

2009-2010 Greener Campus Series



March 25, 2010

**Student Leadership and Careers:
What opportunities are available
in the conservation field and what
skills are needed?**

Speakers

- **Moderator: Courtney Cochran – National Wildlife Federation** Campus Ecology Program Assistant
- **Eliza Russell- National Wildlife Federation,** Director of Education
- **Kassie Rohrbach – Forest Justice Campaign,** Coordinator, **and Walk Oakland Bike Oakland,** Executive Director
- **Lisa Madry – National Wildlife Federation,** Director, Campus Outreach



Eliza Russell, Director of Education

- Grow up in Upstate NY (Finger Lakes Region) on Farm
- Volunteering to lead groups and activities with church on environment at age 10
- Graduated with B.S. History, minor in Museum Studies from SUNY Oswego



Eliza's Work History

- Park Ranger, Women's Rights National Park (Seneca Falls, NY) (3 years)
- Visitor Services, US Holocaust Memorial Museum (DC) (5 years)
- Deputy Director, Port Discovery (Baltimore) (3 years)
- Now – Director of Education, NWF (10 years)



Skills and Tips

Skills – Need to determine what aspect you like – what motivates you?

Research, Science Investigation, Policy, Business, Writing, People?

Try new things – not stop with one focus.

Volunteer, intern (even if free) and informational interview



Kassie Rohrbach

Consultant, Forest Justice Campaign,
National Wildlife Federation

Executive Director
**Walk Oakland,
Bike Oakland**



Activities During College

Volunteer

- Active in Student Environmental Club
- Founded Campus Renewable Energy Club
- Served as Senator in Student Gov't Association



Jobs

- Worked in Campus Arboretum
- Served as Interim Campus Environmental Coordinator
- Interned at Center for Resource Solutions

Professional Experience

- Program Associate at Center for Resource Solutions (1.5 yr)
- Outreach and Development Coordinator at CRS (1.5 yr)
- Co-Founder and Treasurer, Energy Action Coalition (1.5 years)
- Trail Crew Leader in Saguaro Nat'l Park, AZ via Student Conservation Association (3 months)



Professional Experience (cont.)

- Operations Manager, Energy Action Coalition (1 yr)
- Co-Director, Energy Action Coalition (1.5 yr)
- Consultant, National Wildlife Federation (current)
- Executive Director, Walk Oakland Bike Oakland (current)



Skills Needed

- Willingness to do a variety of tasks
- Microsoft Office suite (I never would have guessed how much I use Excel)
- Database Management
- HTML and on-line organizing
- Graphic Design
- Fundraising!!
- On-the-ground organizing experience

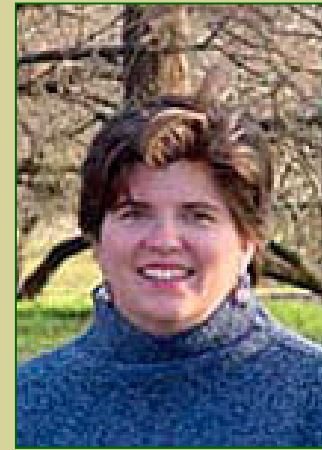


Resources and Tips

- Professors & other staff on campus as well as your Campus Career Center
- Idealist.org, Craigslist.org, LinkedIn.com
- Make an Impression
 - Try to meet folks in-person
 - Make sure your cover letter stands out and that it's clear that you really want this specific position
- You're Interviewing Them Too!
 - Do your research on the organization, company, staff, position itself
 - Ask questions about the position, the culture of the org, etc.



Lisa Madry



Director, Campus Outreach
National Wildlife Federation
South Central Regional Center



Degree in Public Policy
University of North Carolina Chapel Hill

Experience/Past Positions

- Co-founder/Director, SCALE
(**Student Coalition for Action in Literacy Education**)
- Community Organizer, **Industrial Areas Foundation** network in San Antonio and Houston
- **National Wildlife Federation**, Regional Representative lower Mississippi region
- Current: Director, Campus Outreach,
National Wildlife Federation



Contact Information

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Recommended Sites

Usajob.gov – Federal - mark and know it

www.interpnet.com – National Association of Interpretation

www.ejobs.org – General Site

www.ecojobs.com – General Site

http://careercenter.nrpa.org/search/results/
Park and Rec Jobs



www.indeed.com – Jobs site

www.sca.org – Student Conservation Association

www.nwf.org – National Wildlife Federation,
Career Gateway

www.icl.org – Institute for Conservation
Leadership

Upcoming Webinars:

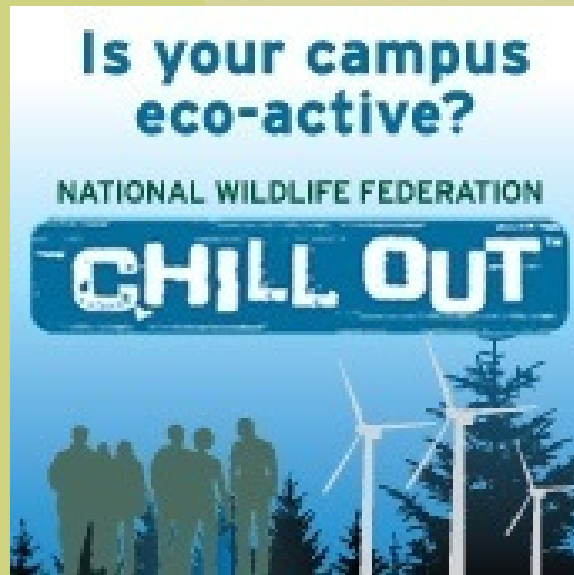
April 8:

Climate Policy 101–

The College Student's Guide to
U.S. Climate Legislation



Register at: www.CampusEcology.org



Chill Out: Campus Solutions to Global Warming



Register for Earth Day Webcast!

Chill Out is the nation's premier competition recognizing colleges and universities for their efforts to reduce global warming pollution. Winners will be announced in the following categories: **green jobs**, **students in action**, **innovative design**, **campus actions** and more.

Go to: www.campuschillout.org

National Wildlife Federation®
CAMPUS
ecology®



Promotes climate leadership and sustainability among colleges and universities by providing resources and technical support, creating networking opportunities and organizing education events.



National Wildlife Federation



Inspiring Americans to protect wildlife
for our children's future.

