



FY20 SUSTAINABILITY GOAL FACT SHEET

Community Engagement

	Purpose	Key Initiatives	Next Steps
Planet Blue Ambassadors	Encourage all faculty, staff, and students to become engaged in sustainability on campus and lead by personal action. Ambassadors form a network to advance U-M's sustainability commitments and move toward a campus-wide ethic of sustainability.	<ul style="list-style-type: none"> • Currently there are 7,100 Ambassadors. • Migrated PBA training modules onto Canvas and incorporated basic sustainability training into New Student Orientation. • Planned to pilot a new engagement dashboard to measure sustainable actions, but this was postponed due to COVID. 	<ul style="list-style-type: none"> • Continue to engage the breadth of our campus community in sustainability. • Monitor the COVID situation for when piloting the new engagement dashboard might be possible.
Student Sustainability Coalition	Promote a sustainable campus culture by bringing people together to achieve social change. SSC uses the Collective Impact Framework to create a mutually defined common agenda and shared vision that unifies campus-wide student sustainability efforts.	<ul style="list-style-type: none"> • Students from the Student Sustainability Initiative, President's Commission on Carbon Neutrality, Central Student Government, Planet Blue Student Leaders, U-M Sustainable Food Program, Climate Action Movement, and Students for Clean Energy, facilitated by staff, developed a formal proposal outlining the purpose of SSC and advocating for ongoing institutional support. • Hired 10 student staff for the 2020-21 academic year. • Awarded \$50,000 in Planet Blue Student Innovation Fund grants to an e-waste drive and a demonstration block M solar panel (both delayed due to COVID) and a project to divert medical waste at Michigan Medicine. 	<ul style="list-style-type: none"> • Engage in professional development opportunities in DEI and sustainability. • Conduct outreach, establish relationships, and host listening sessions with the numerous student groups involved in sustainability and social justice to create a common agenda. • Continue to promote PBSIF grants and award funding to innovative projects.
Planet Blue Student Leaders	Work with staff to implement sustainability projects, collaborate with student organizations and university departments, and engage their peers (on and off campus) in sustainability programming.	<ul style="list-style-type: none"> • Restructured PBSL into smaller leadership teams with specific focus areas, such as Energy, Off-Campus, Housing, etc. • Overarching project was to support compost roll-out in all residence halls by performing visual waste audits and peer-to-peer behavior campaigns. 	Adjust for a predominantly remote environment by adapting marketing strategies to more universal and home-based behaviors, such as thermostat adjustments or home energy reduction.
U-M Sustainable Food Program	Student-led coalition that works across campus to support all of the sustainable food student group efforts. Started the Campus Farm as a flagship project. Hosts Harvest Fest and other events annually.	<ul style="list-style-type: none"> • Held Harvest Fest, engaged student orgs across campus, and hired new staff coordinator to support UMSFP and PBSL. • Launched virtual Tiny Talks for Food Justice for Earth Day at 50 while transitioning off campus during COVID shutdown in March. • Restructured leadership team for more programming and experiential learning opportunities for students. Also formed working groups for general students to get involved in Farm Stand leadership and DEI/food justice initiatives. 	Launch an on-campus farm stand selling items grown by students at the Campus Farm to assist with food access issues.
Sustainability Cultural Indicators Program (SCIP)	Measure and track the culture of sustainability at U-M. Survey results are shared with the campus community and used to inform campus sustainability programming, research, and teaching.	More than 25,000 students, faculty, and staff have responded since 2012 launch. SCIP is the leading sustainability cultural indicators survey, promoted as an exemplar by the Association for the Advancement of Sustainability in Higher Ed and the Association of Academic Survey Research Organizations. 171 institutions in 30 countries have accessed SCIP materials to inform their own campus efforts.	<ul style="list-style-type: none"> • Conduct student survey (postponed from fall 2020) and faculty/staff survey in fall 2021. • Incorporate carbon neutrality plans into surveys.
Earthfest	Celebrate sustainability initiatives across U-M and the surrounding communities, while providing an inclusive platform to educate and engage the campus community on opportunities to support sustainability on campus and in our daily lives.	Transformed Sept. 2020 event into a weeklong virtual series, including an environmental justice speaker, Green Teams webinar, chef demo, skillshare videos, and videos showcasing student and community organizations.	Determine which virtual aspects to keep for broader engagement after returning to an in-person event on the Diag.