

SUNY OSWEGO

# ENVIRONMENTAL SUSTAINABILITY ROADMAP

June 16, 2011



## OUR COMMITMENT TO IMPROVING THE WORLD ENVIRONMENT

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As a signatory to the American College and University President's Climate Commitment, SUNY Oswego has made a commitment to improving the world environment. To advance this commitment, President Deborah F. Stanley established the Environmental Sustainability Team to identify pathways to integrate environmental sustainability into the cultural fabric of SUNY Oswego and increase collaboration with the community and region.

The Environmental Sustainability Team has developed this *Strategic Directions Roadmap* to focus and align resources on a journey to engage students, faculty, staff, the local community, and the region in a more thorough appreciation for the interdependencies of social, economic, and environmental outcomes. As a stakeholder and pillar in the community, SUNY Oswego will do its part to "Think Globally, Act Locally."

## WHERE WE ARE TODAY?

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Our environmental sustainability efforts to date have been accomplished through, among other things, building standards, research, partnerships, collaborations, committees and counsels, and environmental practices. We have made significant strides, but we have a tremendous opportunity today to align our efforts along a common VIEW of the path forward – one that stretches far beyond our university walls and property lines.

## STRATEGIC DIRECTIONS: WHERE DO WE WANT TO BE?

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The Environmental Sustainability Team has developed a four-part Strategic *Directions Roadmap* to integrate environmental sustainability into the cultural fabric of SUNY Oswego. These strategic directions build on the introspective self assessment of "**Where are we now?**" and answer the aspirational question "**Where do we want to be?**"

The strategic directions include **Goals** that describe "**What we will do?**" and Key Performance Indicators (**KPIs**) that will be the measure of "**How we are doing?**" The four **Strategic Directions** are:

- **Climate/Environment:** We will be wise stewards of natural resources and minimize our impact on the environment.
- **Curriculum/Learning:** We will nurture and develop intellectually empowered, responsible, and productive citizens capable of addressing local and global climate and environmental issues.
- **Community/Lifestyle:** We will lead, unite, and enrich the college and community in creating and maintaining a sustainable environment and lifestyle.
- **Communication/Engagement:** We will communicate the commitment and progress toward sustainability, engage stakeholders, and solicit partners in a collaborative and coordinated manner.

## OUR TEAM AND OUR PROCESS

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The Environmental Sustainability Team members represent the diversity of college operations, administration, faculty, and students. In developing the Roadmap, the Team engaged in three strategy and development meetings facilitated by O'Brien & Gere. The meetings were bound by work assignments and smaller working group sessions to brainstorm and align our thinking. This collaborative process has resulted in this *Strategic Directions Roadmap* that charts a successful course for SUNY Oswego's sustainability journey.

The Team:

### **Co-Chairs**

John Moore (Department of Design & Construction)

Casey Raymond (Chemistry Department)

### **Faculty Assembly Elected Members**

Tim Braun (Biological Sciences Department)

Judith Belt (Technology Department)

Lisa Langlois (Art Department)

Barbara Shaffer (General Library)

### **Administratively Appointed Members**

Kim Armani (Metro Center)

Eric Foertch (Health & Safety)

Mike Flaherty (Auxiliary Services)

Rick Kolenda (Administration)

Becky Nadzadi (Campus Events)

Betty Oberst (Alumni Office)

Larry Perras (Small Business Development)

### **Student Members**

Mike Colucci

Nicholas Pike

Rhyan Spangler

### **O'Brien & Gere**

Lee Davis (President and Chief Operating Officer)

Rob Neimeier (Senior Manager, Higher Education Practice)

Yolanda Pagano (Director, Sustainable Strategies and Solutions)

Category	Where are we now?	Where do we want to be?
<p><b>Climate/ Environmental</b></p>	<ul style="list-style-type: none"> <li>■ Submetering electric – 2/3 of campus currently</li> <li>■ New Science Building – Geothermal, 30 kW solar array</li> <li>■ Experimental wind turbine</li> <li>■ ACUPCC signatory</li> <li>■ 2009 Climate Action Plan</li> <li>■ 2009 Sustainability Strategy</li> <li>■ Facilities Master Plan – Expected summer 2011</li> <li>■ 2009 GHG inventory – updated annually</li> <li>■ 2009 Charter member of the AMOS Project – networking platform, webinars, meetings</li> <li>■ STARS reporting – due August 2011, allows for self evaluation and peer comparison</li> <li>■ 2007 and 2009 commuter surveys</li> <li>■ Transportation Master Plan – Expected Summer 2011</li> <li>■ Committees                             <ul style="list-style-type: none"> <li>» Environmental Sustainability Team</li> <li>» Climate Academic Steering Committee</li> <li>» Operational Sustainability Committee</li> <li>» Campus Environmental Advisory Committee – not active since 2009, time constraints</li> <li>» Campus Concept Committee</li> </ul> </li> </ul>	<p><b>Climate/Environment Strategic Direction:</b> We will be wise stewards of natural resources and minimize our impact on the environment.</p> <ul style="list-style-type: none"> <li>■ <b>Goal:</b> Minimize greenhouse gas emissions by:                             <ul style="list-style-type: none"> <li>» Increasing the use of and reliance on renewable energy</li> <li>» Employing energy conservation and efficiency measures</li> <li>» Implementing a Transportation Management Plan</li> <li>» Updating and implementing the provisions of the Climate Action Plan (CAP)</li> </ul> </li> <li>■ <b>Goal:</b> Design programs and policies to optimize and better use natural resources by:                             <ul style="list-style-type: none"> <li>» Developing and promoting cultural behavioral changes to our students, faculty, and staff</li> <li>» Implementing green supply chain management</li> <li>» Continuing to enhance our recycling programs</li> <li>» Investigating initiatives to reduce water use, wastewater and solid waste</li> <li>» Establishing a composting program</li> </ul> </li> </ul> <p><b>KPIs (Assess progress to achieve goals):</b></p> <ul style="list-style-type: none"> <li>■ GHG</li> <li>■ Total energy and renewable energy</li> <li>■ Water use and water consumption</li> <li>■ Solid waste generation and diversion including recycling</li> <li>■ Public and alternative (non-SOV) transportation use</li> <li>■ Percent local purchased (within 250 miles)</li> <li>■ Percent green suppliers</li> </ul> <p><b>Alignment with Strategic Plan and Annual Reporting:</b></p> <ul style="list-style-type: none"> <li>■ <i>World awareness</i></li> <li>■ Other strategic directives (VIEWS)</li> <li>■ The Power of SUNY</li> </ul>

Category	Where are we now?	Where do we want to be?
<p><b>Curriculum/ Learning</b></p>	<ul style="list-style-type: none"> <li>■ Climate Academic Steering Committee</li> <li>■ Office of Business and Community Relations</li> <li>■ Adoption of UN sponsored Principles of Responsible Management Education (PRME)</li> <li>■ Sustainability courses (pre-existing and considered to have sustainable content)</li> <li>■ Sustainability minor approved on May 2, 2011</li> <li>■ Track: Global International Studies on Sustainability</li> <li>■ Certificate/graduate program currently under review</li> <li>■ Internships exist, but need more enhancement of sustainability focus</li> </ul>	<p><b>Curriculum/Learning Strategic Direction:</b> We will nurture and develop intellectually empowered, responsible, and productive citizens capable of addressing local and global climate and environmental issues.</p> <ul style="list-style-type: none"> <li>■ <b>Goal:</b> Create environmental stewards and responsible global citizens by:                             <ul style="list-style-type: none"> <li>» Integrating climate and environmental sustainability into the curriculum and general education</li> <li>» Expanding and enhancing research, field study programs, scholarships, internships, authentic learning, demonstration projects, and global sustainability initiatives</li> <li>» Developing new certificate, and undergraduate and graduate degree programs</li> </ul> </li> <li>■ <b>Goal:</b> Facilitate community learning opportunities and programs by:                             <ul style="list-style-type: none"> <li>» Developing out of class opportunities with campus life, auxiliary services, and residence life</li> <li>» Providing dialogues with subject matter experts and leaders</li> <li>» Partnering with P-12 educators</li> </ul> </li> </ul> <p><b>KPIs (Assess progress to achieve goals):</b></p> <ul style="list-style-type: none"> <li>■ Major/minor degree programs</li> <li>■ Number of courses</li> <li>■ Internships and authentic learning programs</li> <li>■ Extended learning programs</li> <li>■ Involvement in research projects</li> <li>■ Participation in residence life, campus life, and auxiliary services</li> <li>■ Sustainable methods of course delivery (hybrids, COLIN)</li> <li>■ Number of corporate/community/NGO partners</li> <li>■ Sustainability literacy</li> </ul> <p><b>Alignment with Strategic Plan and Annual Reporting:</b></p> <ul style="list-style-type: none"> <li>■ <i>Intellectual rigor</i></li> <li>■ Other strategic directives (VIEWS)</li> <li>■ The Power of SUNY</li> </ul>

Category	Where are we now?	Where do we want to be?
<b>Community/ Lifestyle</b>	<ul style="list-style-type: none"> <li>■ Student Participation/Engagement                             <ul style="list-style-type: none"> <li>» Green Team</li> <li>» Recycling</li> <li>» Leave Green Initiative</li> <li>» Students for Global Change</li> <li>» Student Association – Health, Safety &amp; Sustainability Committee</li> <li>» Earth week</li> </ul> </li> <li>■ Regional Transportation</li> <li>■ Experimental wind turbine</li> <li>■ Citizens Academy on Sustainability</li> <li>■ Leftover food to Salvation Army</li> <li>■ Alternate Transportation                             <ul style="list-style-type: none"> <li>» Bikes – campus cruisers program, currently off-line</li> <li>» Zip cars</li> </ul> </li> <li>■ Listserves                             <ul style="list-style-type: none"> <li>» Go Green Team blog <a href="http://oswego.edu/student/blogs/tag/go-green">http://oswego.edu/student/blogs/tag/go-green</a></li> <li>» Student sustainability list <a href="mailto:studentsustainability-list@ls.oswego.edu">studentsustainability-list@ls.oswego.edu</a></li> </ul> </li> <li>■ Toilet Talk</li> <li>■ Science Cafes</li> <li>■ Sustainability Fairs</li> </ul>	<p><b>Community/Lifestyle Strategic Direction:</b> We will lead, unite, and enrich the college and community in creating and maintaining a sustainable environment and lifestyle.</p> <ul style="list-style-type: none"> <li>■ <b>Goal:</b> Advocate sustainable social behaviors and lifestyles by:                             <ul style="list-style-type: none"> <li>» Promoting nutrition, exercise, and life balance</li> <li>» Promoting health &amp; safety</li> <li>» Promoting community service</li> </ul> </li> <li>■ <b>Goal:</b> Lead the development of sustainable community programs by:                             <ul style="list-style-type: none"> <li>» Partnering with local and regional officials to build consensus and make sustainability initiatives a reality</li> <li>» Providing resources</li> </ul> </li> </ul> <p><b>KPIs (Assess progress to achieve goals):</b></p> <ul style="list-style-type: none"> <li>■ Service hours</li> <li>■ Faculty/student passports</li> <li>■ Resources provided or donated</li> <li>■ Participation in health related programs</li> <li>■ Reportable safety incidents</li> </ul> <p><b>Alignment with Strategic Plan and Annual Reporting:</b></p> <ul style="list-style-type: none"> <li>■ <i>Engagement</i></li> <li>■ Other strategic directives (VIEWS)</li> <li>■ The Power of SUNY</li> </ul>

Category	Where are we now?	Where do we want to be?
<p><b>Communication /Engagement</b></p>	<ul style="list-style-type: none"> <li>■ Silos of activity, but non-coordinated effort/identity, non-centralized</li> <li>■ Not all activities are sponsored</li> <li>■ Living Laker Green</li> <li>■ Alumni Green logo</li> <li>■ Current webpage</li> <li>■ No centralized archiving of efforts/achievements</li> <li>■ Some discussion at student orientation</li> <li>■ Publicity                             <ul style="list-style-type: none"> <li>» Alumni Magazine</li> <li>» STARS</li> <li>» Citizens Academy</li> <li>» Parent News</li> <li>» Oswego Magazine</li> <li>» Student Media – Oswegonian Campus Newspaper, WNYO, WTOP-10</li> <li>» e-Laker Green Newsletters</li> <li>» WRVO</li> <li>» Toilet Talk (weekly)</li> <li>» Student association kiosk</li> <li>» Residence hall recycling program</li> </ul> </li> </ul>	<p><b>Communication/Engagement Strategic Direction:</b> We will communicate the commitment and progress toward sustainability, engage stakeholders, and solicit partners in a collaborative and coordinated manner.</p> <ul style="list-style-type: none"> <li>■ <b>Goal:</b> Promote the Campus commitment to sustainability and celebrate its efforts and achievements by:                             <ul style="list-style-type: none"> <li>» Developing a consistent message for infusing sustainability at Oswego</li> <li>» Identifying and developing communication channels to reach all stakeholders</li> <li>» Promoting events, competitions, annual awards and recognition</li> </ul> </li> <li>■ <b>Goal:</b> Document achievements and initiatives by:                             <ul style="list-style-type: none"> <li>» Tracking progress in the college annual report and STARS report</li> <li>» Maintaining records to demonstrate progress in achieving KPIs in all four strategic categories</li> </ul> </li> </ul> <p><b>KPIs (Assess progress to achieve goals):</b></p> <ul style="list-style-type: none"> <li>■ Number of stakeholders reached</li> <li>■ Number of stakeholders engaged</li> <li>■ Participation in events award programs</li> <li>■ Number of publications on sustainability</li> <li>■ Sustainability literacy score</li> </ul> <p><b>Alignment with Strategic Plan and Annual Reporting:</b></p> <ul style="list-style-type: none"> <li>■ <i>Engagement</i></li> <li>■ Other strategic directives (VIEWS)</li> <li>■ The Power of SUNY</li> </ul>



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