

Chico State Students Recognized for Innovative Sustainability Awareness Campaign



Chico State students Todd Anderson, Jon Dunphy, Kevin Frasier, Spencer Mason, and Robbie Roesser took top honors among the Chico State teams that participated in the Innovation Tournament.

In March, Chico State business students competed in an innovation competition hosted by Stanford University. Twenty-four teams of Chico State business students participated. Three teams were singled out for special recognition by Chico State faculty. The team that was given first-place honors executed a sustainability awareness project.

In five days, the students set up a Facebook group, sold advertising space on a Web site that they created, raised money for three nonprofit organizations, created a three minute video of their efforts, and reached out to hundreds of students to make them more aware of sustainability issues. Chico State's participation in the tournament was coordinated by Dr. Julie Indvik, the college's Entrepreneurship Fellow/Academic Coordinator.