**Engagement Sustainability Working Advisory Team**

Date: Friday, April 9

Location: Zoom

Time: 3 to 4pm

*Attendees: Ann Witmer (co-chair), Alexa Smith (clerk), Sammy Yoo (staff), Dave Guth (staff), Hiba Ahmed (student), Miranda Johnson (student), Kyle Smith (faculty)*

*Absentees: Meredith Moore (Sustainability Programs Coordinator), Ximing Cai (iWG), Morgan White (iWG), Jie Hu (faculty), Keilin Tarum Jahnke (faculty), Kate Gardiner (staff), Fina Healy* *(student)*

Agenda:

1. What is our purpose as an engagement team? (Our mission)
2. What is our long-range vision for engagement? (Our vision)
3. What immediate steps should/could we take to advance that purpose? (Our objectives)

Meeting Notes:

* **Team Purpose:** Who do we need to engage?
  + **TLDR**: BUILD CONNECTIONS AND RELATIONSHIPS
  + Unify groups on campus to break down the “silos of sustainability” that currently exist
  + Serve as ambassadors and collaborators for campus sustainability
  + **Guiding Questions:**
    - How can we enhance communication among those interested in sustainability?
    - How can we engage individuals who are uninterested in sustainability or unaware of campus initiatives?
  + **Populations to Consider:**
    - Students
    - Faculty
    - Administration
    - Community
    - Facilities
    - Media
* **Team Vision:** How do we build these relationships?
  + Analyze [Engagement Mind Map](https://uofi.app.box.com/file/777435547160?s=qdc8ojabukj395all8fps0tzo3sgwp03) and conduct a gaps analysis
  + Note: Team agrees that the Sustainability Gen-Ed requirement was outside of our line of work (more appropriate for Education team)
    - However, Sammy met with Creen (ISG representative) who is seeking members for a task force and working group to support this resolution—more details to come
* **Team Objectives/Proposals:** What are some preliminary tactical steps we can take to achieve our goals?
  + **Social media/Marketing/ Communications**
    - Because we don’t have expertise on sustainability engagement metrics among campus units, programs, etc., forming an informatics task force could be very helpful
    - Encouraging connections between media/communications teams at iSEE, Illini Union, etc.
      * Potentially an additional iSEE intern to investigate informatics?
  + **Enhancing diverse participation during Engagement Team Meetings**:
    - Recruiting voting members from traditionally underrepresented campus units/departments
    - Inviting student reps from each college to share their ideas on sustainability engagement and vote on recommendations
    - Increase our number of “guest appearances” to share unique perspectives of students, faculty and staff
* **Kyle Smith**: Associate Professor focused largely on water research, hoping to enhance sustainability engagement in his research (particularly among underrepresented student populations)
  + **Potential for creating a sustainability job/research board**
  + Priority to encourage cross-department research
    - Solutions may include: group research, more clear position descriptions,

Action Items:

* Revisit Engagement Mind Map, and identify at least one area where we could intervene to enhance campus sustainability culture
* Draft definitions of Engagement and Definition of Sustainability