



# GREEN FUND

## Event Sponsorship Request

**Green Fund Mission Statement:** “The NAU Green Fund promotes student participation in and provides funding for projects that reduce NAU’s negative impact on the environment and create a culture of sustainability on-campus.”

### REQUIREMENTS FOR FUNDING:

- The event must take place on the NAU Flagstaff Mountain Campus.
- The person submitting the Event Sponsorship Request must be a current NAU student, faculty, or staff member.
- Event leaders must provide all necessary documents, letters of support, and authorizations prior to submission.
- The Green Fund distributes funding to the SPONSORING DEPARTMENT. Event teams must partner with a university department for the Green Fund to be able to distribute funds for the event. Once the Event Sponsorship Request has been successfully completed and approved, the Green Fund will distribute funds to the department.
- All Event Sponsorship Requests should be submitted to <greenfund@nau.edu> for review via this form.

### Disclaimers:

- **Event Sponsorship Requests must be submitted four weeks prior to the event or more.**
- **If you are requesting funding for catering, a completed Event Sponsorship Request form must be submitted five weeks prior to the event or more. Additionally, the Green Fund is NOT responsible for submitting catering requests. ALL catering orders must be coordinated by the sponsoring department.**
- **If you are a student group under the Office of Sustainability, therefore not needing a sponsoring department, a completed [Catering Authorization Form](#) must be submitted to the Green Fund NO LATER than 5 days after the event.**
- **Upon submission of this form, it may take the Green Fund Committee multiple weeks to vote on whether or not to approve the request.**
- **A sponsoring department must take responsibility for an event’s operations and management. Event sponsorship requests MUST include a letter of support from the sponsoring department. This letter will acknowledge the sponsoring department’s responsibility for properly distributing the appropriate funds.**

We highly recommend meeting with a Green Fund Committee member prior to submitting the application. The Green Fund Committee member will assist you with the Event Sponsorship Request writing process, if needed.

## CONTACT INFORMATION

### Contact Information

Event Leader Name: **Joshua Merced**

Phone: **850-384-8546**

NAU Email: **joshua.merced@nau.edu**

Event Name: **ArcGIS StoryMapATHon**

### Event Department/Advisor Information

Event Advisor Name: **Joshua Merced**

Phone: **850-384-8546**

NAU Email: **joshua.merced@nau.edu**

NAU Department/Unit for Funding  
Reimbursement: **Geography, Planning,  
and Recreation**

## Event Overview

Please respond to the following prompts to the best of your ability, for prompts that are not applicable, please list N/A.

1. What organization, club, or unit is this event for? If this is a collaborative event between multiple organizations, name all parties and provide a brief explanation of their involvement.
  - a. NAU Department of Geography, Planning, and Recreation = Primary event sponsor
  - b. Geography, Environment, and Society Club = Student support and outreach
  
2. Provide a thorough description of the event you are requesting sponsorship for. Include the date, time, location, planned activities, projected attendance, and target audience.
  - a. The Department of Geography, Planning, and Recreation (GPR), in partnership with NAU's Geography, Environment, and Society Club (GESOC), invites students, faculty, and staff to take part in the **ArcGIS StoryMapATHon** on Friday, November 14, from 8:00 a.m. to 5:00 p.m. This daylong event will serve as the kickoff to NAU's celebration of **Geography Awareness Week**, an internationally recognized initiative championed by organizations such as National Geographic and the American Association of Geographers to highlight the power of maps, geographic education, and the world as a living laboratory. Held in various GPR spaces including the SBS West GPR Faculty Lounge, SBS West 117, SBS West GIS Computer Labs, and one additional lecture hall, the StoryMapATHon will bring together approximately 40 participants in a creative, collaborative, and fun environment.

The theme for this year's event is "**Sustainable Futures**", encouraging participants to explore how geography, storytelling, and visualization can be used to communicate pressing issues and opportunities in building resilient

communities and environments. Using ArcGIS StoryMaps, a platform that combines maps, narrative text, and multimedia for accessible and impactful science communication, teams will develop their own StoryMap projects on topics ranging from hyperlocal campus concerns to global sustainability challenges. No prior experience with ArcGIS or geography is required to participate—beginners and experienced users alike are welcome, with a mandatory demonstration session ensuring everyone is equipped to contribute meaningfully.

The day will begin with a community breakfast and meet-and-greet at 8:00 a.m., followed by a guided ArcGIS StoryMap demonstration from 9:00–10:30 a.m. Teams will then dive into their work during two dedicated sessions, broken up by a lunch break and time to recharge in the GPR Faculty Lounge. The event will conclude with project pitches, snacks, and awards from 3:30–5:00 p.m., where teams will present their StoryMaps to a panel of NAU faculty, NAU student, and local geographers. Top projects will be recognized with awards for excellence, creativity, and thematic strength, ensuring all participants leave with new skills, experiences, and connections. The ArcGIS StoryMapATHon promises to be an inspiring launch to NAU’s Geography Awareness Week celebrations, blending innovation, collaboration, and the spirit of geographic inquiry into a day of storytelling and discovery.

3. Provide an overview of your outreach plan. Include promotional materials and platforms through which you will promote the event.
  - a. Classroom Outreach
    - i. A central component of outreach will involve visiting large-enrollment general studies classes within the Department of Geography, Planning, and Recreation. Many of these courses already utilize ArcGIS StoryMaps as part of their curriculum, making them a natural pipeline for student participants who are familiar with the platform and eager to apply their skills in a collaborative and competitive setting. Instructors will be contacted to arrange short in-class presentations by the event sponsor or members of the Geography, Environment, and Society Club. These brief presentations will introduce Geography Awareness Week, outline the goals of the StoryMapATHon, and provide clear instructions on how students can get involved.
  - b. Flyer Campaign
    - i. Printed flyers will be created and distributed across high-traffic areas of campus, with special attention given to academic buildings that house disciplines with an elevated interest in sustainability, mapping, communication, and education. These include the College of Engineering, the School of Earth and Sustainability, the School of Communication, and the College of Education. Flyers will emphasize the accessibility of the event—no prior experience necessary—while highlighting the

collaborative and creative opportunities it offers. Flyers will also be distributed in communal campus spaces such as Cline Library, the Union, and dining halls to reach a broader student audience.

- c. Digital and Social Media Promotion
    - i. A short promotional video will be developed to capture the energy and purpose of the StoryMapATHon. This video will feature visuals of past StoryMaps, brief interviews or testimonials from faculty and students, and a call to action encouraging registration. The video will be posted across NAU's social media platforms, as well as shared by the Geography, Planning, and Recreation Department and the Geography, Environment, and Society Club. Additionally, the video will be emailed directly to department chairs across campus with a request to share it with their faculty and encourage them to play it in class, thereby broadening awareness beyond GPR.
  - d. Faculty and Departmental Engagement
    - i. Departments that intersect with themes of sustainability, technology, and storytelling will be directly contacted to help promote the event. Faculty will be encouraged to announce the event in class, share the flyer digitally through class management systems, and personally encourage students to register. Targeted outreach will also ensure faculty and staff are aware that they, too, are invited to participate, strengthening cross-campus collaboration.
4. Will this event be advertised and available to the entire NAU community?
- a. Yes
5. How does this event promote sustainability at NAU?
- a. The ArcGIS StoryMapATHon provides an opportunity to highlight and advance conversations about sustainability across the NAU campus community. With its theme of "Sustainable Futures," the event encourages participants to explore pressing sustainability challenges and opportunities through team-developed StoryMaps. Many of these projects can directly engage with campus-based initiatives—such as energy conservation, waste reduction, water management, sustainable food systems, and green building practices—helping to amplify and communicate the work already underway at NAU. By centering local initiatives, students, faculty, and staff can both celebrate progress and identify areas for further action. Beyond the event itself, ArcGIS StoryMaps offers a powerful and accessible platform for storytelling that could be adopted by groups leading sustainability efforts on campus, such as student organizations, faculty research teams, and administrative units focused on environmental responsibility. StoryMaps allow for the integration of maps, data, narrative, and multimedia, creating engaging tools for raising awareness, building support, and educating the wider community about sustainability issues. Ultimately, the StoryMapATHon not only sparks creativity and collaboration but also fosters a deeper culture of

sustainability at NAU. The projects developed during the event will expand general knowledge and promote educational engagement with sustainability topics, ensuring that the campus community is better informed, more connected, and inspired to contribute to a more resilient and sustainable future.

6. What category best fits your event?
  - Communication
  - Education
  
7. If you are an official NAU club, have you already registered this event through True Blue Connects?
  - a. N/A
  
8. For all organizations, clubs, and departments, have you obtained necessary permissions and reserved space? If so, please provide confirmation of your reservation.
  - a. NAU GPR has administrative control over the GPR Faculty Lounge, SBS West GIS Computer Labs, and SBS West Room 117. Additional spaces in SBS West have not been requested. Event sponsor will work with GPR Administrative Assistant and SBS Administrative Support on securing the large convening space in SBS West.
  
9. Please list all additional sources of funding you have pursued, including department, grants, ASNAU graduate, student government, STAC, etc.
  - a. N/A

**Provide an itemized budget with justification below:**

| Item   | Quantity                       | Price (tax + shipping included) | Justification  |
|--|--------------------------------|---------------------------------|--|
| Friends of Flagstaff Future Zero Waste Event Rentals | 1 set                          | \$30 (suggested donation)       | Link to program: <a href="https://friendsofflags.taff.org/zero-waste/">https://friendsofflags.taff.org/zero-waste/</a> . Requesting 1 set of reusable plates, cups, bowls, and utensils. |
| NAU Sodexo "Breakfast Buffet" Catering               | \$18.00 per guest x 45 guests  | \$810                           | Provided breakfast for participants and organizing team  |
| NAU Sodexo "Hot Buffet" Catering                     | \$24.00 per guest x 45 guests  | \$1080                          | Provided lunch for participants and organizing team  |
| NAU Sodexo "Fruit and Cheese Platter" Catering       | \$4.50 per guest x 30 guests   | \$135                           | Provided snacks during presentations   |
| NAU Sodexo "Assorted Chips" Catering                 | \$1.50 per bag x 90 bags       | \$135                           | Provided snacks in recharge space  |
| NAU Sodexo "Assorted Cookies" Catering               | \$13.00 per dozen x 4 dozens   | \$52                            | Provided snacks in recharge space  |
| NAU Sodexo "Lemonade" Catering                       | \$16.00 per gallon x 3 gallons | \$48                            | Provided drinks in recharge space  |
| "Starlite Lanes" Gift Card                           | 1                              | \$50                            | Content Category Prize   |
| "Late for the Train" Gift Card                       | 1                              | \$75                            | Technology Category Prize  |
| "Toasted Owl" Gift Card                              | 1                              | \$150                           | Overall Category Prize   |
| Avery Custom Stickers                                | 50 stickers x \$1.48 each      | \$74                            | Provide to all participants  |

|  |           |
|--|-----------|
| <b>5% Contingency (5% of total project cost)</b> | \$131.95  |
| <b>Total Project Cost</b>                        | \$2770.95 |

- I am aware that the sponsoring department of this event will be responsible for properly partitioning funds and obtaining necessary event materials after disbursement.

### Coordination Expectations

- The Green Fund reserves the right to promote and host space at ANY and ALL SPONSORED EVENTS.
  - The Green Fund logo must be included on all promotional materials. You are expected to coordinate with the current Green Fund Public Relations Specialist to jointly promote the event.
    - [Lam767@nau.edu](mailto:Lam767@nau.edu) (Lindsay Mauss)
- \*Events under the Office of Sustainability are required to coordinate:
  - **All promotional requirements** with the current Green Fund Public Relations Specialist
    - [Lam767@nau.edu](mailto:Lam767@nau.edu) (Lindsay Mauss)
  - **All payment and purchasing activity** with the current Green Fund Treasurer.
    - [brk76@nau.edu](mailto:brk76@nau.edu) (Brynn Katz)
  - **All catering requests** with the current Green Fund Outreach Specialist
    - [kjv76@nau.edu](mailto:kjv76@nau.edu) (Kylie Vetere)

### Sponsorship Form Completion Checklist

- Contact Information
- Project Overview
  - Outreach Plan
- Project Budget
- Obtain **ALL** necessary letters of support, permissions, and confirmations of space reservation. Attach the letters of support to the completed application.
- Submit the completed form to [GreenFund@nau.edu](mailto:GreenFund@nau.edu)

*Thank you for your submission. We deeply appreciate your commitment to sustainability at NAU, and we look forward to working with you.*

## Department of Geography, Planning and Recreation

September 5, 2025

Dear Green Fund:

The Department of Geography, Planning and Recreation (GPR) and its faculty in the Geography, Environment and Society (GES) and Sustainable Communities (SUS) programs strongly support the Green Fund proposal led by Dr. Joshua Merced.

The Story-Map-A-Thon (SMAT) is an all-day competition where groups of students will apply cutting edge communication software to a critical issue. The day begins with a crash course on the technical skills needed to integrate maps, images, text and videos using the ArcGIS StoryMap platform. The students will then form groups that each identify a specific topic under the area of “Sustainable Futures.” Each group will build an interactive website (a “StoryMap”) that addresses their chosen topic. The day ends with brief presentations and the awarding of prizes to the top performing groups. The students will have expert mentoring throughout the day on both the software and substance of the day’s mission; and food to keep them going. We expect that the alignment of technology and sustainability will bring students together from across campus to build truly innovative projects.

While the importance of sustainability is taken for granted by many, it remains a complex topic that can be difficult to communicate effectively. ArcGIS StoryMaps allow users to integrate different digital mediums via a user-friendly platform to quickly create a professional looking website. What makes the StoryMap platform different from other web creation tools is in its name. It provides intuitive navigation tools and prompts that walk the viewer through an interactive “story.” It also makes it easy to present location, place and connections via “maps.” Maps are a powerful way to show how people and the environment interact. As geographers, urban planners and sustainability experts, we want to give students an experience where they will learn how to show an audience where and why sustainability issues manifest and to convert those into better futures.

We see this as an opportunity to address sustainability issues through creative and applied problem-solving while building bridges across NAU’s diverse academic communities. We look forward to contributing our expertise, resources and enthusiasm to ensure the success of this event and to continue promoting a culture of sustainability on campus.

Sincerely,

|                  |                |                |                  |                |
|------------------|----------------|----------------|------------------|----------------|
| Jessica Barnes   | Seung Jun Choi | David C. Folch | Peter Friederici | Steven Gehrke  |
| Dawn Hawley      | Ruihong Huang  | Mark Manone    | Joshua Merced    | Brian Petersen |
| Emanuel Preciado | Erik Schiefer  | Amanda Stan    | Nora Timmerman   |                |

## Required Language for Green Fund Funding

The Department of Geography, Planning and Recreation (GPR) understands that any and all future expenses outside of those required to put on the 2025 event must be covered by GPR. We understand that the Green Fund is only responsible for the initial purchase of the materials approved in this proposal and will not fund continued maintenance of the program. We understand that reimbursement of costs will be initiated upon the completion of the project. We understand that it is the duty of the project applicant and advisor to coordinate any and all student wages, permissions, approvals, etc. prior to the submission of the project application

David C. Folch  
Chair, Department of Geography, Planning and Recreation