



YOUNG AMBASSADORS

Class of 2022-2023

Graduation: May 10, 2023



A program of Keep Pennsylvania Beautiful, sponsored by PA Department of Transportation.

Agenda

Welcome and Introductions

Kylie McCutcheon, Keep Pennsylvania Beautiful Young Ambassadors Coordinator

Young Ambassadors 2023: A year in Review

Zahra Anjum, Eli Majocho, Corben Conklin, Naomi Tzoanos, and Brady McNamara

Guest Commencement Speakers

Michael Carroll, Secretary, Pennsylvania Department of Transportation

Phoebe Coles, Chair, Keep PA Beautiful Board

Closing Remarks

Shannon Reiter, President, Keep Pennsylvania Beautiful

Young Ambassador Program Goals

Keep Pennsylvania Beautiful will:

1. Guide Ambassadors through a six-step process to implement change in their community.
2. Provide education and training on such topics related to the impact of litter on roadways, litter prevention, waste management and recycling, civic engagement and related public policy, volunteer management, and social media marketing.
3. Provide networking opportunities to not only build a sense of community within the program, but also to promote professional development of the individual Ambassador.

Young Ambassadors Class of 2022-2023

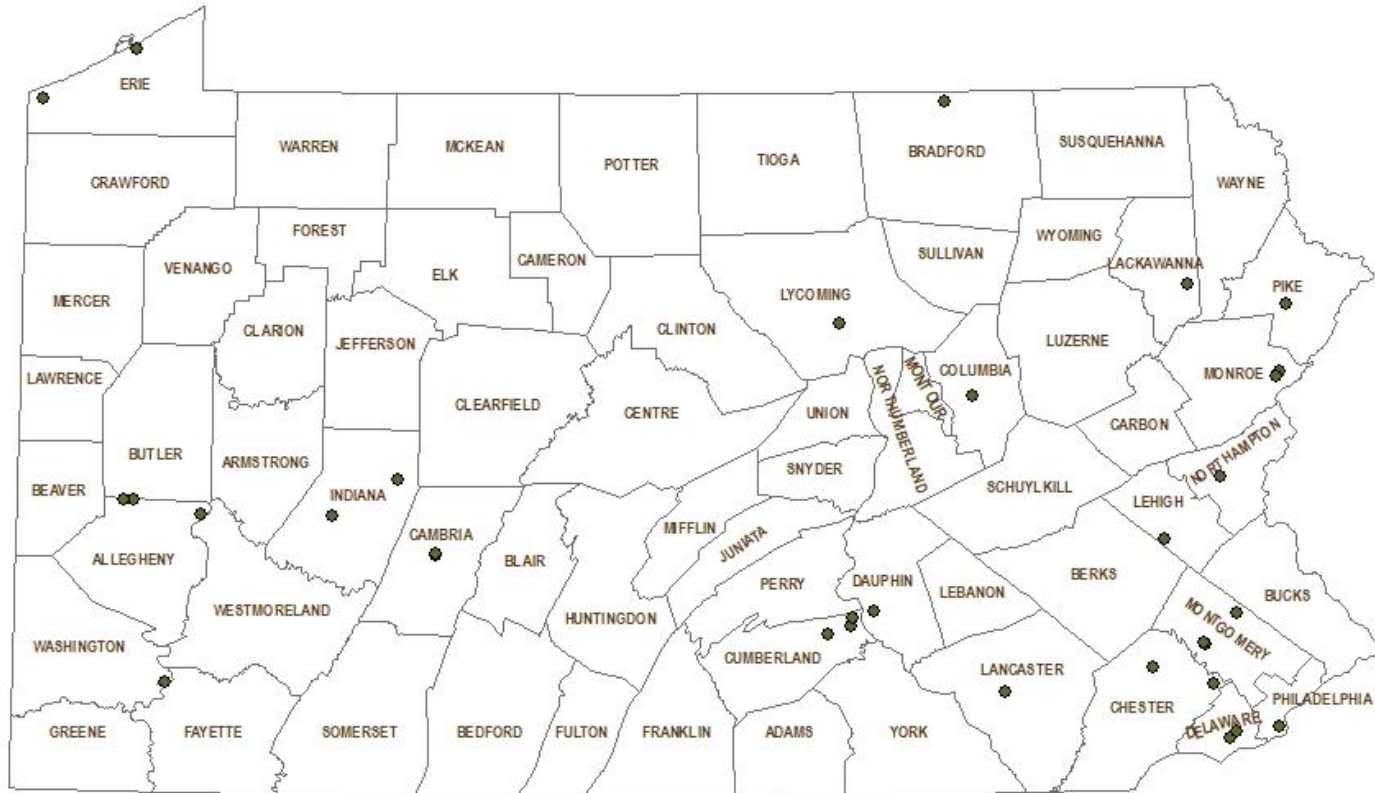


Young Ambassador Program Requirements

Young Ambassadors will:

1. Attend a virtual program orientation.
2. Attend four virtual education and training workshops.
3. Attend a minimum of two networking opportunities.
4. Conduct one community cleanup through the Pickup Pennsylvania program.
5. Conduct one community education event or activity, with first consideration at the student's high school or with a focus on engaging with their school peers.
6. Promote participation in the program and their impact in their community on social media.

35 Young Ambassadors – 20 Counties



Sample Learning Objectives and Assignments

Sample Learning Objectives

1. Understand the Five Step Change Management Process.
2. Learn how to Conduct a Community Assessment.
3. Understand the Benefits of Outdoor Environmental Education and age-appropriate activities.
4. Learn how to organize and lead community events.

Assignments

1. Conduct a Community Assessment
2. Conduct a Community Education Event
3. Conduct a Community Cleanup
4. Contribute to our Graduation presentation

Trainings and Guest Speakers

Orientation

Training #1 - Conducting a Community Assessment/ Discussing Education Events

- Shannon Reiter, President, Keep Pennsylvania Beautiful
- Natasha S. Fackler, Infrastructure Implementation Coordinator, PennDOT
- Rachael Stark, Keep Northeastern PA Beautiful, PA Environmental Council

Professional Networking

- Chris Mitchell, Anti-Litter Specialist, Pittsburgh PA
- Emily Addis, Deputy Chief Transformation Officer, SEPTA
- Monica Kizer, Keep Tennessee Beautiful Communications Coordinator, Memphis Tennessee

Peer Networking with Young Texan Ambassadors

- Corinne Pierce, Young Ambassador Leader, Keep Texas Beautiful
- Karla Camacho, Communications Coordinator, Keep Texas Beautiful

Training #2 - Cleanup Safety Training - Sue Urchek, Program Coordinator, Keep Pennsylvania Beautiful

Training #3 - Policy and Practice

- Michael Hartman, Chief of Staff, Office of State Senator Carolyn Comitta
- Jamie Kopko, Executive Policy Specialist, PennDOT

Leave No Trace Overview - Kylie McCutchen, YA Coordinator Keep Pennsylvania Beautiful

Graduation

- Michael Carroll, Secretary, Pennsylvania Department of Transportation
- Phoebe Coles, Board Chair, Keep Pennsylvania Beautiful

What is a Community Assessment and What Did we Do?

Through a Community Assessment, Young Ambassadors began the five-step process of bringing about change in their communities. The first steps in the process is **ENGAGE PEOPLE** and **GET THE FACTS**.

Sample Community Assessments

- **Greening and Beautification in Swarthmore**, Sage Baker, Delaware County
- **The Beautification of Urban Parks**, Minping Nie, Philadelphia County
- **Recycling at North Pocono High School**, Grace Beckish, Lackawanna County
- **Greening and Beautification in East Pennsboro**, Morgan Stellfox, Cumberland County
- **Implementing Recycling at Central Columbia High School**, Brady McNamara, Columbia County



We Presented and Accepted Feedback on our Community Assessments from Policy Professionals

Policy Professionals

- **Michael Hartman**, Chief of Staff, Office of State Senator Carolyn Comitta
- **Jamie Kopko**, Executive Policy Specialist for PennDOT

My favorite session was the Policy Workshop because **I learned about the inner-workings of environmental law and the plethora of career paths** related to it. ~ Brady M.

I think that being able to be with Young Ambassadors at each meeting who had a drive and passion to keep their environment clean was what motivated me. It made me excited each time to join the meeting and hear about everyone's plan to help their environment. **I especially think that the meeting where we went over community assessments was inspiring.** ~ Jensen W.

What did we Learn?

- It allowed me to dive deeper into the problems in my community and to find ways to solve them. ~ Corben C.
- It taught me to identify problems, analyze multiple factors, formulate a plan, and then execute a sustainable solution. ~ Brady M.
- Using this knowledge enables me to better develop targeted and effective strategies to address specific problems and promote sustainable practices in my area. ~ Morgan S.
- It provided me with valuable data that I hope to use to create long lasting effective programs within my home and community~. Naomi T.

Community Assessment

Implementing Recycling at Central Columbia High School

Brady McNamara
Columbia County

My focus area is the lack of recycling at my high school. Recycling is one of the most important ways we can positively impact our planet and keep our communities beautiful. With this in mind, I set out to establish recycling at CCHS.



Barriers and Opportunities

Barriers

- The recycling containers provided by Foughts Disposal Company are designed for waste collection, not use in the interior of a school. So, other bins must be acquired.
- A large amount of recycling bins costs a notable amount of money.
- Janitorial staff and teachers do not want to be responsible for the waste.
- A recycling program is not established, so one must be developed by the Students For Environmental Action Club.

SEA Club must coordinate with administration, janitorial staff, club members, and teachers to organize recycling efforts.

Opportunities

- Students get the chance to learn how to develop initiatives.
- A recycling program is within reach and has the approval of the necessary authorities.
- The SEA club has more than enough members to be able to establish a rotating "recycling crew" who collect waste from the bins we acquire and then place it in the large containers.



Action Plan

1. Fundraise

- Stage various events/activities raising funds so that SEA club can purchase recycling bins.
- In the past year, SEA Club has had two minimal-waste bake sales and an environmental themes clothing order.



2. Details

- Determine needed amount of bins and locations
- Evaluate any already-owned containers that could be reused
- Research the best bin options
- Use club funds to purchase
- Develop plan for SEA club members to collect recycled materials and place in large containers



3. Implementation

- Place bins in desired locations
- Launch promotional campaign in school on news, flyers, and email.
- Enact plan with SEA club members
- Continue work diligently throughout the year



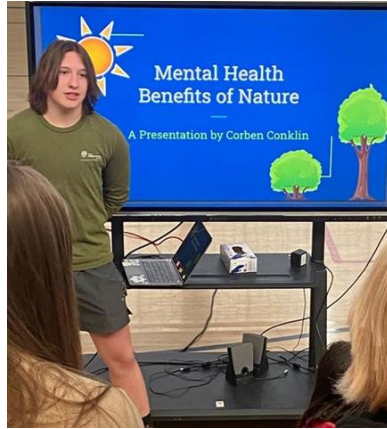
How did the *Training on Education Events* assist us and what events did we do?



“Yes, this training helped me because it really showed what to do with age demographics. With my educational lessons I planned on going to the audience of 2nd-3rd graders but realized I needed to go higher in age and settled with the 5th grade students.”
~ Eli M.

Rachel Stark’s breakdown of demographics showed me what each age group needs and how to best target the proper audience. I felt passionately about working with kids, and even ended up doing so, but I also saw the value in connecting with people my age. **It is through her presentation that I learned middle-aged adults and elderly were not my target demographic.** ~Riya S.

What did we learn from planning and hosting an event?



- I've gained **skills in presenting and public speaking**, as well as confidence in myself. I felt proud and accomplished. ~ Jaden N.
- I gained a more **in depth understanding about the layout/format of different types of articles and how to effectively engage others with words**. I also found this process very fulfilling. ~ Olivia K.
- This event also taught me **how to organize and plan an event**, as I had to coordinate with multiple schools and administrators prior to working with the kids. ~ Carmen S.
- I also learned **what it is like to become a leader**. Being able to allow my community to learn more about our environment really opened my eyes on the fact that there is so much more that I can do. ~ Rese S.



How did the *Cleanup Safety Training* help us plan our event and what types of cleanups did we do?



My favorite session was the Cleanup Training session because **it shared a lot of great information regarding cleanup events and how to go about disposing/handling litter.** I learned a lot from this training and found it extremely helpful. ~ Olivia K.

The cleanup safety training was helpful, mainly because of the site assessment aspect. I did not know that there were so many resources to reach out to and that April is free/reduced disposal month. I also learned where trash accumulates most often, so that's where my friends and I targeted. This was, personally, the most helpful session I had with KPB. ~ Riya S.

What did we learn from hosting the cleanup event and how did we feel afterward?

- One thing I would definitely make sure to emphasize is safety with cars and the importance of wearing bright colors so people can see us. **After the event, it felt really good to guide people in helping the environment.** As a group we worked together to deal with our problems and handled them in a safe matter. ~ Claudia B.
- I learned a lot after my cleanup, such as the steps needed to be taken beforehand. Having connections with different organizations I have found to be key in holding any event. **Trying to make it a fun and meaningful operation also seems to help with the number of volunteers.** ~ Emma B.
- I have organized cleanups in the past and have seen the gut-wrenching build-up of trash before, but this time was different because **I felt that I had a larger purpose being part of the KPB YA program.** While this stressed me out a bit and also filled me with fear of failure, I felt agency and pride with my work (something I rarely feel).~ Riya S.

We Had Two Specific Networking Opportunities

Professional Networking

- Chris Mitchell, Anti-Litter Specialist, Pittsburgh PA
- Emily Addis, Deputy Chief Transformation Officer, SEPTA
- Monica Kizer, Keep Tennessee Beautiful Communications Coordinator

Peer Networking with Keep Texas Beautiful and Young Texan Ambassadors

- Corinne Pierce, Young Ambassador Leader, Keep Texas Beautiful
- Karla Camacho, Communications Coordinator, Keep Texas Beautiful
- 10 Young Texas Ambassadors

I was really inspired by Mr. Mitchell's (Pittsburgh's Anti-Litter Specialist) presentation from the first networking event. **The way he spoke about invoking real change in our communities has stuck with me all this time, how we have to start at the root of the problem and how we have to change the environment to change behavior.** He shared a unique perspective and an abundance of great advice on how to genuinely find solutions that I'll never forget. ~ Olivia K.

My favorite session was the meeting with Keep Texas Beautiful, because **I felt very proud to represent Keep Pennsylvania Beautiful**, but I also felt that I was a part of a community of students with diverse beliefs and backgrounds that all have a great desire to improve and beautify their community and environment. ~ Naomi T

What Connections Did We Make in our Community?

- School Environmental Club
- Elementary School Nature Club
- Elected Official's Offices
- After-school Programs
- Watershed Organizations
- Recycling Offices
- Upper Main Line YMCA
- Blue Mountain Resort
- Friends of Little Crum Creek Park
- Association of Physicians of Pakistani-descent of North America
- National Honors Society
- Institutions around Presque Isle
- Various Media and Press

I connected with the **preschool class** in my school district and taught the kids about Earth Day and sustainability. ~ Brady M.

I was able to become the **Youth Director** of the nonprofit organization Friends of Little Crum Creek Park. ~ CJ C.

I was able to connect with **local institutions** whose focus was maintaining the natural beauty of our beaches at Presque Isle and in the regions surrounding it. ~ Tanvi U.



Unique Opportunities for Young Ambassadors



I was able to get a lot of good advice from the Keep America Beautiful conference, both about real life (college/school advice) and with continuing a career in environmental conservation. I was able to see successful people in career positions I didn't know existed that I could include on my own list of "what should I be when I grow up." I'm also invited to speak at the nature themed school orchestra concert in late May, which I never would have been offered without building connections within my school to promote my education/clean up events. ~ CJ C.

Doing this program help me grow as a person and enable me the tools and understanding I needed to continue into my adulthood. Also, the events and projects we had to do assisted me in my personal service hours for my high school for graduation.

After my educational event, many kids from my community have come up to me and said they remember me. I take that as a sign the I did my job well. ~Jaden N.



Young Ambassador Class of 2023

Congratulations

and all the best for the future!



Abby Salzman, Grade 12, California Area High School
Adrian Chavez, Grade 10, Nazareth Area High School
Andy Forrester, Grade 11, Pine-Richland High School
Angelique Smalls, Grade 11, East Stroudsburg High School North
Ania Chandra, Grade 12, Cumberland Valley High School
Anna Layden, Grade 11, Purchase Line Junior Senior High School
Brady McNamara, Grade 11, Central Columbia High School
Cale Klaff, Grade 12, Pine-Richland High School
Carmen Skal, Grade 12, Butler Senior High School
CJ Chen, Grade 11, Strath Haven High School
Claudia Brach, Grade 12, Perkiomen Valley High School
Corben Conklin, Grade 11, Athens Area High School
Eleana Rijo, Grade 10, Susquehanna Township High School
Eli Majocha, Grade 12, Highlands High School
Emma Burkett, Grade 12, Northwestern High School
Fawn Dutcher, Grade 10, East Stroudsburg High School North
Grace Beckish, Grade 10, North Pocono High School

Gianna Stewart, Grade 11, Northwest Pennsylvania Collegiate Academy
Henri Brunel, Grade 12, Conestoga High School
Jaden Nixon, Grade 12, St. John Neumann Regional Academy
Jensen Westrick, Grade 12, Central Cambria High School
Luke Anderson, Grade 10, Pine Richland High School
Maddie Ostinowsky, Grade 12, Bishop Carroll Catholic High School
Minping Nie, Grade 11, Central High School
Morgan Stellfox, Grade 10, East Pennsboro Area School District
Naomi Tzoanos, Grade 11, Owen J. Roberts High School
Rese Schlameuss, Grade 11, East Stroudsburg High School South
Ri Sringari, Grade 12, Perkiomen Valley High School
Rudra Patel, Grade 12, Souderton Area High School
Sage Baker, Grade 10, Strath Haven High School
Siddhant Khandelwal, Grade 12, Parkland High School
Stella Blue Weaver, Grade 12, JP McCaskey High School
Tanvi Ud giri, Grade 11, Northwest Pennsylvania Collegiate Academy
Via Krimin, Grade 12, Indiana Area Senior High School
Zahra Anjum, Grade 11, Cumberland Valley Virtual Academy