OUR COMMITMENT TO IMPROVING THE WORLD ENVIRONMENT

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?

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?

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

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)
Bettsy 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)
<table>
<thead>
<tr>
<th>Category</th>
<th>Where are we now?</th>
<th>Where do we want to be?</th>
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</thead>
</table>
| Climate/Environmental         | - Submetering electric – 2/3 of campus currently  
- New Science Building – Geothermal, 30 kW solar array  
- Experimental wind turbine  
- ACUPCC signatory  
- 2009 Climate Action Plan  
- 2009 Sustainability Strategy  
- Facilities Master Plan – Expected summer 2011  
- 2009 GHG inventory – updated annually  
- 2009 Charter member of the AMOS Project – networking platform, webinars, meetings  
- STARS reporting – due August 2011, allows for self evaluation and peer comparison  
- 2007 and 2009 commuter surveys  
- Transportation Master Plan – Expected Summer 2011  
- Committees  
  » Environmental Sustainability Team  
  » Climate Academic Steering Committee  
  » Operational Sustainability Committee  
  » Campus Environmental Advisory Committee – not active since 2009, time constraints  
  » Campus Concept Committee | **Climate/Environment Strategic Direction**: We will be wise stewards of natural resources and minimize our impact on the environment.  
**Goal**: Minimize greenhouse gas emissions by:  
» Increasing the use of and reliance on renewable energy  
» Employing energy conservation and efficiency measures  
» Implementing a Transportation Management Plan  
» Updating and implementing the provisions of the Climate Action Plan (CAP)  
**Goal**: Design programs and policies to optimize and better use natural resources by:  
» Developing and promoting cultural behavioral changes to our students, faculty, and staff  
» Implementing green supply chain management  
» Continuing to enhance our recycling programs  
» Investigating initiatives to reduce water use, wastewater and solid waste  
» Establishing a composting program  
**KPIs** (Assess progress to achieve goals):  
- GHG  
- Total energy and renewable energy  
- Water use and water consumption  
- Solid waste generation and diversion including recycling  
- Public and alternative (non-SOV) transportation use  
- Percent local purchased (within 250 miles)  
- Percent green suppliers  
**Alignment with Strategic Plan and Annual Reporting**:  
- World awareness  
- Other strategic directives (VIEWS)  
- The Power of SUNY
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<th>Category</th>
<th>Where are we now?</th>
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</table>
| Curriculum/Learning     | ▪ Climate Academic Steering Committee  
▪ Office of Business and Community Relations  
▪ Adoption of UN sponsored Principles of Responsible Management Education (PRME)  
▪ Sustainability courses (pre-existing and considered to have sustainable content)  
▪ Sustainability minor approved on May 2, 2011  
▪ Track: Global International Studies on Sustainability  
▪ Certificate/graduate program currently under review  
▪ Internships exist, but need more enhancement of sustainability focus | **Curriculum/Learning Strategic Direction:** We will nurture and develop intellectually empowered, responsible, and productive citizens capable of addressing local and global climate and environmental issues.  
▪ **Goal:** Create environmental stewards and responsible global citizens by:  
  » Integrating climate and environmental sustainability into the curriculum and general education  
  » Expanding and enhancing research, field study programs, scholarships, internships, authentic learning, demonstration projects, and global sustainability initiatives  
  » Developing new certificate, and undergraduate and graduate degree programs  
▪ **Goal:** Facilitate community learning opportunities and programs by:  
  » Developing out of class opportunities with campus life, auxiliary services, and residence life  
  » Providing dialogues with subject matter experts and leaders  
  » Partnering with P-12 educators  
**KPIs (Assess progress to achieve goals):**  
▪ Major/minor degree programs  
▪ Number of courses  
▪ Internships and authentic learning programs  
▪ Extended learning programs  
▪ Involvement in research projects  
▪ Participation in residence life, campus life, and auxiliary services  
▪ Sustainable methods of course delivery (hybrids, COLIN)  
▪ Number of corporate/community/NGO partners  
▪ Sustainability literacy  
**Alignment with Strategic Plan and Annual Reporting:**  
▪ Intellectual rigor  
▪ Other strategic directives (VIEWS)  
▪ The Power of SUNY |
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<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Community/Lifestyle</td>
<td>▶ Student Participation/Engagement</td>
<td><strong>Community/Lifestyle Strategic Direction</strong>: We will lead, unite, and enrich the college and community in creating and maintaining a sustainable environment and lifestyle.</td>
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<tr>
<td></td>
<td>▶ Green Team</td>
<td>▶ Goal: Advocate sustainable social behaviors and lifestyles by:</td>
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<tr>
<td></td>
<td>▶ Recycling</td>
<td>▶ Promoting nutrition, exercise, and life balance</td>
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<td>▶ Leave Green Initiative</td>
<td>▶ Promoting health &amp; safety</td>
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<td>▶ Students for Global Change</td>
<td>▶ Promoting community service</td>
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<td>▶ Student Association – Health, Safety &amp; Sustainability Committee</td>
<td>▶ Goal: Lead the development of sustainable community programs by:</td>
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<td></td>
<td>▶ Earth week</td>
<td>▶ Partnering with local and regional officials to build consensus and make sustainability initiatives a reality</td>
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<td>▶ Regional Transportation</td>
<td>▶ Providing resources</td>
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<td>▶ Experimental wind turbine</td>
<td>▲ KPIs (Assess progress to achieve goals):</td>
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<td></td>
<td>▶ Citizens Academy on Sustainability</td>
<td>▶ Service hours</td>
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<td></td>
<td>▶ Leftover food to Salvation Army</td>
<td>▶ Faculty/student passports</td>
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<td>▶ Alternate Transportation</td>
<td>▶ Resources provided or donated</td>
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<td></td>
<td>▶ Bikes – campus cruisers program, currently off-line</td>
<td>▶ Partnership in health related programs</td>
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<td></td>
<td>▶ Zip cars</td>
<td>▶ Reportable safety incidents</td>
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<td>▶ Listserves</td>
<td>▲ Alignment with Strategic Plan and Annual Reporting:</td>
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<td></td>
<td>▶ Go Green Team blog</td>
<td>▶ Engagement</td>
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<td></td>
<td><a href="http://oswego.edu/student/blogs/tag/go-green">http://oswego.edu/student/blogs/tag/go-green</a></td>
<td>▶ Other strategic directives (VIEWS)</td>
</tr>
<tr>
<td></td>
<td>▶ Student sustainability list</td>
<td>▶ The Power of SUNY</td>
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<td><a href="studentsustainability-list@ls.oswego.edu">studentsustainability-list@ls.oswego.edu</a></td>
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<tr>
<td>Communication/Engagement</td>
<td>- Silos of activity, but non-coordinated effort/identity, non-centralized</td>
<td>Communication/Engagement Strategic Direction: We will communicate the commitment and progress toward sustainability, engage stakeholders, and solicit partners in a collaborative and coordinated manner.</td>
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<td>- Not all activities are sponsored</td>
<td><strong>Goal</strong>: Promote the Campus commitment to sustainability and celebrate its efforts and achievements by:</td>
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<tr>
<td></td>
<td>- Living Laker Green</td>
<td>» Developing a consistent message for infusing sustainability at Oswego</td>
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<td></td>
<td>- Alumni Green logo</td>
<td>» Identifying and developing communication channels to reach all stakeholders</td>
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<td></td>
<td>- Current webpage</td>
<td>» Promoting events, competitions, annual awards and recognition</td>
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<td></td>
<td>- No centralized archiving of efforts/achievements</td>
<td><strong>Goal</strong>: Document achievements and initiatives by:</td>
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<td>- Some discussion at student orientation</td>
<td>» Tracking progress in the college annual report and STARS report</td>
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<td></td>
<td>- Publicity</td>
<td>» Maintaining records to demonstrate progress in achieving KPIs in all four strategic categories</td>
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<td></td>
<td>» Alumni Magazine</td>
<td><strong>KPIs</strong> (Assess progress to achieve goals):</td>
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<td></td>
<td>» STARS</td>
<td>- Number of stakeholders reached</td>
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<td></td>
<td>» Citizens Academy</td>
<td>- Number of stakeholders engaged</td>
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<td></td>
<td>» Parent News</td>
<td>- Participation in events award programs</td>
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<td></td>
<td>» Oswego Magazine</td>
<td>- Number of publications on sustainability</td>
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<td></td>
<td>» Student Media – Oswegonian Campus Newspaper, WNYO, WTOP-10</td>
<td>- Sustainability literacy score</td>
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<td></td>
<td>» e-Laker Green Newsletters</td>
<td><strong>Alignment with Strategic Plan and Annual Reporting:</strong></td>
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<td></td>
<td>» WRVO</td>
<td>- Engagement</td>
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<td></td>
<td>» Toilet Talk (weekly)</td>
<td>- Other strategic directives (VIEWS)</td>
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<td></td>
<td>» Student association kiosk</td>
<td>- The Power of SUNY</td>
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<td>» Residence hall recycling program</td>
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