@gmail.com. Candidates are also encouraged to send examples of graphic design experience. Please note that students may apply for both positions (Project Coordinator and Graphic Designer) with one application. Please indicate which position(s) you are applying for in your cover letter. Based on applications and interviews, final candidates will be offered only one of the positions. If you have any further questions about the position, please email BerkeleyGreenCampus@gmail.com.

**All applications must be received by 7pm on April 4th (Wednesday).**
Interviews will be scheduled on a rolling basis on Sunday April 15th. Good luck!
Green Campus Project Descriptions:

RESIDENTIAL PROJECTS:
Light Bulb Exchange: The campaign involves an exchange of students’ incandescent light bulbs for lower wattage compact fluorescent bulbs, which use roughly 25% of the energy that incandescent bulbs consume. Green Campus has exchanged approximately 7,600 light bulbs in the past four years.

Blackout Battles Energy Competition: The Blackout Battles is an energy competition between Unit 1, Unit 2, Unit 3, and Unit 4 (Foothill, Bowles, and Stern) in the residence halls. These competitions have been held every semester since Spring 2005 and include prizes such as ice cream parties.

Laundry Campaign: Green Campus encourages residents in residence halls to adopt sustainable laundry practices by placing static laundry machine stickers on machines in residence halls advertising the energy savings realized from washing with cold water instead of hot water and the corresponding "cycle" to choose.

Fight the Flow: Green Campus aims to conserve over 570,000 gallons of hot water in the Unit 3 residence halls with the installation of UZLOW shower valves and an educational campaign. The valves work by decreasing water flow during periods of shaving, shampooing, and soaping.

Green Cup: As of fall 2011, Greening the Greeks and Green Campus collaborate to host an annual energy-saving competition in Greek fraternities and sororities called “Green Cup.” The campaign involves educational events to encourage sustainable behavior change as well as more technical retrofits to conserve electricity and natural gas.

CAMPUS PROJECTS:
Energy DeCal: The 2-unit course utilizes innovative curriculum to teach a class of 30-40 students about the life cycle consequences of our energy consumption as well as alternative energy technologies. Students complete assignments such as a personal energy audit and group project that involves designing materials to teach other students and staff about how we can reduce energy consumption at UC Berkeley. Green Campus has taught this course to over 250 students since 2005.

Green Departments: In collaboration with UC Berkeley's Office of Sustainability, the project establishes guidelines and a checklist, similar to the Bay Area Green Business Certification, for UC Berkeley departments to take the extra step to make their workspace “green.”

Vending Misers Installation: Vending misers are motion sensors that power down vending machines when they are not in use. Green Campus has installed vending misers on 14 machines across campus and has monitored their energy consumption on a weekly basis.

“Shut the Sash” Fume Hood Campaign: This campaign educates lab researchers to close the sashes on fume hoods when they are not in use to reduce energy consumption and improve air quality. This program currently targets Tan Hall and uses stickers, flyers, and emails to disseminate information. It involves a competition to see which lab can “Shut the Sash” most consistently.