Year 1: Building a Sustainability Program & Culture

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Saint Mary’s College of California
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Saint Mary’s College

- 4,000 students
- Catholic, liberal arts school
- Sustainability Committee in 2007
- 1st officer in 2015
Sustainability at SMC
Audience Check: Program status

Is sustainability (office, program, position) new at your college?
Today’s Action Items

1. Getting to know your campus
2. Identify strategic needs
3. Telling your story (branding)
4. Building the program
Understanding your campus

What you need to get a feel for?
• History / Institutional inertia
• Budget
• Leadership
  • executive cheerleader
  • student referrals
  • staff champions
• Key challenges (opportunities)
Understanding your campus

What resources are at your disposal?

- STARS (or sustainability) report / plans
- Stakeholders – staff, faculty, students, sustainability committee, departments
- College’s mission/strategic plan
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<td>Sustainability was new, exciting; lack of funding; Chair on President’s Cabinet; 1&lt;sup&gt;st&lt;/sup&gt; Annual Report; waste diversion highlighted</td>
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Audience Check: Identifying strategic needs

How many of your college’s have a strategic backing (ex. sustainability plan with set goals)?
Identify Visible Strategic Needs

• GAP / SWOT analysis

• Frame with respect to budget, time and practicality

• Build your coalitions
  • Student clubs
  • Staff task groups
  • Subcommittees

• Measure it
  • Build in assessment
  • Track accomplishments
Who to include:

- Facilities Services
- Athletics
- Campus Housing/Residential Life
- Staff Council
- Associated Students
- Student Involvement and Leadership
- New Student and Family Programs
- Sustainability Committee
- Campus Facilities Planning Committee
- Sodexo (dining services)
- ABLE (custodial services)
- Student Leaders / Groups
WASTE AND FOOD
Save 10% on beverage at Café Louis when you bring your own mug!
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Audience Check: Telling your story

How many communication channels do you utilize?
5? 10? 15?
How: There are many ways!

**DIGITAL**

- Website/Campus portals

- Email (listservs)

- Digital Signage

- Social Media (class, major pages)

- Social Media ads
How: There are many ways!

OLD-FASHIONED
- Print (flyers, napkin inserts, posters)
- Campus newspaper / magazine
- SWAG items

IN-PERSON
- Class visits / Professors
- Tabling
- Clubs
- Events
Who are we telling story to?

- **Staff:** email, events, campus portals
- **Faculty:** events, 1:1s
- **Students:** newspaper, social media, word of mouth, email
- **Off-campus partners:** meetings
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Building the Program: Years 2

If the operating environment isn’t changing, you must find ways to

• make programs/ops self-sustain

• compete for students

• build out coalitions on certain sustainability topics

• utilize momentum to insert sustainability into systems

• begin asking bigger questions
Finding Funding

- Grants (utility, waste hauler, government)
- Departmental budgets
- Contracts (beverage provider, food services, graduation gowns)
- Student Programming Fund / Green Fee
- Gifts / Advancement (crowdfunding [GiveCampus])
SMC Takes Back the Tap
By Saint Mary's College

$1,010
donated

101% donated of $1,000 goal

28
donors

0
Seconds remaining

This campaign was funded on May 14, 2016!
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Contact info

Have a question?

Email: rms7@stmarys-ca.edu

Tweet: @SMCsustain

Facebook: https://www.facebook.com/smcSustainability

Instagram: smcsustainability