

Annual Report | 2009



AASHE
Association for the Advancement of
Sustainability in Higher Education



Association for the Advancement OF SUSTAINABILITY IN HIGHER EDUCATION

AASHE | 2009

ASSOCIATION FOR THE ADVANCEMENT OF SUSTAINABILITY IN HIGHER EDUCATION

Our vision AASHE envisions a prosperous, equitable, and ecologically healthy world. In such a world, higher education plays a vital role in ensuring that people have an understanding of the interdependencies between environmental, social, and economic forces and the skills and abilities to meet sustainability challenges.

Our mission AASHE's mission is to empower higher education to lead the sustainability transformation. We do this by providing resources, professional development, and a network of support to enable institutions of higher education to model and advance sustainability in everything they do, from governance and operations to education and research.

Our goals To realize its vision, AASHE has adopted five ambitious goals to achieve by the end of 2011:

1. AASHE will effectively serve a membership of at least 2,000 colleges and universities, NGOs, government partners, and businesses.
2. AASHE will support an electronic resource center through which members can identify experts and best practices, access document libraries and resource databases, update or add content, and quickly find answers to their questions.
3. At least half of all college and university students in the United States will be attending an institution that is a signatory to the American College & University Presidents' Climate Commitment, and 90% of signatory institutions will be in good standing.
4. At least 10% of the courses offered at American colleges and universities will enable students to synthesize an understanding of environmental, economic, and social forces of change and apply that understanding to real world problems.
5. The Sustainability Tracking, Assessment & Rating System (STARS®) will be the preeminent campus sustainability rating tool and will be used by at least 500 diverse colleges and universities.



*Geoff Chase, Chair
AASHE Board of Directors*

“AASHE HAS PLAYED
A KEY LEADERSHIP ROLE
IN SETTING IMPORTANT
DIRECTIONS FOR
CAMPUS OPERATIONS,
CURRICULUM
DEVELOPMENT, AND
STUDENT INVOLVEMENT.”

— GEOFF CHASE

Letter FROM THE CHAIR

We live in a time of great challenges, and also of great promise. Although we cannot know exactly what the future holds or what the world will be like for our grandchildren and their children, we know that we will have to address the needs of a population that exceeds 9 billion, climate change and its impacts, loss of bio-diversity, water shortages, and a host of other daunting challenges that threaten us all.

There is cause for hope, however. Increasingly, more and more people have come to accept the observation David Orr made in 1992: “The [sustainability] crisis cannot be solved by the same kind of education that helped create the problems.” Today, students, faculty, staff, and administrators have embraced sustainability as a key part of the mission of higher education, and are working to make our campuses more sustainable and our curriculum better geared to helping students acquire the background and skills they will need to meet to make our future more sustainable.

Since its founding in 2005, AASHE has played a key role in supporting and leading change on campuses throughout the United States and beyond. At the end of 2009 it was clear that AASHE membership would soon surpass 1,000 institutions creating a network that brings together students, sustainability coordinators, faculty, staff, and administrators who contribute to our organization and help us determine how we can best support the groundbreaking work being accomplished by so many colleges and universities.

AASHE has also played a key leadership role in setting important directions for campus operations, curriculum development, and student involvement. Additionally, AASHE works closely with many other higher education organizations and thus contributes to national efforts to make higher education more sustainable. Most importantly of all, AASHE is through STARS®, the on-line resource center, and annual conferences framing the discussion around sustainability in higher education.

The work and accomplishments noted in this report reflect our member campuses, but also the hard work and commitment of our terrific staff members and board. Working together, they are making an important difference in the world. Their dedication and vision are one of the great promises of our time.

Geoff Chase, Chair
AASHE Board of Directors



Highlights OF 2009

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The year 2009 was difficult for higher education institutions. During the recession, many colleges and universities experienced significant reductions in their budgets and consequently their staffing. But despite the harsh economic climate, the Association for the Advancement of Sustainability in Higher Education thrived. Not surprisingly, the rapid growth of the previous year slowed down, but growth did continue. Building on previous efforts and successes, AASHE continued to provide the higher education community with high-quality service and information.

Perhaps one of the most exciting events for AASHE was the early launch of the Sustainability Tracking, Assessment, and Rating System (STARS®). Three years of developing, seeking input, and piloting early versions resulted in an important announcement at the Greening of Campus VIII: Embracing Change—STARS® was ready for institutions to join as Charter Participants. The list of credits and the technical manual were made publicly available, and a host of founding partners came together to support the launch of STARS®.

That event was one of many highlights at the Greening of the Campus (GOC) conference in 2009, where Ball State University and AASHE combined their efforts and attracted more than 700 attendees for campus sustainability conversations. This one-time event signaled a transition wherein GOC will become a regional conference at Ball State and AASHE will host an annual conference.

Highlights OF 2009

AASHE's membership grew this year by 137 institutional members. This growth was reflected as new AASHE employees were added to increase services to members. Among the new staff was Paul Rowland, who became Executive Director after leaving his deanship at the University of Idaho. Judy Walton, who had served as acting Executive Director, became the Membership and Outreach Director. The AASHE Board of Directors also grew with the addition of its first student director, Andrea Zaragoza-Ballesteros, a student at the University of Colorado, Boulder.

The AASHE Bulletin and Resource Center continued to be well received and utilized by the membership as the number of subscribers and users increased. The number of bulletin stories grew, reflecting the ongoing commitment by institutions of higher education towards sustainability efforts. AASHE continued to provide curriculum leadership workshops through the efforts of Geoff Chase and Peggy Barlett. At the end of the year AASHE began making plans to take a more significant leadership role in the area of sustainability curriculum.

AASHE continued its work in climate action and with the American College and University Presidents' Climate Commitment (ACUPCC), developing several resources for campuses as well as the ACUPCC Reporting Tool. AASHE's efforts were honored (with our ACUPCC partners Second Nature and Eco-America) at the Greenbuild Conference, where the group was awarded the US Green Building Council's Leadership Award for Non-Government Organizations.

Throughout the year, AASHE served as the go-to organization for information about campus sustainability. Various media, including Forbes, Nature, Reuters, and The Atlantic, repeatedly sought AASHE expertise. The final week of the year included two AASHE references in the New York Times and one in USA Today. In addition, AASHE staff participated in seven national, seven regional and four campus events as well as three webinars. Clearly AASHE was busy in 2009 with more to come in the future.

“... AASHE [IS] THE MOST VALUE-ADDED PROFESSIONAL ORGANIZATION THAT I HAVE EVER BEEN ASSOCIATED WITH AND APPRECIATE THE OPPORTUNITY TO BE EVEN MORE INVOLVED.”

— ANDREA GEORGE PHD, CHMM, DIRECTOR, SUSTAINABILITY AND ENVIRONMENTAL MANAGEMENT OFFICE, VANDERBILT UNIVERSITY (2009)



Membership

AASHE | 2009

ASSOCIATION FOR THE ADVANCEMENT OF SUSTAINABILITY IN HIGHER EDUCATION

Despite the recession, AASHE membership grew by 17% in 2009. The year began with 797 members and ended with 934. Campus members—the largest segment—grew by 23%, from 591 members at the start of 2009 to 728 at year's end.

In membership feedback surveys, 91% of our members reported being either Highly Satisfied or Satisfied with their AASHE membership. The top two reasons for high satisfaction were “great services/staff” and “great resources/programs.” Of members that did not renew in 2009, two thirds reported that they could not renew because of funding cuts.

AASHE rolled out the Business Alliance Program in 2009, with a soft launch in September. The program offers business members three progressive levels of involvement in AASHE. By year's end, one company (Ventex) had joined at the highest level and four companies had joined at the next highest level. Nearly 50 companies joined at the basic level during the year.

AASHE was able to reach out to under-resourced institutions (Title III and V) in 2009 with a special 60% membership discount for eligible institutions joining for the first time. The offer was made possible through a partnership with Second Nature, with funding from the Kresge Foundation. It resulted in nearly 50 new under-resourced and minority-serving institutions joining the association. AASHE's first webinar, “How to Make the Most of AASHE Resources,” was designed for these new members. The success of this campaign led to its continuation for a second year.

In August 2009, Judy Walton became the organization's first Membership & Outreach Director as she stepped back from her acting executive director role.

At the end of the year, AASHE transitioned to a Customer Relations Management (CRM) database, Salesforce, giving the organization the ability to better understand and serve its members

“I’VE BEEN INVOLVED WITH AASHE SINCE IT LAUNCHED AND WE’VE BEEN VERY SATISFIED WITH THE BENEFITS OF MEMBERSHIP.”

— DEREK LARSON, CHAIR, ENVIRONMENTAL STUDIES DEPARTMENT,
COLLEGE OF ST. BENEDICT/ST. JOHN’S UNIVERSITY (2009)

Membership MAP

NORTH AMERICAN AASHE INSTITUTIONS

At the end of 2009, AASHE institutions could be found in 48 U.S. states and the District of Columbia, 7 Canadian provinces, and 8 additional countries.

Australia: 4

China: 3

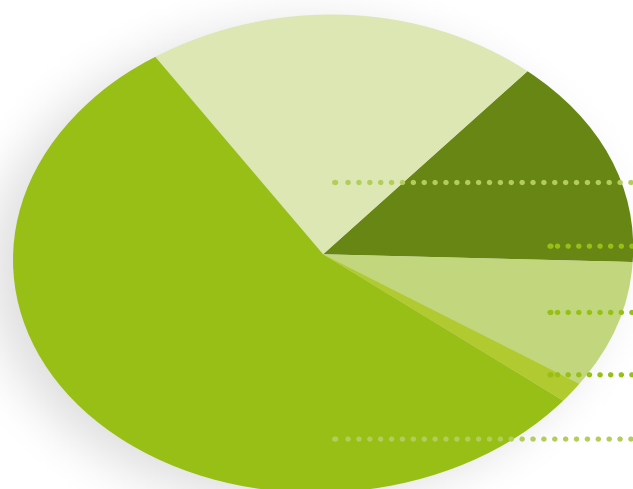
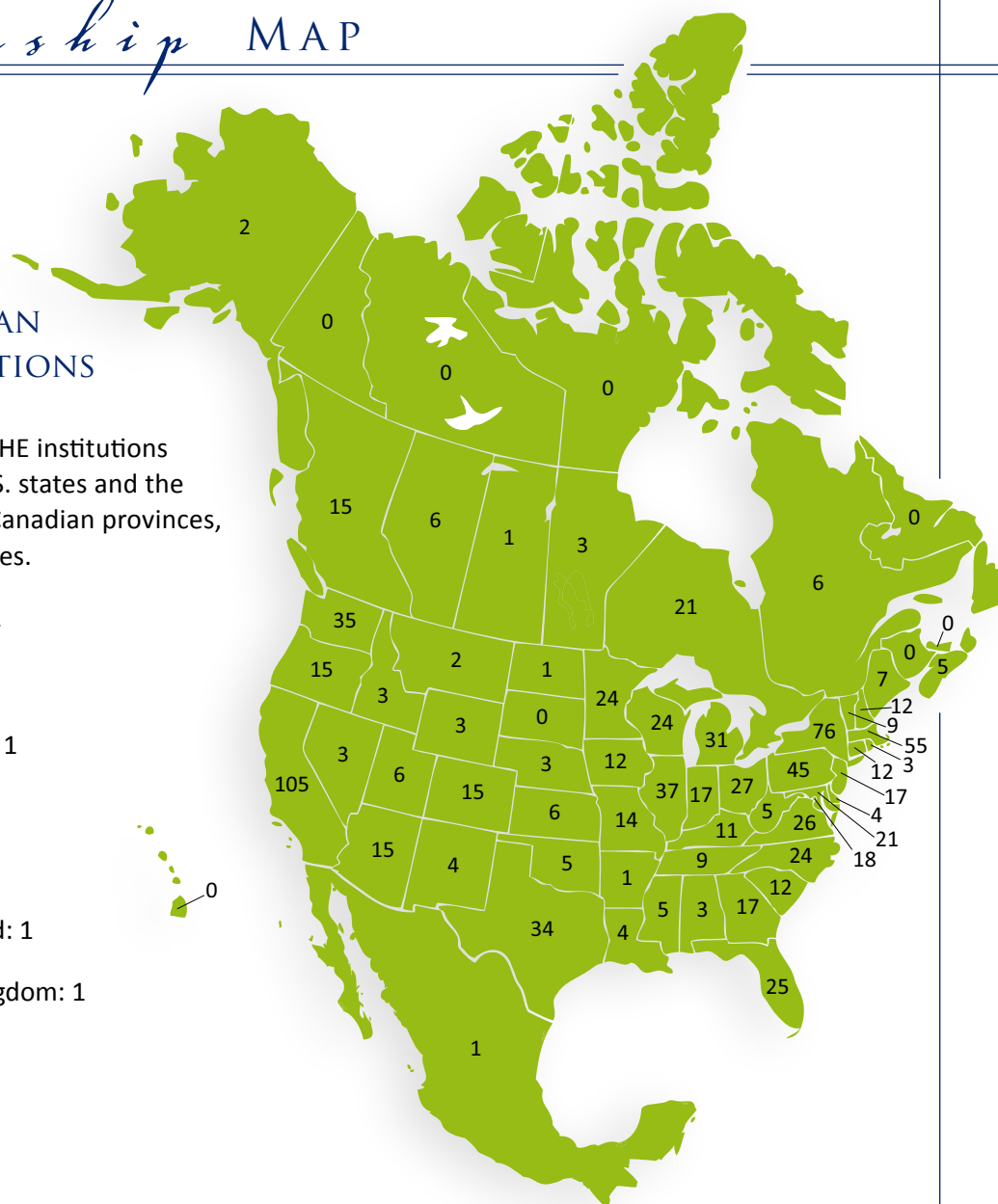
Costa Rica: 1

Israel: 2

Pakistan: 1

Switzerland: 1

United Kingdom: 1



MEMBERSHIP BREAKDOWN BY TYPE (12/31/2009)

2-yr Institutions and Community Colleges: 198

Businesses: 136

NGOs/Government Agencies/K-12 Institutions: 82

International Affiliate Campuses: 13

4-yr and Graduate Institutions: 526



AASHE's Interactive Online Resource Center is a rich and comprehensive source of information on campus sustainability. The Resource Center continues to provide administrators, faculty, operations staff, students, and other campus stakeholders the necessary tools, information and support they need to lead the sustainability transformation. We are continually and consistently updating and adding new resources, which are valuable and useful to the campus sustainability community. The Resource Center continues to be the #1 reason AASHE members renew membership.

We saw a healthy increase in visitors and quality of visits in 2009 compared to 2008:

- 23% increase in total pageviews
- 32% increase in unique pageviews
- Average time spent on a webpage increased from 1:08 in 2008 to 1:33 in 2009

NEW RESOURCES IN 2009

General Sustainability Resources

- Campus Sustainability Discussion Forum
- Student Research on Campus Sustainability Database
- Open Space Conference Call Line
- Interview Series: 20 new interviews

Energy/Climate

- Climate Action Planning Wiki
- Live from COP15 Conference Calls (podcast archives)
- Campus Renewable Energy Research Centers
- EPEAT Electronic Purchasing Policies
- Biodiesel in Campus Fleets Programs

Transportation

- Campus Commuter Surveys
- Campus Bicycle Plans
- Campus Car Bans
- Campus Electric and Hybrid Vehicle Fleets

Other Sustainability Resources

- Campus Fair Trade Practices and Policies
- Campus Composting Programs
- Campus Water Conservation Efforts
- Alumni Sustainability Funds
- Sustainable Landscaping on Campus
- Bottled Water Bans/Use Reduction Campaigns

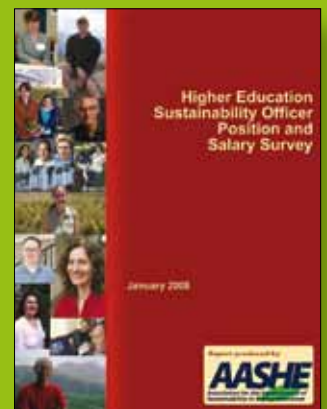
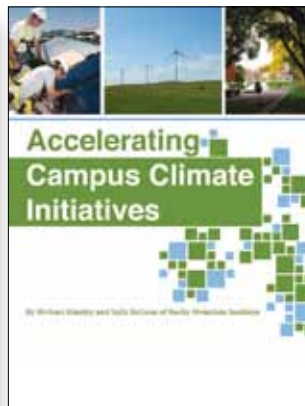
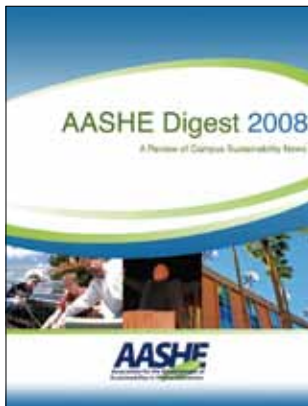
"I GET THE AASHE BULLETIN EVERY MONDAY AND AM COMPELLED TO WRITE TO LET YOU KNOW THAT IT IS CONSISTENTLY THE MOST WELL-ORGANIZED, USEFUL AND HOPEFUL NEWSLETTER I RECEIVE."

— SARAH GABRIEL (2009)

Publications

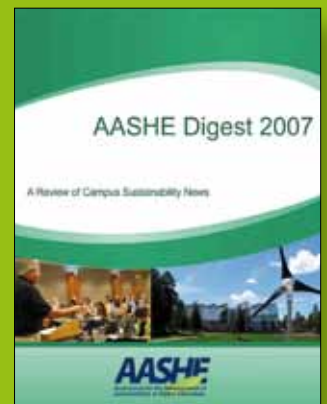
In 2009, 49 issues of the AASHE Bulletin were published, and the number of subscribers grew from 7,750 to 9,724. Every issue had an above industry-average open and click-through percentage. AASHE also published the first issue of AASHE Bulletin: Global Edition in August 2009. The AASHE Bulletin continues to drive traffic to the AASHE website; typically AASHE website traffic doubles on the day the bulletin is published.

AASHE'S NEWEST PUBLICATIONS



AASHE'S MOST POPULAR PUBLICATIONS

Title	Publication Type	Number of Downloads December 1 – 31, 2009
<i>Higher Education Sustainability Officer Position and Salary Survey</i>	AASHE-generated	1,878
<i>AASHE Digest 2008</i>	AASHE-generated	928
<i>Cool Campus! A How-To Guide for College and University Climate Action Planning</i>	Published in partnership with Walter Simpson	831
<i>AASHE Digest 2007</i>	AASHE-generated	485
<i>Greening Collegiate Athletics Survey</i>	Published in partnership with Mark McSherry	161
<i>Accelerating Campus Climate Initiatives: Breaking Through Barriers</i>	Published in partnership with RMI	60



TO DOWNLOAD
ANY OF THE AASHE
PUBLICATIONS, VISIT
WWW.AASHE.ORG



During 2009, AASHE continued its work with Second Nature and Eco-America in providing leadership with the American College and University Presidents' Climate Commitment by continuing the development of the ACUPCC Reporting Tool. By the end of the year, 665 institutions had become signatories, 462 institutions had submitted greenhouse gas inventory reports, and more than 130 climate action plans had been submitted. More than one-third (5.6 million) of the post-secondary students in the United States attended signatory schools at the end of 2009.

AASHE also developed new materials to assist schools in meeting climate goals. The Climate Action Planning Wiki was developed with funding from ACUPCC and in cooperation with Clean Air-Cool Planet, National Wildlife Federation Campus Ecology, and the Rocky Mountain Institute. The wiki was also put into a PDF format under the title, Cool Campus! A How-To Guide for College and University Climate Action Planning. In addition, AASHE staff worked with the Rocky Mountain Institute to produce Accelerating Campus Climate Initiatives: Breaking Through Barriers. In collaboration with Second Nature, AASHE started the ACUPCC Implementer for ACUPCC Implementation Liaisons. In addition, AASHE staff produced and distributed an information packet for Implementation Liaisons. Finally, staff organized a workshop on campus climate planning at the Smart and Sustainable Campuses Conference.

SUSTAINABILITY Curriculum

AASHE continued its Curriculum Leadership Workshop series, with Peggy Barlett and Geoffrey Chase leading two workshops in 2009—one at Emory University in January and one at San Diego State University in June. Each event attracted more qualified applicants than the 35 that could be accepted, and AASHE began exploring solutions to meet the growing demand. The 70 attendees represented 49 different institutions of higher education.

In August, AASHE received a grant from the American Colleges and Universities Presidents' Climate Commitment to develop and hold a Sustainability Curriculum Summit. A group of AASHE staff and board members worked through the end of the year to plan a meeting for February 2010 in San Diego.

"GRAD AND UNDERGRAD GOVERNMENT PASSED A BILL THAT ESSENTIALLY RESTS ON THE ACUPCC STRUCTURE NONE OF THIS WOULD HAVE HAPPENED WITHOUT AASHE."

— DEBORAH W. DALTON, PROFESSOR AND DIRECTOR, INTERDISCIPLINARY PERSPECTIVES ON THE ENVIRONMENT (IPE), UNIVERSITY OF OKLAHOMA (2009)

Sustainability TRACKING, ASSESSMENT & RATING SYSTEM



The Sustainability Tracking, Assessment & Rating System (STARS®) is a transparent, self-reporting framework for colleges and universities to gauge relative progress toward sustainability. STARS® was developed by AASHE with broad participation from the higher education community.

Throughout 2009, the STARS® team at AASHE completed many key accomplishments. A detailed report of the 2008 STARS® Pilot Program was published, in which nearly 70 institutions participated. The team conducted research with subject matter experts to identify improvements to the system. This research, coupled with the feedback from the Pilot and the comments from previous public feedback rounds, contributed to the enhancements that were incorporated into the latest version of STARS®.

At the Greening of the Campus conference in September, the Early Release version of STARS® 1.0 was launched. This gave the campus sustainability community a preview of the STARS® credits, and enabled interested institutions to register at a discounted rate.

As the press began taking notice, interest and enthusiasm around STARS® continued to build. The New York Times highlighted STARS® in an article on college and university rating and ranking systems. With momentum increasing, registration numbers for STARS® Charter Participants reached over 100 institutions by the end of 2009, with 13 non-profit organizations signed on as STARS® Founding Partners.

After three years of development, the comprehensive STARS® 1.0 program was ready to launch in January 2010.

STARS® IS DESIGNED TO:

- Provide a framework for understanding sustainability in all sectors of higher education.
- Enable meaningful comparisons over time and across institutions using a common set of measurements developed with broad participation from the campus sustainability community.
- Create incentives for continual improvement toward sustainability.
- Facilitate information sharing about higher education sustainability practices and performance.
- Build a stronger, more diverse campus sustainability community.

STARS® is intended to engage and recognize the full spectrum of colleges and universities in the United States and Canada—from community colleges to research universities, and from institutions just starting their sustainability programs to long-time campus sustainability leaders. STARS® encompasses long-term sustainability goals for already high-achieving institutions as well as entry points of recognition for institutions that are taking first steps toward sustainability.



Greening of the Campus VIII

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September 2009 marked an important transition for AASHE. After alternating national conferences with Ball State University's biennial "Greening of the Campus" (GOC) convention, AASHE and BSU merged forces and partnered on Greening of the Campus VIII: Embracing Change (Sept. 20-23, Indianapolis). The theme alluded to several major changes. It was a one-time joint event, and having outgrown BSU's facilities, was the first GOC held in a convention center. It also marked a passing of the baton, with AASHE becoming sole host of the national campus sustainability conference, and BSU planning to make GOC a regional event in order to accommodate it once again on campus. The joint event was a new and exciting venture for BSU and AASHE, which attracted 750 participants and featured a Green Campus Exposition and a "two exposition reception" with the adjacent Labs 21 conference. Keynote talks by Jerome Ringo, Frances Moore Lappé, Geoffrey Chase, and Ray Anderson inspired the audience.

AASHE held its fourth annual Awards Ceremony at GOC VIII, following a dinner banquet. The 20 awards judges gave generously of their time in deciding who should win an award or receive special recognition.

CAMPUS SUSTAINABILITY LEADERSHIP AWARDS WENT TO:

- Butte College — in the "community college or other two-year institution" category
- Furman University — in the "four-year or graduate institution under 5,000 student FTE" category
- University of New Hampshire — in the "four-year or graduate institution, 5,000 to 15,000 student FTE" category
- New York University — in the "four-year or graduate institution over 15,000 student FTE" category

STUDENT SUSTAINABILITY AWARD RECIPIENTS WERE:

- Missy Orr, DePauw University — Winner, 2009 Student Sustainability Leadership Award
- Casey Roe, American University — Special Recognition, 2009 Student Sustainability Leadership Award
- Stanford University Graduate Team — Winner, 2009 Student Research on Campus Sustainability Award
- Chelsea Hodge, Pomona College — Special Recognition, 2009 Student Research on Campus Sustainability

AASHE also co-hosted its annual Student Summit in partnership with the National Wildlife Federation. Held at GOC VIII, the event attracted over 200 students and featured six workshops on topics such as environmental justice, sustainable food options, STARS®, and climate action.

WEBINARS

AASHE tested the virtual event waters with a webinar aimed at under-resourced institutional members entitled "How to Make the Most of AASHE Resources." This successful webinar was recorded and made publicly available on AASHE's website. AASHE is planning a STARS® webinar series and other webinar offerings for 2010.

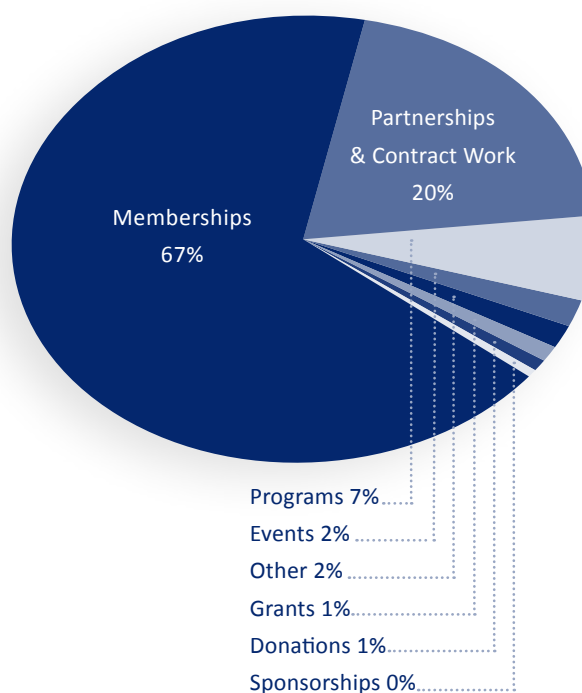
2009 FINANCES

During 2009, AASHE continued to remain fiscally sound. Income exceeded expenses by 13%. The majority of the income was from membership dues and the majority of the expenditures were for various programs provided to members.

2009 REVENUE

Memberships.....	\$869,585
Partnerships & Contract Work.....	\$263,843
Programs.....	\$85,975
Events.....	\$25,961
Grants.....	\$18,469
Donations.....	\$13,102
Sponsorships.....	\$5,550
Other.....	\$23,285

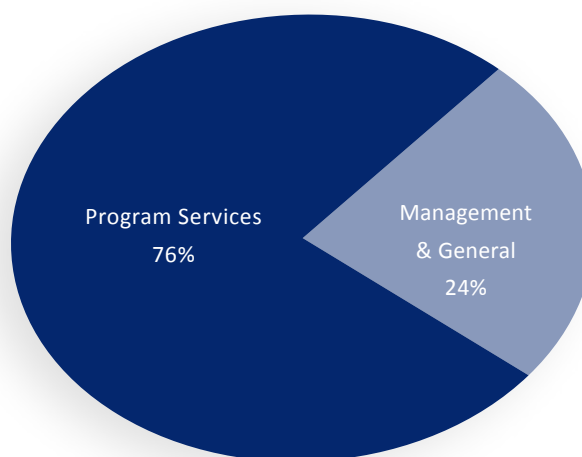
Total \$1,305,770



2009 EXPENSES

Program Service Expenses.....	\$871,802
Management & General.....	\$275,061

Total \$1,146,863





Leadership AND PERSONNEL

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AASHE 2009 BOARD OF DIRECTORS

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University of Colorado at Boulder

Paul Rowland, AASHE Executive Director
Ex-officio

AASHE 2009 STAFF

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Julian Dautremont-Smith, Associate Director

Danielle Gaines, Events Manager

Jonathan Hehir, Web Application Developer

Sam Hummel, Database Administrator

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Allison Jones, Business Manager

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Toni Nelson, Climate Program Manager

Paul Rowland, Executive Director

Benjamin Stookey, STARS® Web Developer

Seann Sweeney, Resource Center Manager

Matt Thomas, Web Application Developer

**Judy Walton, Acting Executive Director and
Membership and Outreach Director**

**Andrea Webster, Publications and Education
Coordinator**

**Elizabeth Whitworth, Membership
Coordinator**

Meghan Fay Zahniser, STARS® Manager



“AASHE IS THE LEADING SOURCE OF
CAMPUS SUSTAINABILITY INFORMATION
BECAUSE OF THE EFFORTS OF A
REMARKABLE STAFF AND THE LEADERSHIP
OF A VISIONARY BOARD OF DIRECTORS.”

— PAUL ROWLAND, AASHE EXECUTIVE DIRECTOR

AASHE in the Media

DURING 2009, AASHE EMERGED AS THE “GO TO” SOURCE FOR INFORMATION ON CAMPUS SUSTAINABILITY

A variety of print media ranging from student newspapers to national press sought a national perspective on sustainability from AASHE. AASHE staff were quoted in radio and television stories in a number of locations. AASHE resources were referenced in a number of well read blogs and websites.



Nationwide, more than 100 majors, minors or certificates were created this year in energy and sustainability-focused programs at colleges big and small, says AASHE.

— USA Today

THE CHRONICLE of Higher Education Buildings & Grounds

Home News Administration Facilities Buildings & Grounds

November 2, 2008, 12:20 AM ET

AASHE Announces Campus Sustainability Leadership Awards

By Scott Carlson

The Association for the Advancement of Sustainability in Higher Education (AASHE) announced the winners of its 2008 Campus Sustainability Leadership Awards.

The Association reviewed a record number of entries for those awards this year.

For the 2008 Campus Sustainability Leadership Awards, AASHE received 100 entries from institutions of various sizes.

Among mid-sized institutions, Ithaca College was first for its commitment to various national and international sustainability achievements (the college may be the first to have two platinum LEED buildings), and its educational programs.

Northland College, in Wisconsin, is often overlooked by those making lists of “most sustainable” institutions. Northland College won the AASHE leadership award in the small-college category — in part for sustainability programs the college has implemented.

Harford Community College won the AASHE leadership award for two-year institutions. Harford Community College

Senior at Ithaca College, won the Student Sustainability Leadership Award. Ryan Gramke, a recent graduate of the

from the Student Research on Campus Sustainability Award for his paper, “Food and Fuel: Biogas Potential at

AASHE announces its sustainability awards to institutions of various sizes ... for initiatives in green building, waste and emissions reduction, and efforts to get students involved in sustainability programs.

— The Chronicle of Higher Education

Urban Environment Sustainability Comes of Age

By Henry Fountain

WHEN Andrew Paterson was looking to pursue a graduate degree in environmental studies, he found himself in a predicament: to drive on his post-graduate experience working at a conservation biology to update New York. But there were his thing, and he produced numerous recommendations about what should be done to protect them.

“I found that quite a few important people who were decision makers would read the review and then not follow through on it,” he says.

Other schools are demanding, including: Illinois State U, small, Ill. The school

[AASHE.org] lists nine universities offering doctoral or master’s degree in urban sustainability studies and many other programs include urban environment as a central part of their studies.

— New York Times

About 200 sustainability programs exist at colleges and universities around the country. Most have sprung up in the last five years, usually in grad schools, according to Paul Rowland, AASHE executive director.

— New York Times

Sustainable Cultures A Step Beyond Anthropology

By Mireya Navarro

MOST people see sustainability as preserving the environment, the physical environment, and the need to preserve it for coming generations. But in academic sustainability circles, there are many who see it as a way to build a better world.

Glacier College, the liberal arts college in Montana, is extending the concept: to preserve the traditional values, as well as the arts, dance, music and cuisine, of the region.

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work, Mr. Ceballos says. The first class, ranges from new graduates to mid-career professionals hoping to become teachers, community organizers or activists.

Mr. Ceballos says the program is trying to reach a new audience, one, or a business meeting local events.

The program began this semester. Students will work on projects to build rural and urban communities in the United States and overseas. In Mexico, students will serve native languages, but also in Thailand, getting artists from diverse backgrounds to work together on programs.

About 200 sustainability programs exist at colleges and universities around the country, according to Paul Rowland, the executive director for the Association for the Advancement of Sustainability in Higher Education. Most have sprung up in the last five years, usually in grad schools, but others are agricultural. The Glacier model, Mr. Rowland says, has an ecological feel, “different from what I’ve seen anywhere else.”

2009 BUSINESS LEADER OF AASHE



2009 BUSINESS SUPPORTERS OF AASHE



ARCHITECTS P.C.



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