

Planning a 'Year of Sustainability'

Derek Larson, CSB/SJU Environmental Studies Department

Judy Purman, CSB Director of Sustainability

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Why Pursue a Theme Year?

Raise campus awareness

Engage new stakeholders

Create new opportunities

Capitalize on past success

Attract funding for new initiatives

Generate positive media coverage

Institutionalize your sustainability goals

Where to Start?

Build a leadership team

Identify key decision makers

Develop concrete goals

Leverage any synergies

Connect with institutional priorities

Find space (vacuum?) to inhabit

Secure endorsements from above

The Process at CSB/SJU

Planning team

Faculty leaders

Key staff

Fellows & interns

Potential funders

Critical administrators

Action

Core team

Kickoff event

Build calendar

Funding

Build synergies

Agenda

Develop goals for year

Create calendar

Establish a budget

Seek endorsements

Sustainable
CSB!



SUSTAINABLE
Saint John's

The Planning Calendar

6-9 months out

Assemble core committee
Explore calendar for next year
Events to co-opt?
Identify key allies
Open funding discussion

1 month out

Finalize guest speakers
Initialize marketing
ID media and draft releases
Reach out to winter/spring allies
Engage student leadership
Meet with department staff

3 months out

Plan kickoff event
Finalize budgets
Meet w/fall allies
Develop PR/marketing materials
Get on other calendars

Funding

Ballpark a budget: what do you really need to pull it off?

Use volunteers, student workers, interns, and fellows

Identify departmental funds to repurpose

Seek one-time funding from institutional budgets

Work with development to find external funders

Apply for grants (internal and external)

Ask for donations of goods/services!

Coordination & Implementation

Steering committee meets regularly

Delegate members to core areas

Develop PR themes and releases for different constituencies

Offer funding to support new initiatives

Assess results of major events

Shift planning efforts to allied areas

Spin off or institutionalize successful initiatives

Build on Success

Give the year closure

Conduct formal assessment of impacts

Publicize aggregate results on campus and in media

Institutionalize efforts in multiple areas

Report to funders & key decision makers

Build legacy programs to continue where possible

What People Said...

I think the Year has succeeded in shifting the culture of CSB/SJU toward sustainability. Students frequently integrated sustainability into the relevant class discussion (unsolicited by me) this year. I learned much more than I thought I would, and it has truly made me think differently about the world. I loved the speakers, the forums, and the overall motivation of the community to do something to promote change. –faculty member

It has been a great way to educate and call people to action. Everyone is talking about it so it's constantly on our minds– even professors incorporate it into classes. -student

It made me more aware of things and helped me change my habits and to work on being more sustainable myself. –staff member

Examples of Planned Initiatives, Education and Events

1. New Sustainability Staff
2. Bookstore stocked Year of Sustainability items
3. All Community Workshop for faculty and staff
4. Annual Peace Studies Conference: “Justice, Peace and Environmental Sustainability”

Planned Initiatives, Education and Events

- 5. Sustainable Orientation
- 6. Eco-Reps
- 7. Office interns
- 8. Sustainability Student Network



Planned Initiatives, Education and Events

9. Book Groups – *“The Nature of College”*
and *Green Sisters*
10. Many speakers
11. Recycling system upgrades
12. Recycling related exhibit in Clemens
Library
13. Yak Farm Tour

Planned Initiatives, Education and Events



Energy-related

- Solar field tours
- Change outs in lighting (field house, arena)
- Tunnel insulation
- T12 inventory
- Energy Challenge

Planned Initiatives, Education and Events

5 Community Sustainability Forums



- Educate
- Promote dialogue
- Answer questions
- Address concerns
- Input on next topic

Planned Initiatives, Education and Events

5 Community Sustainability Forums

1. Do we actually recycle? Trash, Recycling and Zero Waste
2. How Can We Ever be Carbon-Neutral? Electricity and its Conservation
3. Local Food
4. Simple Living
5. Cool, Clear Water: Where it comes from, how it's used, and where it goes

Spin Offs!

Reduced Printing

- Phone directories
- E-billing
- Schedules
- event registration



Spin Offs!

Greenhouse Gas Related Projects

- ABE program
- SIFE
- Sports Team Travel



Spin Offs!



- Bottled Water Policy
- Play with all recycled costumes and props
- Invited into classrooms
- Sustainability Pledge – CSB Athletic teams
- Recycling at football games at SJU
- Sustainability-themed class projects
- Service-Learning Projects
- Sustainability Map of CSB
- Eco ByWays Art Exhibit
- E books vs conventional books panel

Lessons Learned

1. Community at large was very interested
2. Empowered people to initiate change
3. Institutionalize support for sustainability
4. Lead time – year in advance
5. Take advantage of existing calendar
6. Seek out existing funding avenues
7. Capitalize on student energy
8. Have fun!

For More Information

Contact us with questions

Judy Purman, College of St. Benedict Sustainability Office jpurman@csbsju.edu

Derek Larson, College of St. Benedict/St. John's University Environmental Studies Department, dlarson@csbsju.edu

More on the CSB/SJU Year of Sustainability and our formal structure is online at <http://www.csbsju.edu/Sustainability.htm>

