

Report to Staff Assembly  
Chancellor's Advisory Committee on Sustainability  
September 27, 2013

- The mission of the Chancellor's Advisory Committee on Sustainability is to ensure leadership in sustainability through teaching, research and public service.
- Sustainability describes social, economic and environmental systems that preserve the ability of future generations to meet their own needs.

Committee Co-Chair: Jim Genes, Vice Chancellor for Business and Administrative Services

Zuhair Mased, Director of Energy & Sustainability, Facilities Management

Committee Members: Lori Calloway, Richard Cummings, Kevin Cunningham, Cindi Deegan, Varick Erikson, Jim Greenwood, Karin Groth, John Haner, Matt Hirota, Tom Lollini, Jason Martin, Mark Maxwell, David Noble, Matt St. Clair, Julie Sagusay, Rashmi Sahai, Jason Souza, Chris Swarth and Phillip Woods.

The committee focuses efforts in 12 specific areas:

1. Energy: Zero net energy and climate neutrality by 2020
2. Green Building: Minimum LEED Gold for new buildings
3. Water: Create a model 21st century sustainable water-management plan
4. Food: Educate dining customers to enhance sustainability of food resources and minimize waste
5. Waste and Recycling: Zero waste by 2020
6. Procurement: Drive the market for best practices in sustainable procurement
7. Transportation: Reduce carbon footprint of UC Merced Transportation, Parking and Fleet Services
8. Human Resources: Make sustainability part of everyone's job
9. Conservation Lands: Integrate education, research, conservation and recreation to promote sustainability
10. Outreach: Raise visibility and understanding of sustainability within and beyond UC Merced's campus community
11. University Community: Adhere to sustainability principles in the development of the University Community
12. Planning: Ensure sustainability is integrated into all stages of campus development

The campus Sustainability Committee has met twice this fall semester, on September 4 and 17.

**September 4, 2013 Committee ad hoc "pre-" meeting summary**

We held an ad hoc "dust off the cobwebs" pre-meeting on September 4. It was well attended and productive. The topic that dominated discussion was the production of an annual report, a key committee goal for this academic year. We identified the major elements that are required as we prepare the report: identifying intended audiences, sorting out the production process (assigning tasks to committee members), and the timeline for completion. This report will inform the 2020 project planning effort, campus leadership, and the campus student body.

## **September 17, 2013 Committee meeting summary**

A brainstorming session and detailed discussion of the UCM 2013-14 inaugural Sustainability Annual Report dominated today's meeting. Topics included:

- What should the report look like?
- Who is the audience for the report?
- What are the deliverables for the report and presentation?
- What does success look like?

Due date: April 2014, during the UCM Campus Earth Festival Celebration

The process of creating the annual sustainability report/presentation is more important than the actual report. The following ideas were thrown out, not all of which we expect to accomplish.

1. Involve staff and leadership in the creation of the report/presentation.
2. Use an infographics format for the report.
3. Make the report a web-interactive report.
4. The written report can look like a technical document or newsletter. It should have photographs figures and graphs.
5. Ensure that the content is (service learning) "kiosk-ready."
6. Create a YouTube video to go with the sustainability report.
  - Vignettes of OZZI, recycling, smart irrigation, etc. with music:
  - Include chancellor in the YouTube.
  - Include accomplishments over the years.
  - Some talking heads, some cool music.
7. Use the event to give awards/recognize contributions/involve the campus community .
8. Consider the report a marketing tool.
9. Since this is the committee's first report, consider including all sustainability progress to date:
  - Subsequent annual reports will, then, be incremental.
  - Consider how much sustainability progress has been made in only 9-10 years.
10. UCSC used the concept of peer review to have various stakeholders review other stakeholder's content—resulting in good feedback to the "reviewed" stakeholder and idea-stimulation for the "reviewing" stakeholder. Cross-pollinating. Outside perspective.
11. Consider cross-impact of stakeholder areas, ie waste reduction □ a food waste.
12. Invite faculty with sustainability research to give a short talk.
13. How can we help with research?/How can research help us?
14. Engagement must help faculty to garner their buy-in and participation.
15. Consider posting infographics in the "fifth panel" of the LEED plaques in campus buildings.
16. Consider running infographics/YouTube on campus signs/Library digital displays, campus residence hall TV channel, etc.
17. Partner with the Writing Program to help create the written report.