



Cal Poly Divest Fossil Fuels  
PROJECT CHARTER

**PURPOSE OF THE DOCUMENT:**

The purpose of this document is to communicate the goals and details of the project as a starting place. It is intended that this document may be modified, adjusted or added to as the project progresses.



**Version 0.1**  
**February 3, 2013**



## PROJECT CHARTER

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<b>Project Name: Cal Poly Divest Fossil Fuels</b>	<b>Project Number: 001</b>
<b>Date: 2/4/2013</b>	<b>Revision Number: N/A</b>

### **1. PROJECT GOALS**

Cal Poly Divest Fossil Fuels will campaign for Cal Poly's endowment to be divested from fossil fuel companies.

This campaign is to address the desperate need for action concerning climate change, and the destruction of natural environments.

### **2. DELIVERABLES**

Team members will raise campus support by completing the following:

- Team members will collect over 2,000 signatures of support
- Team members will develop a website for the campaign
- Team members will campaign on Dexter Lawn with a sandwich board
- Team members will make a relevant video that can be shown and distributed
- Fliers will be printed and posted around campus
- An event will be hosted by Cal Poly Divest

Team members will achieve their ultimate goal by also completing the following:

- Researching alternative responsible investments
- Understanding the management of Cal Poly's endowment
- Establishing relationships with Cal Poly financial administration

### **3. SCOPE DEFINITION**



*The project will include:*

The Cal Poly chapter of the national campaign for university divestment from fossil fuels.

*The project will not include:*

Divestment campaigns on other university campuses, or the divestment from any other industry.

#### **4. PROJECT MILESTONES**

5/2013 Board of Trustees Proxy Meeting

#### **5. ASSUMPTIONS, CONSTRAINTS, DEPENDENCIES, & CONTEXT**

Cal Poly Divest Fossil Fuels is the Cal Poly chapter of a nationwide campaign, sparked by 350.org. The campaign is intended to persuade universities across the country to ultimately divest from the top 200 traded fossil fuel companies. This will in turn receive media attention, and act as a call to action.

Cal Poly Divest Fossil Fuels is a small, student run organization. Therefore we're limited on how much time we can spend on the campaign. This restricts us in our scope in that we must remain local, and focused on the one issue of fossil fuel divestment. The campaign must be low in cost due to minimal to no available funds. The campaign is building up to the proxy meeting in May, for which it's possible to bring this proposal to the table.

In order to achieve the ultimate goal of convincing the administration who controls Cal Poly's endowment to divest from fossil fuels, Cal Poly Divest Fossil Fuels will gather campus awareness and support, establish relationships with the appropriate administration, and work to draft a well thought out, detailed, intelligent proposal.

#### **6. RELATED DOCUMENTS**



All related documents will be on the Cal Poly Divest Google Drive.

**7. PROJECT ORGANIZATIONAL STRUCTURE**

Function	Name	Project Assignment
	Jeremy Black	
	Ingrid Gutierrez	
	Kylie Hensley	
	Phillip Hatcher	
	Kristen Limos	
	Jose Parra	
	Colton Byers	
	Harry Chaw	
	Sam Canino	

**8. PROJECT AUTHORIZATION**

Approved by: Liz Schlemer	Business Manager	Date
Approved by: Roger Burton	Project Manager	Date

