Sustainability Integration Project
Discussion with Chancellor on Proposed CSAC priorities
October 23, 2017
Situation To Date
A Few Sustainability Points of Pride

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
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
- Executive Order 438: State Sustainability Program 2002
- AASHE’s STARS
- USGBC’s LEED
- Second Nature Carbon and Climate Commitment 2015
- Real Food Challenge: 20 x 20
- American College & University Presidents Climate Commitment 2007
CURRENT CSAC MEMBERS
- 1 Dean, SES Dir, 4 Fac, 1 Libr
- 7 Susty-focused Staff members
- 2 Students (1 GSS, 1 SGA)
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CSAC Integration Project

Mission Statement

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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<table>
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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Future Trends</td>
<td>Jul 25, 2017</td>
<td>3 Files</td>
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<tr>
<td>Campus Strategic Planning Docs</td>
<td>Jul 25, 2017</td>
<td>6 Files</td>
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<td>Other Univ Sustainability Plans</td>
<td>Jun 20, 2017</td>
<td>2 Files</td>
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<td>System-wide Reports</td>
<td>Jun 13, 2017</td>
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<td>AdQAD-2014 and Office</td>
<td>Jun 6, 2017</td>
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<td>UMass Sustainability Plans</td>
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<td>MBU Strategic Priorities</td>
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<tr>
<td>1</td>
<td>MEETING NOTES FOR CSAC INTEGRATED SUSTAINABILITY ACTION PLAN 2017-2021</td>
<td>Purpose of first round meetings with CSAC members.</td>
</tr>
<tr>
<td>2</td>
<td>Who</td>
<td>Unit</td>
</tr>
<tr>
<td>3</td>
<td>Tue, 6/13 1:30pm</td>
<td>Lynn McKenna</td>
</tr>
<tr>
<td>4</td>
<td>Tue 11:30</td>
<td>Ansley Brosnan-Smith</td>
</tr>
<tr>
<td>5</td>
<td>Tue, 12:00 noon</td>
<td>Elisabeth Hamin</td>
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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.

We should market the campus as a HEALTHY ENV... Top SUSFY university? Call Poly Pomer. Social justice - wishes LARP could provide...
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
Ainsley Brosnan-Smith
Elisabeth Hamin
Ajla Aksamija
Laurie Simmons
Madeleine Charney
Ray Jackson
Dawn Bond
Katherine Newman
Shane Conklin

Budget Director
Secretary of Sustainability, SGA
Professor, LARP
Assoc Prof, Dept of Architecture
Grad Student Senate
Sustainability Librarian
Director, Physical Plant
Director Student Services, Res Life
Senior VC & Provost

Ken Toong
Garett DiStefano
Terri Wolejkso
Kumble Subbaswamy
Doug Marshall
Curt Griffin
John Bidwell
Bryan Harvey
Bryan Beck
Guiford 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 Mkgt, 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
<table>
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<tr>
<th><strong>MEETING NOTES</strong></th>
<th><strong>Purpose of first round meetings with CSAC members:</strong> Explain process, review draft survey, get suggestions</th>
<th><strong>Student Success/Experience:</strong> Facility/Operation Efficiency</th>
<th><strong>Brand/Recruiting:</strong> Engagement</th>
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<td><strong>Who</strong></td>
<td><strong>Unit</strong></td>
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<td><strong>Reports to:</strong></td>
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<td>Budget Director</td>
<td>Funding</td>
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<td>Tue 11:30</td>
<td>Ainsley Brosnan-Smith</td>
<td>Secretary of Sustainability, Student Government Association</td>
<td>STU, u/grad</td>
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<tr>
<td>Tue, 12:09 pm</td>
<td>Elizabeth Loven</td>
<td>Prez</td>
<td>SPC</td>
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**Notes:**
- She wants to follow up and see whether UM Foundation HAS actually thrived the way our press release announced at the time... BUT it’s not public info. Foundation is private.
- We should end today's meeting.
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1. Reviewed UMass sustainability docs & activities since 2002
2. Conducted initial face-to-face interviews
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4. Synthesized, Distilled, Prioritized results & background research
and in parallel:

Which priorities matter to students?
Document review
- 20 plans/reports

"1,000 CUPS OF COFFEE"
- Face-to-face interviews

The Inventory:
- Survey Results

Other background research
- Surveyed 375 students

UMass Amherst Sustainability Priorities
- Student Poll 2017
Big Ideas Funnel

1. Docs to date
2. Interviews
3. CSAC Surveys
4. Other Research
5. Student Survey

Top 10 Big Ideas
30+ Concepts

Rank by 6 Criteria

“Zero” Waste
Hands On Learning
Emissions Reduction Plan
Increased Food Security
Resiliency Plan
Unified Sustainability Marketing
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*
• **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 aversion, 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
Of the 6 priorities, 2 are already being worked on.

Priorities:
- Hands On Learning
- Emission Reductions Plan
- Resiliency Plan
- Increased Food Security
- Unified Sustainability Marketing
- ‘Zero’ Waste

Big Ideas Funnel:
- Rank by 6 Criteria
- Top 10 Big Ideas
- 30 + Concepts
- BIG IDEAS
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?
THANK YOU!