**Engagement Sustainability Working Advisory Team**

Date: February 4, 2022

Location: [https://illinois.zoom.us/j/82726974867?pwd=QXpLbngyU080TitQTlUyV2NXQ1gxZz09](https://www.google.com/url?q=https://illinois.zoom.us/j/82726974867?pwd%3DQXpLbngyU080TitQTlUyV2NXQ1gxZz09&sa=D&source=calendar&ust=1643664719293255&usg=AOvVaw1RQ7Bzm2HkACjT8ThIc4ax)

Time: 3-4pm

*Attendees: Shibu Kar (co-chair), Ann Witmer (co-chair), Alexa Smith (student clerk), Maiah Caise (student), Sammy Yoo (staff), Kavya Mula (student), Kathy Adams (staff)*

*Absentees: Jie Hu (faculty), Colleen Kling (staff), Keilin Jahnke (faculty), Dave Guth (staff), Sonali Kumar (student)*

Agenda:

1. **Check-In: Is everyone receiving list-serv emails?**
2. **Updates on** [**UCapture**](https://www.ucapture.com/schools)
3. **Career Center Recommendation**
   1. Discuss Attending Education Team Meeting
4. **Review Recommendation Status Updates**
   1. [SWATeam Current Status (Rolling)](https://uofi.box.com/s/oaknd7g1mj3id3vtbqiar0tpfribowsv)
   2. [Current Recommendation Assignments (Rolling)](https://uofi.box.com/s/tc2fj68ifkjyx5ukbww0vzg1it4gxus2)
5. **Sub-committees Present Recommendation Drafts** 
   1. Committee 1: iCAP Portal Website
      1. Jie, Maiah
   2. Committee 2: Sustainability Champions Committee
      1. Sammy, Kavya, Kathy
   3. Committee 3: Social Media Marketing Course
      1. Kathy, Sonali
6. **Reminders**
   1. Green Quad Day participants contact information: <https://uofi.box.com/s/qle7bt7dzjgc8eui7vd9ktaynypb7s19>
   2. Potential Visitors
      1. Morgan White--Recycling Signage
      2. Energy iCAP Team Students

Meeting Notes:

* **UCapture Update**
  + Meredith will be reaching out to Avery from the program to join an upcoming iCAP Team meeting. Likely, other student groups and potential stakeholders will also be asked to join
* **Career Center Recommendation Update**
  + Representatives from the Career Center will be joining an upcoming Education iCAP Team meeting to discuss the Sustainability Career Fair. Our committee members are encouraged to join the meeting to discuss our proposal for the Career Fair
  + Alexa will send out more information on the date and time of this meeting once it has been scheduled
* **Recommendation Status Updates**
  + As the subcommittees are working on drafting recommendations and progressing along in their assigned groups, you are encouraged to update the [Current Recommendation Assignments (Rolling)](https://uofi.box.com/s/tc2fj68ifkjyx5ukbww0vzg1it4gxus2) spreadsheet
  + To learn more about past recommendations and what other iCAP Teams are working on, feel free to peruse the [SWATeam Current Status (Rolling)](https://uofi.box.com/s/oaknd7g1mj3id3vtbqiar0tpfribowsv) spreadsheet
* **Sub-committee Presentations**
  + **Theme 1: iCAP Portal Website**
    - This recommendation will be presented at our next meeting
  + **Theme 2: Sustainability Champions Committee**
    - Goal of the committee: to collaborate and pool knowledge about the needs of each department; to cheerlead others to be involved within department; to connect the active and non-active groups across campus
    - Long-term vision: ideation and continuing to identify gaps and opportunities, with the role of the committee looking different for each college; match-making and coordination across campus groups
    - Pilot programs: LAS, ACES, Grainger, Gies
    - Considering stakeholders:
      * AW: A challenge in the College of Engineering is how to touch all units given the many departments and facets.
      * KA: The committee definitely considered this, but decided that finding faculty members who might already have connections could be the best path forward.
      * AW: Is there any value to work with administrative units instead of working with faculty? Doing this could help integrate across departmental curriculums.
      * KA: The consensus of our team was that it might be easier to discuss with faculty first and move our way up, but we are open to other ideas.
      * AW: Program directors, assistant deans, marketing directors, etc. might be worth considering because there is no guarantee that connections are made by faculty outside of department.
      * With respect to identifying faculty members within the iSEE ecosystem:
        + *Positives:* These faculty members are more likely to be involved in this sustainability-focused committee.
        + *Negatives:* There may be less diversity of thought and representativeness of the actual gaps existing within each of the colleges.
    - Survey:
      * The team also discussed creating a study to gather data on gaps in sustainability education and engagement. The dissemination of this study is contingent upon the needs of the colleges identified in the committee. In other words, the study could be a subsequent recommendation.
    - Budget: None
    - Next steps:
      * Compile a list of potential stakeholders
      * Host a learning session to gather the input of the different colleges on how this committee could operate and what their needs are
        + SK: Ask learning committee members to identify three opportunities/gaps as to how we can provide value in sustainability engagement
  + **Theme 3: Social Media Marketing Course**
    - Recommendation 1: ADV498 Capstone Course
      * Goal: raise awareness and increasing visibility of sustainability challenges at UIUC while simultaneously engaging students
      * Professors of this course have been identified
      * The class has multiple groups in a given semester
        + Past projects: <https://media.illinois.edu/about-college/projects>
      * Ideally, this recommendation would not be a one-semester deal, but rather a recurring relationship
      * *Next steps:*
        + Reach out to professors
        + Identify metrics or goals that could be used for the project
    - Recommendation 2: TikTok Challenge
      * *Policy action:* Engage RSOs in TikTok challenge
        + Prize money could come from the SSC, with half going to non-profits
      * KM: Is TikTok the best form of social media to use? How about other platforms like Instagram, etc.?
      * KM: Target RSOs that aren’t necessarily sustainability related
        + Business fraternity competitions
        + Philanthropic requirement
      * *Next steps:* 
        + Identify RSOs to participate in the program

Action Items:

* Complete Next Steps for respective sub-committees