**Outreach/Extension Questions for iWG**

1. This is a terminology question. Could we develop a shared lexicon for “educate” “engage” “incentivize” “behavior change” “outreach” “extension” etc? Should this chapter be called “Culture Shift”? Call it Engagement – with the mission of culture shift.
2. What would be the role for this SWATeam? *Morgan noted, “The iWG would like to see collaborations with the other SWATeams, and we have encouraged those in the past. We still need to select a lead group for any collaborative efforts though. Personally, I believe this SWATeam should take the lead if a project is about overall knowledge, such as one that covers all the themes, and topical SWATeams should take the lead if it is about their particular topic, like how to recycle.”*
   1. *What would this team do?- make large-scale recommendations that the other teams could work with – bridge the gap*
   2. *To discuss later.*
3. Can we mandate a sustainability workshop for all students? *The SWATeam said, “Alternatively, design a mandatory sustainability workshop training session for all incoming freshmen, to be help in the spring semester.” Fina said, “Host a freshman sustainability 2 hour class similar to the mandatory fycare and ace it class.” Alexa said, “When I applied to be a member of the Education SWATeam, my main objective was to create a mandatory freshman workshop on how to live sustainably in the dorm. Because we have other programs regarding sexual harassment and substance use, I believe that this would be a very viable option.” Morgan asked, “Is recycling as important as substance abuse and sexual harassment? Those courses are mandated by law, and we do not have a sustainability law in place. It would not be easy to add a mandatory program, so I suggest we focus on an overall training program and messaging campaign about campus sustainability, and good behaviors.”*
   1. This isn’t a matter of whether or not sustainability issues are as important as any other issues the campus already works to address. It is, rather, capitalizing on an effective system of spreading knowledge and awareness. I think that if we are pursuing an effective training program, messaging campaign, or what have you, a new student required workshop about sustainable practices should certainly be included!
4. Does this objective fit in Zero Waste, or is it more in the educational outreach area? *“provide requirements through student affairs for Registered Student Organizations (RSOs) in regard to sustainable regulations. Specify the steps that an RSO will need to take to maintain good standing. These might include providing educational opportunities for its members.”*
   1. *Maybe implement this type of regulation for Greek Life? I am aware in Greek Life waste and recycling is a big issue and incentivizing or regulating is could make significant impact.*
   2. *Ximing says, “*Both, while extension is more on the implementation…”
5. Hazardous Waste: Should we include something about hazardous waste handling? *The SWATeam said, “Storing overstock usable materials and chemicals for future use and/or disposing of these in a safe manner through recycling or hazardous materials handling.”*
   1. Recommend removing, and replacing with statement about Haz waste is managed by DRS
      1. This is a question for DRS and the iWG – is there a sustainability item that Monica would like us to include?
      2. Ximing says, “This is on the idea of green labs that we have been discussing with DRS for a while. I believe we should include this in the 2020 plan and push a new joint action between iWG and DRS”

**Outreach Objectives**

1. Enhance the overall culture of sustainability on campus, and increase the number of certified green offices by 20% each year from FY20 to FY24.
   1. Increase staff and faculty education & awareness through Illinois branded videos, pamphlets, posters – include monthly reports on iCAP Progress.
   2. Market sustainability progress, projects, and contributions to the iCAP from individual departments and campus units.
   3. Develop consistent social media messaging: every major campus sustainability initiative or campus event would include a link or measurable tie to our iCAP goals
2. Initiate certified green RSO and certified green greeks by FY22, and continuously increase the number of certified RSOs and greek houses by 20% each fiscal year in FY23 and FY24.
3. Form a task force to identify options for improving the sustainability practices in research and teaching labs, and complete the results by FY23.
   1. Promote the certified green labs program
   2. Continue to work with Division of Research Safety to develop policies to improve sustainability in labs.
4. Support and strengthen the Student Sustainability Leadership Council (SSLC), with at least three SSLC meetings hosted at iSEE each semester.
   1. Meeting notes could go on the iCAP Portal.
   2. The paragraphs need to talk about the connection between SSLC and iSEE
5. Develop a Sustainable Events Program by FY23, with 100% of the Illini Union Board events qualifying in FY24.
   1. Partner with Department of Recreation, Sports & Tourism (RST) to develop and incorporate sustainable practices into a module of their Event Planning course
   2. Use RST program undergraduate and graduate students as event consultants
6. Support programs to develop love of nature and sustainability among children, with an annual Youth Sustainability Summit led by local teenagers with guidance and mentoring from campus and community sustainability leaders.
   1. The City of Urbana Sustainability Advisory Commission is leading an effort to host an annual Youth Sustainability Summit (rebranding expected this year).
   2. Host more outreach education and extension programs related to sustainability. There should be more outside the classrooms events such as composting 101 or events on reusing bottles for plants. Support these programs to help collect the information that they happened and to incentivize participation.
      1. There have been efforts by clubs such as Illini Mentoring, Eat 4 Health, and the Sustainability LLC to visit local schools and teach sections of sustainability and recycling, and such. I’m not sure if these efforts are still active, but the desire is there and it could certainly use some extra support!!
7. Incorporate sustainability-related problem solving needs and solutions in the GivePulse system for public engagement, and track local collaborations for sustainable solutions. Increase local collaborations by ten percent per year from a baseline in FY22 to the total in FY24.
   1. Create co-curricular sustainability partnerships integrating creative problem solving and designer thinking
   2. Engage faculty with community based participatory research and with knowledge of local community resources
   3. *Example: Understanding and overcoming barriers to community food-waste composting in Urbana. We need community workshops, organizing, additional sufficient human capital, and entrepreneurship to build momentum for adoption of a food-waste composting program. It not only needs to include community member input, but also training and education around how to start a business, apply for permits, ag-tech resources, business assistance, EPA rules/regs etc. We have to break the “we don’t have this existing resource in our community so it cannot be done” cycle discussion that keeps on occurring in town.*
   4. What is the linkage between Public Engagement and Campus Sustainability? What should it be?
      1. Ximing says, “I think Resilience SWATeam is already a linkage, Environ Student Government”
8. Host monthly student engagement sessions about campus sustainability topics, starting in FY21, during the fall and spring semesters.
   1. This should include meet and greet coffees!!! And the faculty/staff components could be included in “Know your U” program. – very inviting area - with monthly themes and updates – we could include the best success and the worst challenges.
   2. Monthly updates to iCAP Portal on progress of iCAP
   3. could this, potentially, take the shape of updates from the Chancellor? or perhaps the writer of the letter should change every month, focusing on different fields of sustainability efforts around campus…

**Student Suggestions for Education/Outreach,** not mentioned above

1. Study on food waste in dining halls!
2. Peer mentoring upperclassmen to underclassmen for the purpose of connecting students to sustainability resources.