

## Advisory Council Meeting Notes

### Friday, Mar 14, 12-1 Pacific Time

#### Agenda

1. Welcome new members
2. Status update on AASHE
3. Review of AC expectations and council structure
4. Search for new ED
5. Business Commitment
6. AASHE 2008 conference
7. ACUPCC and STARS updates
8. Ideas and questions for the organization

#### Action Items

- Judy will send results of staff planning session when ready and after Executive Committee has reviewed.
- Tammy Clemons will participate in Board strategic planning session in Lexington, April 12.
- Staff will schedule conference calls on focused topics for input from AC members. Suggested topics: ACUPCC, STARS, Business Commitment.
- Staff will schedule AC meeting (1 ½ hrs) at AASHE 2008.
- Judy will send information on ACUPCC summit in Grand Rapids.
- Julian will send out next version of Business Commitment.
- Members will notify staff if they need AASHE materials for conferences.
- Members will notify staff or Ron if they have ideas in advance of Strategic Planning meeting (Apr 12)

#### Notes

##### 1. Welcome New Members

Ron van der Veen welcomed members on the call (about 35). There are now over 50 members of the Advisory Council including 30 new members.

##### 2. Status Update on AASHE

Overview of AASHE projects and major activities. Upcoming AASHE strategic planning meeting in Lexington on April 12. Input from AC members in advance is welcome. Contact Ron or Judy with ideas. Tammy Clemons (Berea College) volunteered to be AC representative at meeting, since she lives within driving distance. Members agreed.

AASHE's Board needs a Secretary and also new members. Anyone interested in nominating a candidate or serving on the Board themselves, contact Judy or Ron. Board aims for broad representation of campus community and related business and non-profit communities.

##### 3. Review of AC Expectations and Council Structure

Expectations of AC: serve as an ear to the ground for Judy and the Board; help them understand what's going on around US & Canada so they can be as effective as possible. Provide advice as needed. AC has more than doubled in size with recent addition of 30 new members, making a total of 50+ members. Bylaws are a bit confusing, since AC is operating differently than when they were written. Need to clarify relationship of Ron (AC Chair) to Board and AC, concept of elected chair, term renewals, etc. Board will discuss this at April meeting. AC is mostly advisory, operates on informal basis. Judy and staff solicit advice on ad hoc basis; most work done outside meetings. At 2006 meeting, AC members wanted about 4 phone conferences per year, but AC has actually been doing 2 per year.

Members agreed conference calls are useful - add another dimension other than email and text; can be useful for planning November meeting at AASHE 2008. Suggested AC have more regular focused calls on specific issues or topics of importance to AASHE, e.g., strategic planning. Good way to solicit specific feedback and avoid making individual calls. Staff agreed and will implement idea.

#### **4. Search for New ED**

Ron stressed importance of finding an ED soon, as AASHE is short-staffed. Search is moving forward and on schedule. Applications are coming in. Goal is to conduct interviews at April meeting.

#### **5. Business Commitment**

Julian described commitment concept (as outlined in hand-out) - idea of businesses giving to central fund that AASHE would manage, for education grants. Goal is to launch at AASHE 2008 conference. Short timeline. Aim for 20+ businesses as first signatories. Staff will share next draft as we get further along in process.

Members discussed marketing benefits for businesses. Don't want Commitment to be a tool for greenwashing; but if businesses are contributing money to advance sustainability, deserve recognition. One Major business advantage is recruiting. Commitment can focus on two levels: 1) faculty & undergrads in general, 2) business schools. Business schools seem to be "getting it" first. Find out what skills businesses are seeking - business automation systems, for example. Good marketing tool to identify needs most needed.

Funding would be for all types of institutions. Many community colleges are identifying programs needed in new emerging industries.

Corollary benefit – business commitment could be used to argue for sustainability requirements in the curriculum. Specific industries and disciplines may already have components; but this may be what we need to make case for sustainability in general studies (i.e., requirement).

Perhaps work with companies to get active level of commitment, to have them seek out potential students from specific places. Maybe a component of their recruiting is integrating sustainability into their hiring practices. Need to integrate sustainability into many more courses; important to reach everyone, not create narrow specialty. Potentially link Commitment to legislation such as HESA; maybe celebrate specific commitment by legislators. Bill Johnson suggested that Haley & Aldrich might be interested in being an early signatory.

#### **6. AASHE 2008 Conference**

Judy summarized conference status. Members suggested inviting local legislative staff and government affairs specialists. President of NC senate and assembly might want to come. Speaker of senate & speaker of house are committed to issues, more so than Governor (being invited to conference).

Terry Link plans to propose a few sessions to build on legislative keynote – focus on local level. Campuses are embedded in communities. Maybe extend legislative staff invitations beyond NC area. Gov. Corsine's (NJ) office is in process of developing legislation. Maybe announce conference to K-12 sector too.

#### **7. ACUPCC and STARS Updates**

Judy briefed members on ACUPCC and STARS (in hand-out). New presidents to a signatory campus are informed about ACUPCC by a letter telling them of commitment made by previous president, and name of sustainability liaison.

Getting financial industry involved in activities will help campuses better understand how to get to neutrality and what it means, so that it's not a vague notion; extremely important as people try to implement climate commitment.

Definition of climate neutrality comes up frequently as a question. Issues associated with system boundaries, especially with sophisticated institutions. Staff may organize a call on this topic (as well as a call on the Business Commitment).

STARS – Pilot institutions starting to implement assessment. Reporting tool ready soon – will be a great data collection opportunity for AASHE, tying into the Resource Center. STARS 0.5 will be out by early April.

May add more points to some credits to allow finer increments, and provide more flexibility. Schools just getting started can then use STARS and get some points. Discussed how upper limits were chosen. Guiding principle was to select scale based on ideal, not necessarily what is feasible today or best practice.

NECSC is doing research to find out what actions are highest priority and which are undertaken daily to manage sustainability. Results available in July.

## **8. Ideas and Questions for the Organization**

AC has been valuable; helps branch out knowledge base; members generally appreciate knowing what's happening with AASHE central, and enjoy calls. Plan is for AC to get together at conference in November - will schedule 1.5 hrs. at conference. AASHE Board teleconferences once a month; and meets twice a year.

Perhaps put together a matrix of experience for the AC. Different columns reflecting areas of expertise where members feel they're semi-conversant. With 50 people it will be a big matrix, but maybe staff can do it. AASHE's 2.0 platform will make it a lot easier to get contributions from members and develop collaborations. Resource center will change into wiki format; promote social networking. Can be used to help with communications among AC. More systematic way of getting input. For now, focus calls on topical issues sounds good. Staff will follow up.

It was requested that the report from the staff planning meeting in Lexington be sent to AC members, who can then give helpful feedback. Staff will follow up.