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CFACT at Rutgers University

2008-2012 Concept Plan



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Submitted to the Executive Committee of the University Senate on 24 January 2008 by
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Collegians For A Constructive Tomorrow is a national student organization whose mission is to enhance the fruitfulness of the earth and all of its inhabitants. To accomplish this mission, Collegians works with the international independent, non-profit Committee For A Constructive Tomorrow, and with CFACT-Europe, to pursue strategies that help:

- * Meet the basic needs of people around the world, including food, water, energy, and essential human services.
- * Promote wise stewardship of wildlife, habitats, and endangered species.
- * Promote safe, affordable technologies and economic policies that reduce pollution and waste and maximize the use of resources.
- * Educate various sectors of the public about these important issues.

CFACT's Program

What is CFACT?

- Collegians For A Constructive Tomorrow is a national network of local student activists working together in the spirit of fellowship for constructive use of our resources.
- CFACT is on the cutting edge of today's environmental and consumer debate. Working closely with its sister organization, the Washington D.C. – based Committee For A Constructive Tomorrow; CFACT is an independent, non-profit campus group dedicated to educating students about a variety of important public-interest issues. The national CFACT group was formed in 1985. The local Rutgers University chapter was founded in 2005 and the North East regional board was founded in 2002.
- Collegians for a Constructive Tomorrow is a non-profit, non-partisan, student run advocacy and education group that gives students the opportunity to participate in the issues, research, and public policies revolving around environmentalism and other consumer concerns. Students in CFACT have the opportunity to advocate for free market solutions, counter junk science, and promote economic growth.

CFACT also provides an outlet for student activism, student leadership, and civic education.

What does CFACT believe?

- CFACT strongly believes most consumer and environmental problems can best be met and overcome by unleashing the power of the free-enterprise system and the ingenuity of science and technology. The pioneering spirit of America's great inventors helped give us everything from modern medicine and bountiful harvests to planes, trains, and automobiles. CFACT asserts this same bold spirit can now provide adequate supplies of food, energy, and essential resources to a growing world population, while at the same time solving such current concerns as air and water pollution, endangered species, consumer protection, and toxic waste disposal.
- Nature and people are best served by liberty, free markets, and private property. Our constructive philosophy affirms our right to enjoy and use our natural resources. Constructivism is an ethical obligation for responsible use and conservation of our land and home.

What are some of CFACT's Key Issues?

Clean Air and Water – As pollution remains a troublesome concern in some communities, flexible and local approaches offer the best solution, and anti-pollution efforts should be reviewed to ensure they reflect sound science.

Saving Wildlife – To protect endangered species, policies that encourage landowner cooperation, respect private property rights, and utilize market-based incentives should be pursued wherever possible.

Energy – CFACT supports the expanded use of such renewable sources as solar, wind, and geothermal wherever practical. CFACT believes that domestic coal, nuclear, oil, and natural gas are essential for a stable economy and maintains that much scientific uncertainty remains over the theory of global warming.

Safe Food – The careful use of agricultural chemicals, as well as food irradiation and agriculture biotechnology, is critical to ensuring a safe, healthy, and abundant global food supply.

Garbage Disposal – A locally tailored combination of new landfills, voluntary recycling and source reduction, and waste-to-energy incinerators can easily manage America's

trash.

Land Stewardship – CFACT upholds the ethic of stewardship of the land, to help people create value, protect the sustainability of that protection, and leave that land in a productive state for generations to come. Boy Scouts put it nicely when they say, “Leave it better than how you found it”.

Landlord/Tenant Relationships – CFACT believes that landlords and tenants must have equal footing to protect the property of both, preserve the privacy of the tenant, and ensure a mutually beneficial relationship between each group.

Governmental Regulation – CFACT strongly affirms that limited government, lower taxes, and industry competition not only offer consumers the highest quality goods at the lowest prices, but also spur economic growth that is the single most important factor for a healthy environment.

Why Do We Need a CFACT at Rutgers?

Rutgers University currently allows NJPIRG to seek funds via the petition referendum on the various campuses. CFACT seeks the same opportunity granted to NJPIRG to seek student approval for funding. NJPIRG has been historically at odds, philosophically, with CFACT. CFACT is different from NJPIRG in the points of view with which they approach similar issues. CFACT’s free market and technology driven approach to environmental and other social issues is in contrast to the government regulation focus of NJPIRG. While a student may receive the same training, education and benefits by joining CFACT or NJPIRG, that student may feel uncomfortable putting his/her time and effort behind ideas that s/he does not agree with. CFACT offers a home to every student who wishes to become involved with these types of issues, but does not philosophically agree with NJPIRG’s remedies to these issues.

BALANCING THE MARKETPLACE OF IDEAS

Rutgers currently allows NJPIRG access to the petition referendum fee process. NJPIRG, while non-partisan, has consistently pursued a philosophy to environmental and public issues that is rooted in left-of-center ideology. To date, no group other than CFACT which has a libertarian or conservative philosophy regarding these issues has received funding in this manner. Since the inception of CFACT in 1985, both CFACT and PIRG have engaged in a debate in the market place of ideas with distinctly different

viewpoints across the country. CFACT brings a free market and technology driven philosophy that is often at odds with the philosophy of NJPIRG. If CFACT is given access to the petition referendum funding process in the amount requested then the Senate will have provided both sides of these issues equal access to the funding mechanism and will not be favoring one set of ideas over another.

Compliance and Governance

CFACT abides by the University's rules for student organizations. Any fee-paying student is welcome to join. Students attend organization meetings, administer the local chapter, and organize speaking events, debates, workshops, field trips, and information campaigns. The national CFACT makes various research, speakers, and other resources available to the local CFACT chapters. Local CFACT chapters are under no obligation to use resources provided by the national CFACT. The money raised in New Jersey will stay in New Jersey. The only control asserted by the national CFACT is over the use of its name.

CFACT will target students who wish to be active in the campus debate concerning environmental issues and other social concerns from a conservative perspective. The whole campus benefits from CFACT creating campus interest, rigorous debate, educational activities, and student involvement as CFACT and other groups engage each other in a constructive competition of ideas.

CFACT's Student Activities

CFACT's campus education program relies principally on a growing legion of collegiate activists to reach multitudes of their fellow students each year with its exciting, upbeat message. Typical campus programs will include:

- Ecology Awareness – Students trek out on educational hikes and nature walks, and roll up their sleeves for a local anti-litter and other local cleanup programs.
- Environmental Impact Visits – Local recycling centers, power plants, and other innovative industrial facilities are among the places where CFACT members visit and learn.
- Campaign Based Internships – Students can sign for one of CFACT's many campus based internships that allow students to earn 3 credits while leading their own issue based campaign, providing programming on campus, and learning the basics of citizenship and having their voices heard by decision makers.
- Lectures – Scientists, public policy experts, and free-market thinkers from near and far are brought in to discuss and debate hot environmental and consumer topics of the day.
- Campus Outreach – to heighten student awareness and energize campus activism,

CFACT members hold regular meetings, distribute fact sheets and newsletters, show videos, and participate in annual Earth Day events.

- Monitoring Public Policy – Student activists participate in government meetings at local, state, national, and even international level where important environmental issues are being deliberated.

The student leaders of the CFACT chapter at Rutgers University make all program, organization, and activity decisions. Activities concerning finances, taxes, and laws are reviewed by CFACT staff to ensure legality and compliance to 501c3 tax laws as defined by the IRS.

CFACT's Internship Program

CFACT began an internship program during the spring semester of 2004 at the University of Wisconsin. This new program had humble beginning and only 5 active interns. However the program grew quickly in popularity where today the CFACT chapter at the University of Wisconsin-Madison will host 380 interns this year gaining over 1000 hours of academic credit. The internship program migrated to the University of Minnesota in 2006 and has already reached a pace of 50 interns a year after just two semesters of operation. Many other CFACT chapters are planning to replicate the program on their campus in the fall of 2008 – including the University of North Carolina, the University of Minnesota-Duluth, SUNY-Albany, and the University of Oregon.

The internships are structured by field and focus. Each intern has determined a field such as public relations, marketing, organization building or event planning. The intern then chooses a focus, which could be a CFACT issue or a specific deliverable. Examples include topics such as academic grading bias, water resources, hunting and habitat, free/fair trade, and specific deliverables such as an organizational development plan and the production of a professional brochure and other marketing materials. The internship program is structured to provide instruction with hands on application. The intern will grow in experience in their specific field by producing tangible accomplishments within their focus.

The CFACT internship program is an exciting opportunity for the interns who grow and learn by being directly involved. The community as a whole benefits via the products and programming provided by the interns.

CFACT combines events with the hands on experience of the internship program – and the success is telling. Membership in local CFACT chapters and intern participation has steadily grown. CFACT chapters have clearly found a need on campus for hands on instruction and successfully filled the gap with the new programming emphasis.

The internship model was available to be replicated by the successful program at the University of Wisconsin. The idea is simple, instead of focusing CFACT's leaders on event planning; they focus on providing an internship, where in turn the interns provide

the programming. This allows the CFACT leadership to focus on the larger, more successful programs, prune out the less successful ones, and allow the interns to create many, smaller, less resource intense programming. Thus CFACT has carved out a niche with large defining events and the micro events of the interns.

This structure provides more direct service and life changing experience for interns, and the increases volume of events available to the campus community.

A Culture of Accountability

CFACT's criteria for success include event attendance, people reached, information handed out, people on CFACT's email list, number of interns and active members. CFACT's activities hope to accomplish a greater awareness and knowledge of environmental and consumer issues that concern students at the Rutgers University. CFACT is interested in debunking many of the myths that permeate the one-sided debate on environmentalism and offer alternative solutions that do not restrict individual freedom or liberty while still providing a cleaner environment for everyone.

CFACT's long-term goal is to change the mindset of most students that only "green" activists and ideas can be environmentally and consumer friendly. It is CFACT's goal that conservative ideas of liberty and freedom will be given equal standing in the market place of ideas. To achieve this long-term goal, CFACT will pursue the short-term goals of expanding membership, presenting alternative ideas of freedom and liberty through the University's forums for speech, and engaging the "green" proponents of environmentalism in a constructive debate of ideas.

CFACT sets goals for each of its events, the internship program, and for the year as a whole. At the end of each school year, the outgoing and incoming student leaders review the results of the previous year and discusses whether goals were met, why they were or not, unexpected factors, strengths, weaknesses, opportunities, and threats. After this discussion and analysis, CFACT makes adjustments and sets new goals going forward into the future.

Evaluation results will be incorporated into the next year's plan for continued improvement and effectiveness. This information will be available in CFACT's office to anyone who pays the CFACT fee.

CFACT at Rutgers 2008 – 2012

The model chapter at the University of Wisconsin can best capture the vision of a CFACT chapter at Rutgers.

From the 2006-2007 Annual Report:

Overview

Collegians completed its sixth year of education and activism on campus in the 2006/2007 school year with a number of unique experiences, challenges and accomplishments. The last school year witnessed the continued growth and influence of CFACT's two most mature chapters at the University of Minnesota and the University of Wisconsin. CFACT played a major role in the environmental debate at the University of North Carolina, the University of Minnesota-Duluth, and Suny-Albany. CFACT saw a new chapter at Rutgers come to life and established new chapters in Delaware and Tennessee. CFACT hosted Ted Nugent in the fall and John Stossel in the spring. These two signature bookend events both gathered 1000+ attendees.

University of Wisconsin

The CFACT chapter at UW-Madison tackled six different campaigns, built an email list of 600 people, and graduated 150 interns for credit. The internship program proved to be the backbone of the organization. The Madison chapter started the year by hosting rocker

and hunter Ted Nugent and ended the year by hosting the largest and most visible Earth Day event on the central mall. The day long festival with over a dozen tables manned by the 100 interns generated a lot of interest and a little envy.

The Nugent event took top billing in both campus papers and even the local newspaper covered the event saying, ‘Nugent stormed the stage holding a set of antlers and sporting a graying ponytail beneath his camouflage cowboy hat. "I came to Wisconsin, first and foremost, because you have too many deer," he said. "And I can fix that.” - Wisconsin State Journal.

The army of CFACT interns went to work on six different campaigns. The Earth Week campaign consisted of interns putting together a festival for Earth Day/Week celebrations in late April. Passers-by were invited to play games ranging from a bottle-cap toss, to fishing for recyclables, to CFACT PLINKO, while learning about the work CFACT has been doing all semester.

The Stewardship campaign gave life to CFACT’s philosophy through action. This campaign organized a cigarette butt cleanup, adopted a mile of highway and another mile of lakeshore in Madison, and utilized a hands-on teaching philosophy to impress through actions. All the members of the campaign made sure to do the little things on their own, such as picking trash off the ground, replacing knocked over items, and whenever possible, to use the opportunity to explain the importance of stewardship and the focus CFACT puts on taking ownership of our communities.

The Plastics2Profit campaign handed out a number of informational brochures and surveys, teaching the students more about current recycling methods and where the future of recycling may lead. They also offered prizes of Bucky magnets, created from 100% recycled plastic type that the City of Madison currently does not recycle. Many students were drawn in by the human jousting contests staged in over-padded gear.

The Energistics campaign had a hit activity in their CFACT PLINKO board. Many people stopped to play and, after learning facts about nuclear and alternative energy sources, were rewarded with a prize. Their handouts included a “Quick Facts About Nuclear Energy” sheet, and a brochure explaining the benefits of investing in effective alternative energy.

The Transportation campaign spearheaded a Walk-A-Thon on Bascom Hill, extolling the virtues of walking versus taking the bus. This semester, they’ve been educating the public about various transportation options and their respective impact on the environment and on our health.

The off-campus and on-campus competitive prices campaigns Priceline and SLIC (Student Life Improvement Project) made handouts teaching students about various money-saving tips. SLIC’s handout explained their position on the academic calendar and the lack of space in the UW Men’s Basketball student section. It also included the results from their survey on increasing the number of locations for WisCard use.

Text4Less worked to save students money by educating participants in various alternative sources to purchase textbooks at lower prices. They handed out an informational flier that showed the prices of around forty textbooks, comparing the costs at the UW Bookstore versus Amazon.com. They also suggested ways to encourage professors to include required textbooks on the Timetable, increasing students' time to look for the cheapest option.

Finally, Trash Bashers and Liquidating Litter advertised their upcoming events, including a clean-up in May. They encouraged students to take the time to pick up a piece of litter not only because it was Earth Day, but because it promoted good stewardship.

Future

The collegians have a lot to look forward to in the new year. A new chapter of CFACT has formed at Rutgers University in New Jersey, the Madison chapter plans to host Green Peace Founder Patrick Moore, and an alliance has been formed with the manufacturers of solar ovens to hold a series of events to highlight this new technology. The energy and excitement generated by the student leaders at the Eco-Summit promises to carry over to the school year, and CFACT is confident its Collegians report for 2008 will be filled with even more remarkable achievements!

CFACT at Rutgers – Looking Forward

The Art of Civics – Today's university students receive an excellent and broad based education that makes them aware of their community and the world as a whole. Serious issues such as local water quality to global warming and 3rd world development can move us to take action. But what action to take? It's one thing to have an opinion, it is quite another to be able to do something about it. Changing hearts and minds is certainly more art than science, but just like the artist there are many tools available. CFACT's programs and internship have a focus on teaching the tools of civics and fostering an environment where students can experiment and apply their new knowledge to address the most pressing issues in their lives. CFACT helps students answer the age-old question, "But what can I do?"

Leadership Development – Managing budgets and projects, inspiring volunteers, recruiting new members, attracting media attention, persuading your peers, planning large events, and running a non-profit are but a few of the rare experiences CFACT brings to campus. Truth is, such experiences are rare for most people until they have progressed deeply into their careers. CFACT believes strongly in giving individuals the opportunity to lead and manage their own events, their own campaigns, and even the organization as a whole.

Service Through Action – Every CFACT campaign, CFACT event, and CFACT program is created to provide a benefit or service to the entire university community. The best way to learn is by doing, and the best way to serve is through action. CFACT's goal is to link the theory and the substance. The benefits take many forms, whether livening

up the market place of ideas with debates and presentations, cleaning up a corner of campus through the numerous stewardship campaigns, or improving quality of life via used book sharing or budget beater price lists. The goal is the same – provide a benefit to the student body.

Funding and Structure

CFACT is seeking access to the Fall 2009 campus-wide referendum for a waivable fee of \$9.65 assessed on the term bill of every student at divisions of Rutgers University where 25%+1 of the eligible students vote in the affirmative to fund the program.

CFACT at Rutgers University will be a non-partisan, non-profit 501c3 organization. The organization will be controlled by a Board of Directors whose rules stipulate that a current student must be chair and that at least 2/3 of the seats are held by current students. Each University division (SAS, SEBS, etc.) will receive one seat, or two if that division provides funding for the organization.

The Board of Directors is responsible for approving the annual budget, hiring the Executive Director, approving campaigns, and setting the strategic vision of the organization. The Board also works with CFACT's accounting firm of Hendershot, Burkhardt and Reed to maintain the books, file taxes, and conduct an annual audit.

CFACT will employ an Executive Director, a programs director, an internship director, and a number of campus organizers commensurate with the number of chapters that receive funding via the campus wide referendum.

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