**Engagement Sustainability Working Advisory Team**

Date: June 9, 2021

Location: Zoom

Time: 3 pm

*Attendees: Ann Witmer (co-chair), Alexa Smith (clerk), Meredith Moore (Sustainability Programs Coordinator), Ximing Cai (iWG), Morgan White (iWG), Sammy Yoo (staff), Hiba Ahmed (student)*

Agenda:

1. Definition of [sustainability](https://jamboard.google.com/d/1pDkQS59ItQ46Eo0G3U1rUK-aFAktqTIRX8B6blw597Q/edit?usp=sharing)
2. Definition of [engagement](https://jamboard.google.com/d/1pDkQS59ItQ46Eo0G3U1rUK-aFAktqTIRX8B6blw597Q/edit?usp=sharing)
3. Identify areas of concentration in [Engagement Mind Map](https://uofi.app.box.com/file/777435547160?s=qdc8ojabukj395all8fps0tzo3sgwp03)

Meeting Notes:

* **Definition of sustainability**
  + Miranda’s Research on other [university definitions](https://uofi.app.box.com/file/797474414934?s=jkjh4pqg5za7eqfwm637di8cs6u7niwg)
  + [Colorado State University](https://sustainability.colostate.edu/)
    - “In the summer of 2008, CSU announced the creation of a campus-wide school to address environmental challenges on a global scale through broad-based research, curricular, and outreach initiatives.”
  + [University of Michigan](https://sustainability.umich.edu/)
    - "Planet Blue”
    - “U-M’s 2025 sustainability goals guide our efforts to live, work, and learn sustainably. In addition, the President's Commission on Carbon Neutrality is developing recommendations for U-M—across all three campuses and Michigan Medicine—to achieve carbon neutrality.”
  + Our definition
    - Current: “Sustainability is meeting the needs of the present without compromising the ability of future generations to meet their own needs. Our vision is to find solutions that meet the demand for food, water and energy of a skyrocketing world population—while ensuring a safe and sustainable environment. Our mission is to create actionable, interdisciplinary research that concentrates on fundamental challenges in the global environment.”
      * Needs to be amended
    - Proposed changes:
      * Think beyond research & detached global impact
      * Create personal incentives for individual university stakeholders (I.e. staff, students, faculty, researchers, administration, etc.)
      * Unique definitions for each college
        + Having something on their college web-pages to draw more people in
        + Would allow for more diverse input and more incentivized commitments
        + Having a sustainability statement on UIUC website (like diversity, equity and inclusion)
        + Sustainability certificate for each department

HIRE A NEW STUDENT INTERN? (LIKE MASTER RECYCLER CERTIFICATION)

* **Engagement Mind Map**
  + Purpose: get a sense of what’s here now and who is behind it in order to break down “sustainability silos”
  + Other existing diagrams of campus sustainability
* **Strategic Planning**
  + Educate ourselves on how to effectively engage
    - [Connecting to Change the World: Harnessing the Power of Networks for Social Impact](https://uofi.box.com/s/bpz8ah2byhhyrb7ag7omskv6cl7uhhlk)
    - [Fostering Pro-Environment Behaviors](https://uofi.box.com/s/7pegm1omeshvw7899d4n53xfqp50y2ju)
      * “Prompts” are an area of weakness—need to stop solely preaching to the choir
      * People do hear about our work. It’s just about their priorities (“urgency” vs. “importance”)
    - [Race for Relevance](https://www.amazon.com/Race-Relevance-Radical-Changes-Associations/dp/0880343354)
  + Create incentives for people to engage in sustainability
    - RELY ON METRICS RATHER THAN GENERAL STATEMENTS/GOALS
  + Initial Steps
    - Create a working group of representatives from each college: pick their brains about how sustainability works in their college
      * Work over this summer
    - Increasing awareness of iCAP Portal
    - Strategically getting involved in rising social interaction that will come at the start of next semester
* **Reflect on iCAP Chapter Objectives**
  + Green Sports Alliance (Summer 2021)
  + iCAP Portal
    - NEEDS TO BE THE CENTRAL SHARING PLATFORM
    - Target audience: people who are curious about sustainability information (direct them here)
    - Change the name?
    - Embed in other websites and encourage its potential as a news feed
      * Send out social media notifications
    - Encourage professors to mention this website in their syllabus
    - Possibility of student research blog—post sustainability opportunities?

Action Items:

* Read engagement resources
  + [Connecting to Change the World: Harnessing the Power of Networks for Social Impact](https://uofi.box.com/s/bpz8ah2byhhyrb7ag7omskv6cl7uhhlk)
  + [Fostering Pro-Environment Behaviors](https://uofi.box.com/s/7pegm1omeshvw7899d4n53xfqp50y2ju)
  + [Race for Relevance](https://www.amazon.com/Race-Relevance-Radical-Changes-Associations/dp/0880343354)
* Meeting planning
  + Fill out [when2meet](https://www.when2meet.com/?12089915-59S1c)
  + Next meeting: formulating recommendations based off today’s conversation
    - Advisory group of college representatives (college definitions of “sustainability”)
    - Hiring student intern to create departmental sustainability certificate
    - Updating campus definition of sustainability
    - ICAP Portal embedding in other websites (departmental, college, other university units)
    - ICAP Portal social media notifications
    - ICAP Portal mentioned in class syllabi
    - ICAP Portal Research blog
    - Green Sports Alliance?
    - Strategically recommending events that could increase engagement in sustainability
  + Following meeting (tentatively): Discuss what interests undergrads, grads, worker staff, management staff, researchers, etc.