



UMassAmherst
The Commonwealth's Flagship Campus



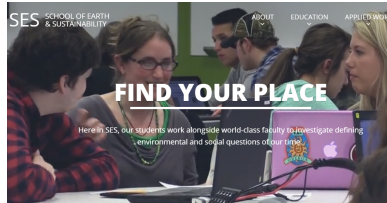
Sustainability Integration Project
Discussion with Chancellor on Proposed
CSAC priorities

October 23, 2017

Situation To Date

A Few Sustainability Points of Pride

*Sustainability brings us
national recognition*



Academics, Research & Innovation:

School of Earth & Sustainability – launched Apr 2017
\$7M NECSC; Wind Energy Research Center est. 1971
~24% of research \$\$ from sust'y related work
>350 courses, 20 majors, 15 graduate programs
Sustainability, Innovation & Engagement Fund (SIEF)



Food:

#1 Campus Food in the country
Local, Healthy, Food System Initiative: \$3M/yr
Kendall Foundation grants since 2013
Permaculture Initiative
Real Food Challenge ~15% in 2017



Energy:

EPA Award winning CHP – 27% emission reductions
Largest solar project on a New England campus
Investing over \$20M in efficiency over next 3 years
Divestment -- first major public R1 to divest from fossil fuels
1,225,000 GSF LEED Certified Buildings or 10% of campus



Green College
Honor Roll



Existing Mandates & Commitments

Mass Executive Order 569 Integrated Climate Change Strategy 2016

Mass EOEEA “Air Quality Laws and Rules” 2015

Massachusetts Environmental Policy Act 2013

Mass General Laws: Global Warming Solutions Act 2008

Mass LBE and Executive Order 484: Leading by Example: Clean Energy and Efficient Buildings, 2007

Executive Order 438: State Sustainability Program 2002

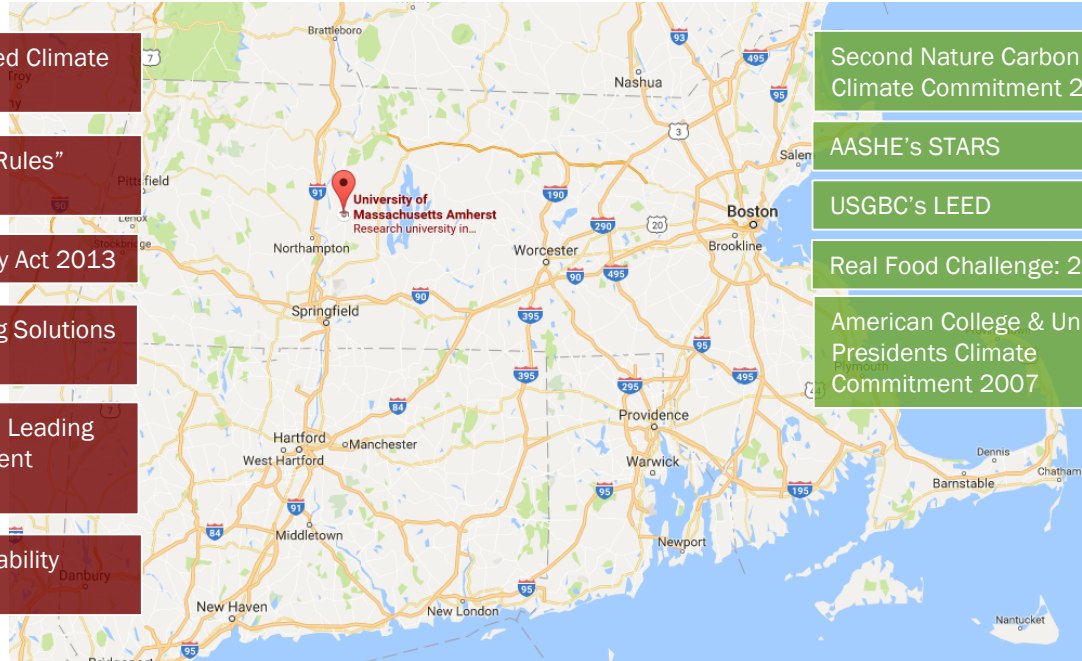
Second Nature Carbon and Climate Commitment 2015

AASHE’s STARS

USGBC’s LEED

Real Food Challenge: 20 x 20

American College & University Presidents Climate Commitment 2007



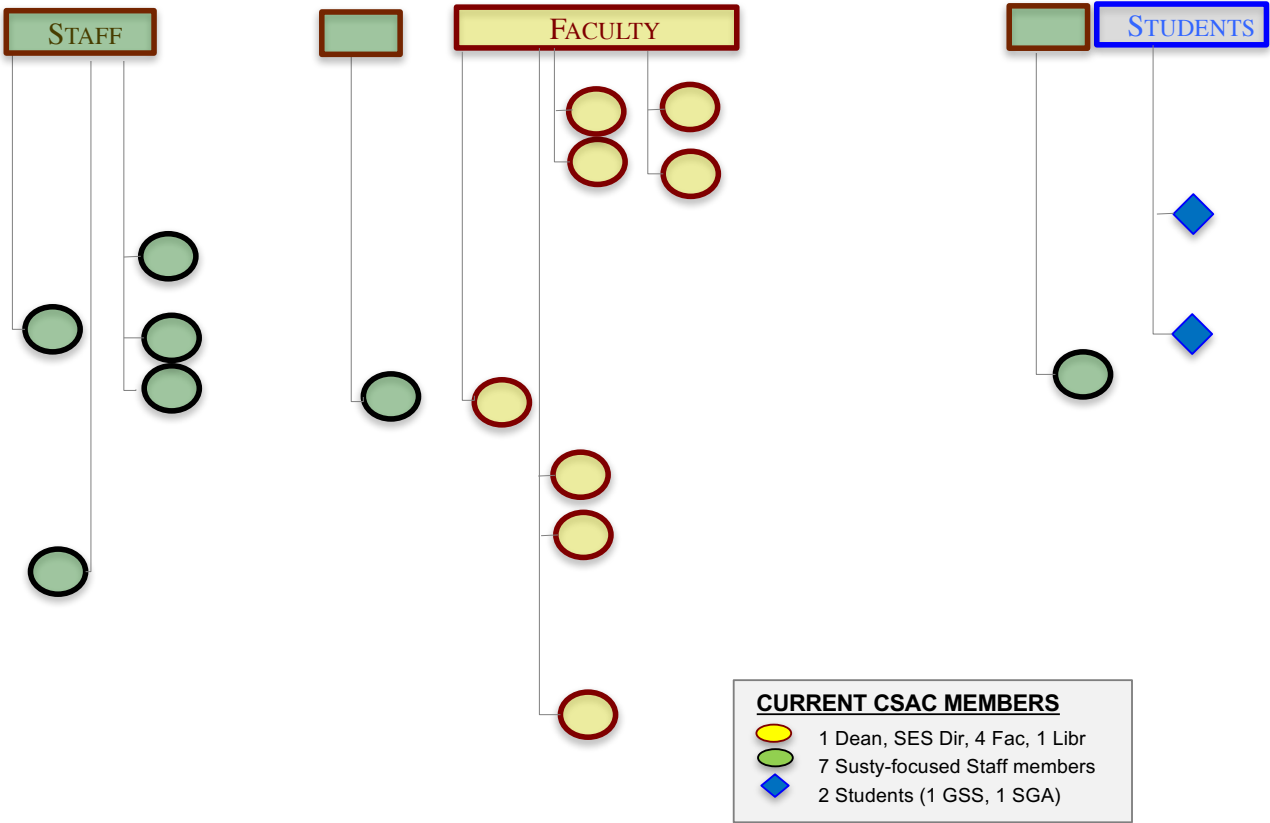


LEGEND

Legend

- One Step Removed
- Two Steps Removed
- Three Steps Removed (except academic departments)

CHANCELLOR’S SUSTAINABILITY ADVISORY COUNCIL



CHANCELLOR'S SUSTAINABILITY ADVISORY COUNCIL



A&F

Vice Chancellor for Administration and Finance

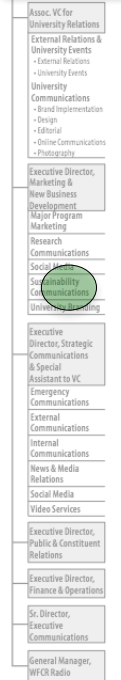


Vice Chancellor for Development and Alumni Relations



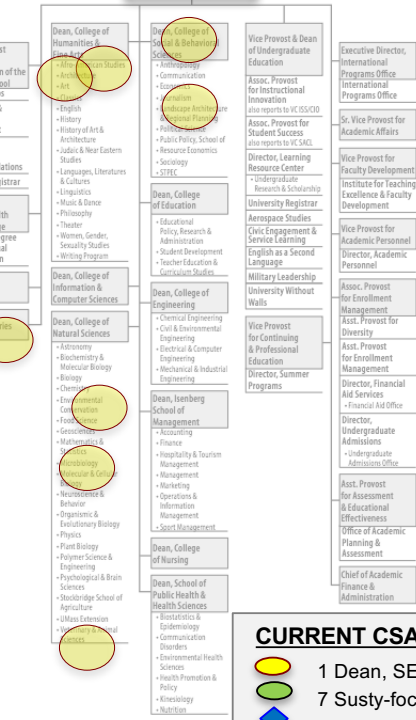
U.R.

Vice Chancellor for University Relations



ACAD AFFAIRS

Provost & Senior Vice Chancellor for Academic Affairs

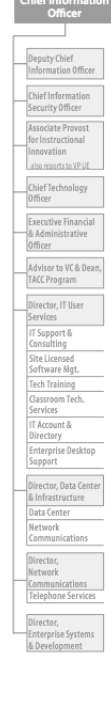


SACL

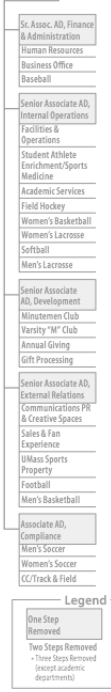
Vice Chancellor for Student Affairs and Campus Life



VC for Information Services and Strategy and Chief Information Officer



Athletic Director



CURRENT CSAC MEMBERS

- 1 Dean, SES Dir, 4 Fac, 1 Libr
- 7 Susty-focused Staff members
- 2 Students (1 GSS, 1 SGA)

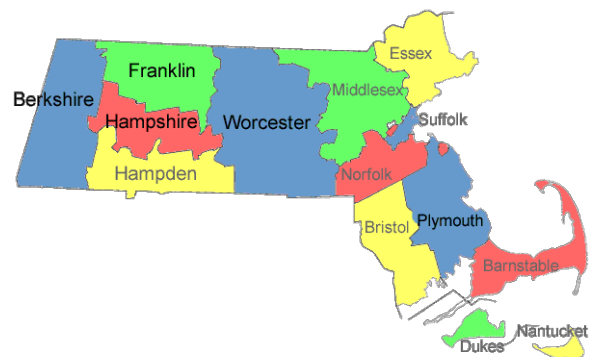


Deliver a 4-year action plan ... to achieve sustainability integration

- that further enhances our flagship campus as a destination and investment of choice with efficient utilization of resources
-

Timeline

1. Reviewed UMass sustainability docs & activities since 2002
2. Conducted initial face-to-face interviews
3. Developed FY19 Sust'y Inventory & Big Ideas survey
4. Synthesized, Distilled, Prioritized results – “Big Ideas Funnel”
5. Conducted Student Survey – undergrad and grad
6. Identified Unresolved Issues
7. Discuss findings with the Chancellor: this meeting, 10/23



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UMass Current Situation

Secure | https://umass.app.box.com/folder/27596448240

UMassAmherst

Search Files and Folders

All Files > Susty Integration ... > ☆ UMass Current Situation Docs ▾

Name

Updated ▾

Size

Future Trends

Jul 25, 2017 by Lu...

3 Files

Campus Strategic Planning Docs

Jul 25, 2017 by Lu...

6 Files

Other Univ Sustainability Plans

Jun 20, 2017 by C...

2 Files

System-wide Reports

Jun 13, 2017 by E...

3 Files

Share ▾

AdQAD-2014 and Office

Jun 6, 2017 by Ezz...

8 Files

UMass Sustainability Plans

Jun 5, 2017 by Cra...

4 Files

MBU Strategic Priorities

May 22, 2017 by ...

0 Files

New ▾

Sharing

Details

CN

Craig Nicolson

Owner

SS

School of Earth & St

Editor

ES

Ezra Small

Editor

LP

Ludmilla Pavlova-Gil

Editor

Share this Folder

7 FOLDERS –over 20 reports

Timeline

1. Reviewed UMass sustainability docs & activities since 2002

2

Conducted initial face-to-face interviews



“1,000 CUPS OF COFFEE”
Over 20 Initial Interviews

Lynn McKenna	Budget Director
Ainsley Brosnan-Smith	Secretary of Sustainability, SGA
Elisabeth Hamin	Professor, LARP
Ajla Aksamija	Assoc Prof, Dept of Architecture
Laurie Simmons	Grad Student Senate
Madeleine Charney	Sustainability Librarian
Ray Jackson	Director, Physical Plant
Dawn Bond	Director Student Services, Res Life
Katherine Newman	Senior VC & Provost
Shane Conklin	Assoc VC Facil/Campus Serv

Ken Toong
Garett DiStefano
Terri Wolejko
Kumble Subbaswamy
Doug Marshall
Curt Griffin
John Bidwell
Bryan Harvey
Bryan Beck
Guilford Mooring
Steve Goodwin
John Hird
Anna Branch

Executive Dir, Auxiliary Services
Dir Res Dining and Sustainability
Assistant Director, EH&S
Chancellor (Hallway Discussion)
Interim Director, Campus Planning
Director SES, Dept Head ECO
Exec Director of Mktg, U Relations
Assoc. Chanc.Chief Planning Officer
Chancellor's Office
Director, Amherst Pub Works & Staff
Professor, Microbiology
Dean, College of SBS
Assoc. Chancellor, Equity and Inclusion

Taskforce Interviews by Topic Area [Read-Only] - Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

Clipboard Font Alignment Number Styles Cells Editing

A1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1		MEETING NOTES FOR CSAC INTEGRATED SUSTAINABILITY ACTION PLAN 2017-2021		Purpose of first round meetings with CSAC members:	Explain process, review draft survey, get suggestions	Student Success or Experience			Facility / Operation Efficiency	Brand / Recruiting		Engagement		
2		Who	Unit	CSAC role	Reports to:	Key Take-Aways, (columns F through L)								
3	Tue, 6/13 1:30pm	Lynn McKenna	Budget Director	Funding	A&F - Andy	Student experience has been most integrative budget example.... [CRN because students experience all parts of the	Hard / Soft returns. "We invest in lots of those things without a hard ROI because it enhances student enrichment /							
4	Tue 11:30	Ainsley Brosnan-Smith	Secretary of Sustainability, Student Government Association	STU: u/grad	SACL - Enku					She wants to follow up and see whether UM Foundation HAS actually divested the way our press release announced at the time. ... BUT it's not public info: Foundation is private				
	Tue, 12:00 noon	Elishbeth Hamlin	Professor I & DP	Faculty: Built	AA - John Hird &					We should market	Ten SUSTV	Social justice -	Part of social	Social justice

Sheet 1 - h... Sheet 2

READY COUNT: 8 100%

Type here to search

2:02 PM 9/13/2017

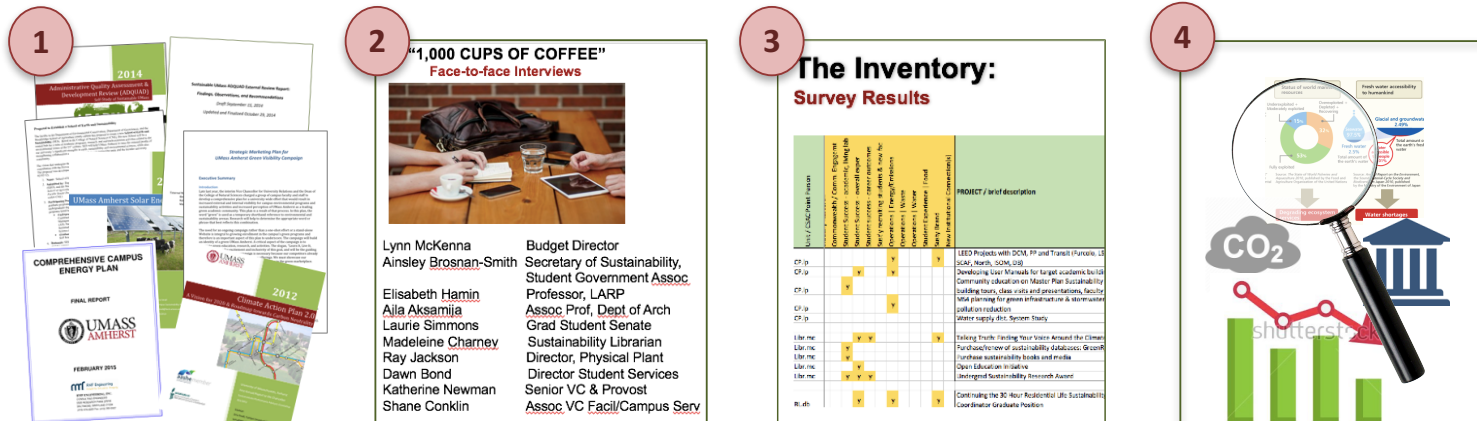
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- 3 Developed FY19 Sust'y Inventory & Big Ideas survey

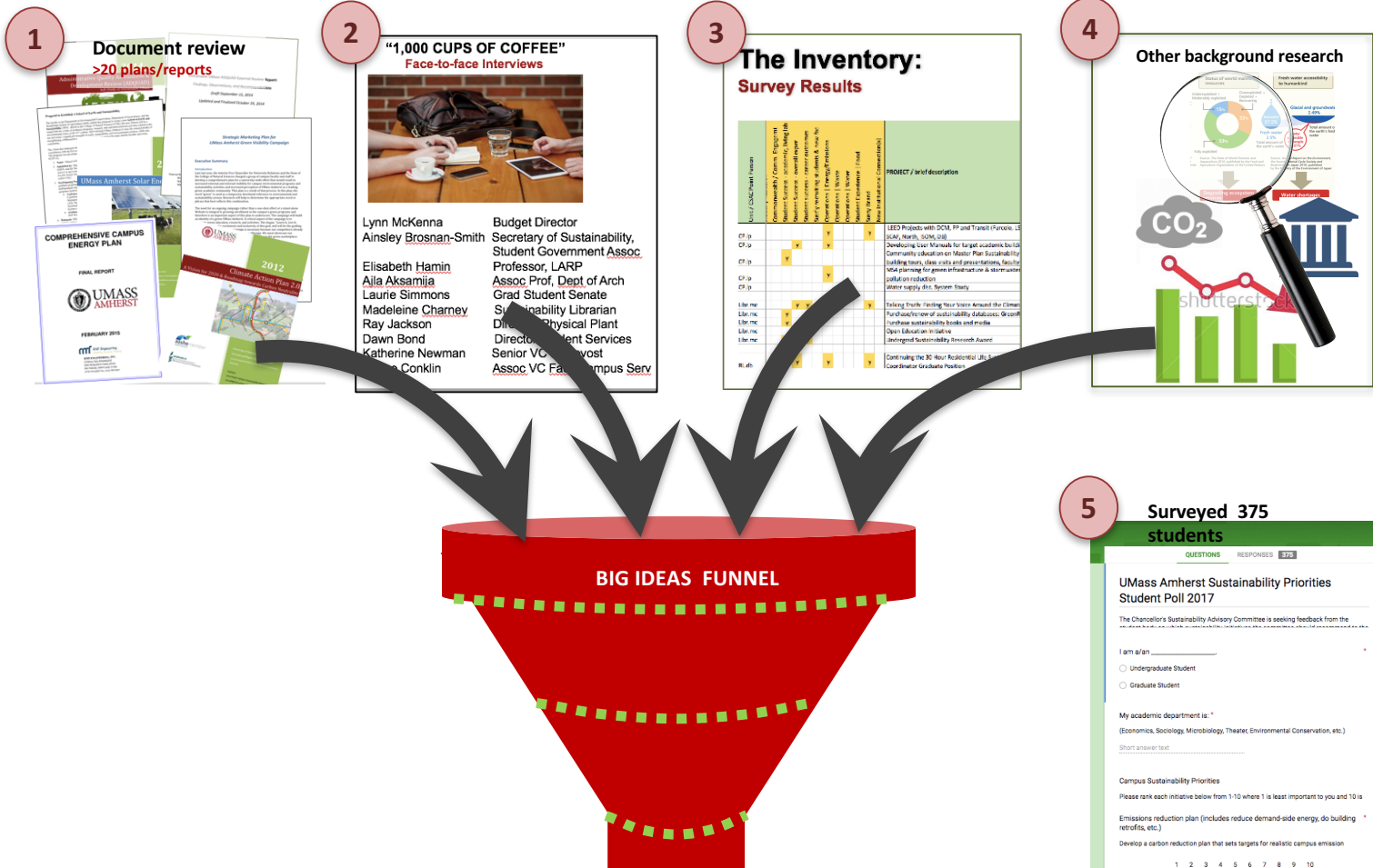
Unit / CSAC Point Person	Commonwealth / Comm. Engagement	Student Success - academic, living lab	Student Success - overall exper	Student success - career outcomes	Sust'y recruiting students & new fac	Operations Energy/Emissions	Operations Waste	Operations Water	Student Experience Food	Safety Brand	New Institutional Connection(s)	PROJECT / brief description	Expected Impacts / Benefits	Timing of Results
CP.lj						Y				Y	LEED Projects with DCM, PP and Transit (Furcolo, LSL, PSB, SCAF, North, ISOM, DB)	Avoided GHGE & Energy Costs, reputation enhancement		Med
CP.lj			Y			Y					Developing User Manuals for target academic buildings	Student and employee education, reduction in complaints, EE		Med
CP.lj		Y									Community education on Master Plan Sustainability (green building tours, class visits and presentations, faculty MS4 planning for green infrastructure & stormwater pollution reduction)	Community spirit, staff education, supporting research		Short
CP.lj						Y					Water supply dist. System Study	risk reduction, river water quality improvement		Med
CP.lj												Water efficiency and cost avoidance		Med
Libr.mc			Y	Y						Y	Talking Truth: Finding Your Voice Around the Climate Crisis (y	Brings together faculty, students, librarians, staff and community members for clim		Short
Libr.mc		Y									Purchase/renew of sustainability databases: GreenR, Greenle	Research and teaching of susti.		Med
Libr.mc		Y									Purchase sustainability books and media	Research and teaching of susti.		Med
Libr.mc			Y								Open Education Initiative	Saves students millions of \$, fosters more flexible and authentic and effective teach		Med
Libr.mc		Y	Y	Y							Undergrad Sustainability Research Award	Recognizes excellence and showcases publicly on ScholarWorks		Med
RL.db			Y			Y				Y	Continuing the 30 Hour Residential Life Sustainability Coordinator Graduate Position	Collaboration with Res Ed and Residential Curriculum to increase engaging students with Sustainability initiatives in residence halls		short

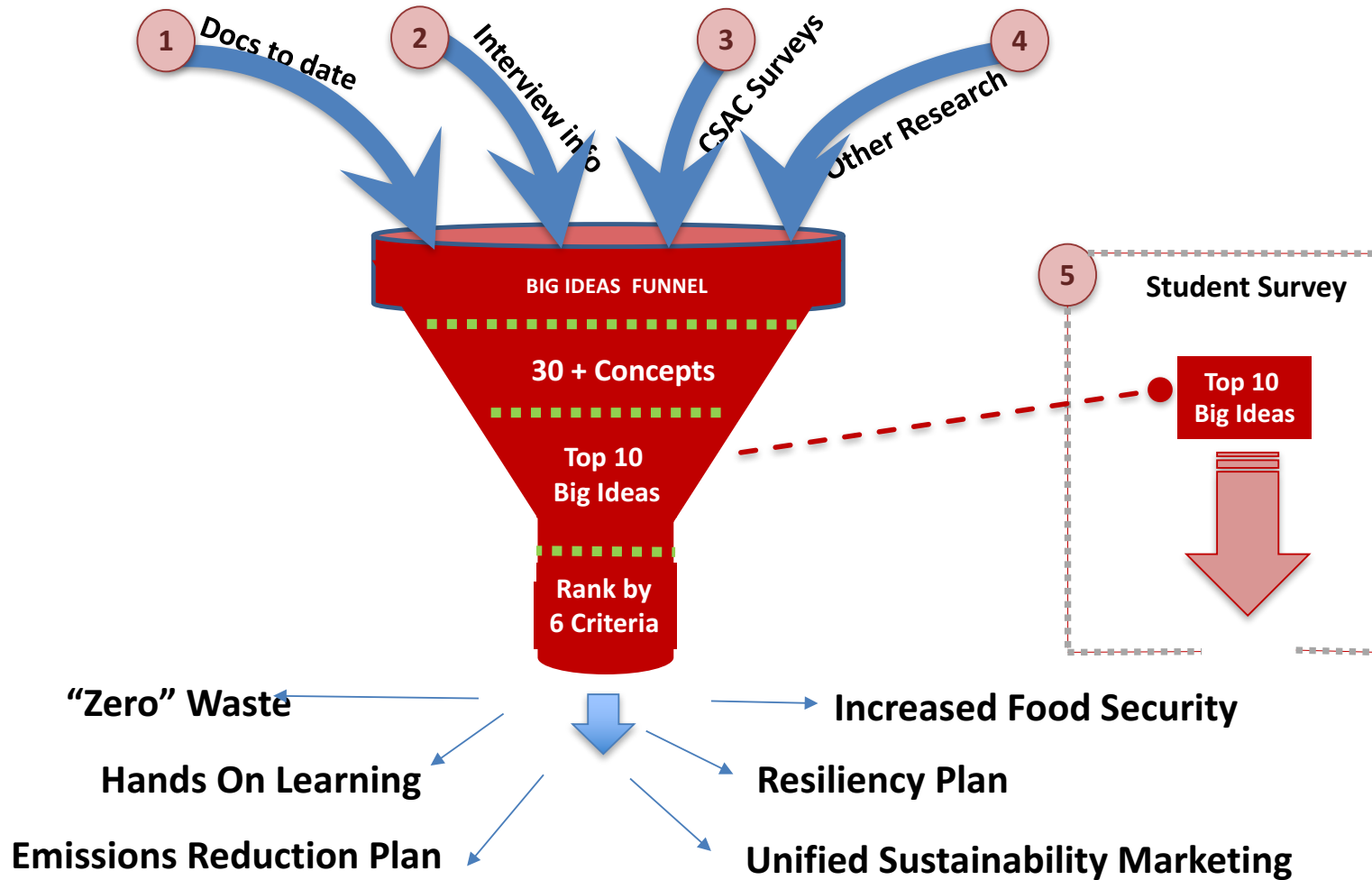
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What Each Priority Means (1)

- **Expand ‘Hands-on Learning’ opportunities**
 - Becomes a hallmark of a UMass sustainability degree (and our messaging and brand)
 - Student career success focus: e.g., professional development workshops, internships
 - Sustainability majors in SES take 3-4 classes involving real world projects
- **Develop ‘CO₂ emissions reduction’ targets and plan**
 - Facilitate a campus wide stakeholder process to explore policy options for campus
 - External consulting experts help us assess long-term alternatives with estimated costs
 - Set specific targets for demand side energy reduction & lowering our CO₂ emissions
 - Take advantage of faculty expertise in climate science, energy, emissions, etc.
- **Increase food security**
 - *...is already underway across multiple vice chancellors... great example of sust’y integration*

What Each Priority Means (2)

- **Unified sustainability marketing:**
 - Tie all campus sustainability marketing messaging to a central compelling theme
 - Enhances UMass brand, our sustainability brand and reputation
- **Develop a Campus+Region Resiliency plan**
 - Integrate campus resiliency / climate risks with our hazard mitigation planning
 - Partner with state, regional communities
 - Chancellor helps a host national conversation at UMass
- **Work toward becoming a “Zero Waste” Campus:**
 - Comprehensive waste reduction efforts, from procurement to behavior
 - Reduce our demand-side consumption (e.g. paperless campus)
 - Achieve notable diversion, diversion rates, raise campus profile through awards

Reality check from Student Surveys

- Undergraduate
- Graduate

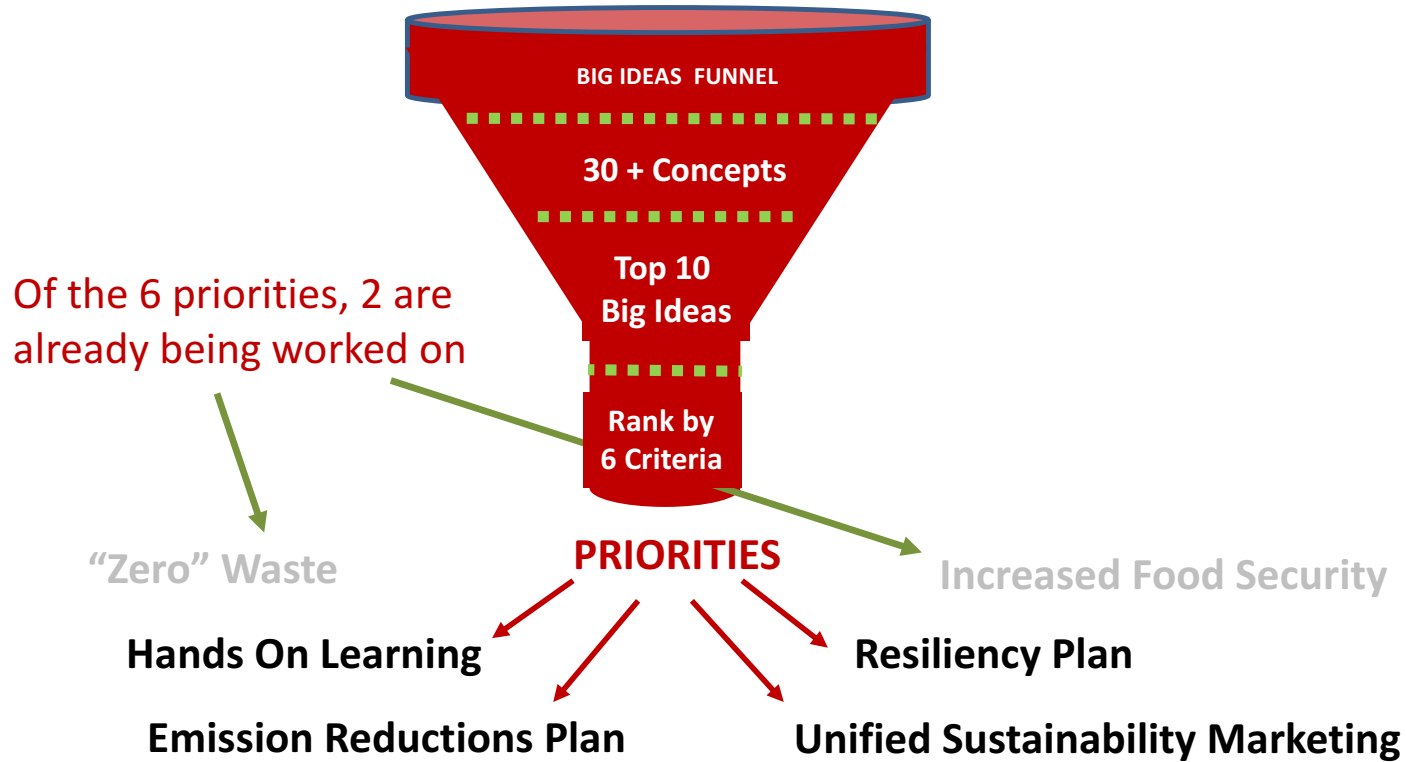
RESULT: their Key Issues were:

Waste, Food security, Carbon emissions, Resilience

All these had already been identified within 6 CSAC priorities

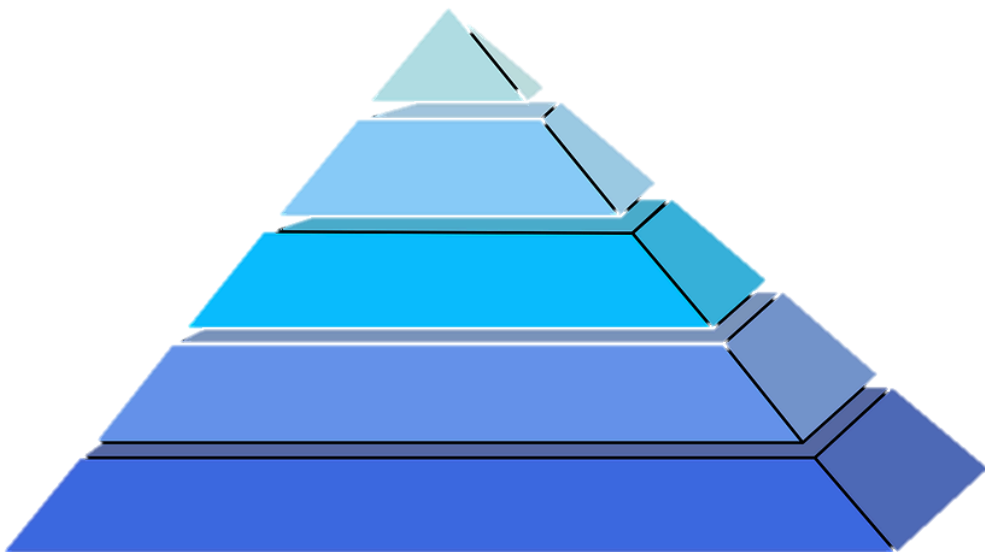


The screenshot shows a survey titled "UMass Amherst Sustainability Priorities Student Poll 2017". It includes a header with "QUESTIONS" and "RESPONSES: 872". The survey text states: "The Chancellor's Sustainability Advisory Committee is seeking feedback from the student body." The first question is "I am a/an" with radio button options for "Undergraduate Student" and "Graduate Student". The second question is "My academic department is:" with a text input field and a note "(Economics, Sociology, Microbiology, Theater, Environmental Conservation, etc.)". Below this is a "Short answer text" field. The third section is "Campus Sustainability Priorities" with the instruction "Please rate each initiative below from 1-10 where 1 is least important to you and 10 is most important, etc." It lists two initiatives: "Emissions reduction plan (includes reduce demand-side energy, do building retrofits, etc.)" and "Develop a carbon reduction plan that sets targets for realistic campus emissions". Each initiative has a rating scale from 1 to 10. The final question is "A unified sustainability brand between all areas of campus life" with the instruction "Develop a more fully integrated UMass sustainability brand and use it to tell our story to".



Timeline

1. Reviewed all existing sustainability documents & activities
2. Conducted initial face-to-face interviews
3. Developed CSAC Inventory survey
4. Distilled results – “Opportunity Funnel”
5. Conducted Student Survey
6. Identified Unresolved Issues



Unresolved Issues

1. Integration of sustainability with diversity

- Reframe messaging for a preemptive strategic positioning
- Become the first university to have this combined approach
- Possibly enhance the overall university reputation and rankings such as US News & World Report

2. Options for Funding

- External grants, major donor gifts
- Centrally imposed 'tax' on all MBUs (e.g. IALS approach)
- Student Green Fee (opt out, like MassPIRG)
- 100% participation – financial resources / courses / outreach/etc.
- Voluntary
- Attractive ROI

Discussion points for Chancellor Input

- **Endorsement on the process and the priorities.**
 - Your thoughts/feedback on our process?
 - Any other priorities we might have missed?
 - Your level of commitment w.r.t the 6 priorities
 - Which priorities seem best to begin with?
- **Your thoughts on the unresolved issues**
 - Integration of Sustainability with Diversity for preemptive positioning
 - Funding options
- **Suggestions for preparation and presentation of this project to CLC.**

QUESTIONS?

NEXT STEPS?



WWW.UMASS.EDU/SUSTAINABILITY

THANK YOU !