**Sustainable Community**

**Development Initiative**

**Strategic Plan 2011-15**

**Goal One**

SCDI leads campus awareness and understanding of applied sustainable development best practices including values, guiding principles, and concepts for students.

**Objective 1.1:**   
Provide presentations and sustainable development materials to faculty, classes, and student organizations.

**Objective 1.2:**   
Hold events to showcase sustainable activities.

**Objective 1.3:**   
Utilize social media and email to distribute sustainable information.

**Objective 1.4:**   
Provide leadership and assistance to sustainable campus projects.

**Objective 1.5:**   
Help students to find jobs for the new economy and remain in West Michigan.

**Goal Two**

SCDI monitors and encourages education for sustainable development (ESD) into the curriculum across the GVSU colleges.

**OBJECTIVE 2.1:**

Monitor faculty for developing and teaching curriculum in courses dealing with sustainability subject matter.

**Objective 2.2:**

Assist all Colleges at GVSU in Education for Sustainable Development

**Goal Three**

SCDI supports the use of applied sustainable best practices throughout campus, leads its assessment, and helps determine efficiencies, cost savings, and value creation.

**OBJECTIVE 3.1:**

Support sustainable projects on campus.

**OBJECTIVE 3.2:**

Facilitate sustainability assessments at GVSU

**Goal Four**

SCDI connects Grand Valley staff, faculty, students, and alumni with the West Michigan Community providing support for sustainable efforts at local businesses and municipalities.

**Objective 4.1:**

Connect the Grand Valley community with the regional community.

**Objective 4.2:**

Support the local community with sustainable development programs.

*SUSTAINABLE COMMUNITY DEVELOPMENT INITIATIVE*

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| **University**  **Objectives** | **BCOIS**  **Goal and Objectives** | **SCDI**  **Goals** | **SCDI objective(s)** | **Strategy(ies)** | **Metrics** | **Responsible Person or Group** |
| 1.14  By 2015, the university has a well-established reputation as a leader in sustainability efforts and model for best practices by establishing a process to evaluate campus sustainability efforts and establishing aggressive goals to promote social responsibility, encourage environmental stewardship, and create efficiencies and value for the work we perform.  **3.6.1**  By 2013, 10% of students will have access to high impact service learning, internships, and co-op experiences in sustainability practice.,  **3.6.2**  By 2015, students will have the opportunity to pursue a certificate or other credentials that certifies their sustainability expertise. | **Goal 3**  BCOIS leads the University in applied sustainable development best practices and is known for its sustainability efforts.  **Objective 3.1** Implement best practices in social responsibility, environmental stewardship and economic value across the university | **Goal 1**  SCDI leads campus awareness and understanding of applied sustainable development best practices including values, guiding principles, and concepts for students. | **1.1** Provide presentations and sustainable development materials to faculty, classes, and student organizations  **1.2** Hold events to showcase sustainable activities  **1.3** Utilize social media and email to distribute sustainable information  **1.4** Provide leadership and assistance to sustainable campus projects  **1.5** Help students to find jobs for the new economy and remain in West Michigan | **1.1a** Hold sustainable conversations and talks as a guest lecturer among college curriculum as invited  **1.1b** Facilitate co-curricular bimonthly lunchtime sustainability discussions  **1.1c**  Develop with Institutional Marketing the appropriate SCDI marketing and communications materials  **1.1d** Provide support to the continuing development of the Student Sustainability Leadership Workshop  **1.2a** Hold annual Campus Sustainability Week activities  **1.2b** Partner with GVSU colleges and other institutions of higher learning to host sustainability speakers  **1.2c** Develop and maintain an overall annual Campus Sustainable Activities Calendar  **1.2d** Develop an overall week long sustainable development certificate program for students  **1.3a** Work with Institutional Marketing to refine and upgrade the SCDI website  **1.3b** With Institutional Marketing conduct a student sustainability survey on campus to determine overall awareness, understanding, and importance of applied sustainable development best practices  **1.3c** Use the SCDI website to encourage students to sign the Sustainability Pledge  **1.4a** Develop a Sustainable Agriculture Project Plan  **1.4b** Encourage students to apply for campus sustainable development projects using the Sustainability Community Reinvestment Fund  **1.5a** Work with Career Services to create and maintain database of jobs for the new economy  **1.5b** Help students obtain paid and non-paid internships, volunteering opportunities, senior and capstone projects that result in applied sustainable development learning opportunities in West Michigan | **1.1a** Number of presentations and students in attendance, Faculty feedback form  **1.1b** number of discussions and attendees  **1.1c** creation of appropriate hard copy and on-line materials  **1.1d** Organizations represented at the workshops  **1.2a** Cumulative student participation at CSW events, annual wrap up report, student surveys  **1.2b** Attendance at the event and online views as of year end  **1.2c** Review each year to assess adequate coverage  **1.2d** Addition to the curriculum  **1.3a** Facebook friends, Twitter followers, and website hits.  **1.3b** Conduct survey annually to assess progress  **1.3c** Pledge signees and feedback form  **1.4a** Completed 3 year plan  **1.4b** SCRF applications from student groups  **1.5a** Student job placement each year  **1.5b** Student intern placement each year and skill sets learned | Norman and Bart  Andrea and the G.A.  Norman, Bart, and Andrea  G.A.  G.A, Andrea, and Bart  Norman  Andrea and Bart  Norman  Web Editor, Andrea, and Bart  IM, the G.A., and Bart  Web Editor, G.A., and Bart  SAP Operations Manager, Bart, and Andrea  Bart, Norman, G.A., Andrea  Norman and the Jobs Intern  Norman and Bart |
| **University Objectives** | **BCOIS**  **Goal and**  **Objective** | **SCDI Goals** | **SCDI Objective(s)** | **Strategy(ies)**  **Action(s)** | **Metric** | **Responsible Person/Group** |
| 1.14, 3.6.1 | **Goal 3**  BCOIS leads the University in applied sustainable development best practices and is known for its sustainability efforts.  **Objective 3.2** Assist departments and colleges in developing additional opportunities for students to pursue a credential (certificate, minor, major emphasis) that certifies their sustainability expertise. | **Goal 2**  SCDI monitors and encourages education for sustainable development (ESD) into the curriculum across the GVSU colleges. | **2.1** Monitor faculty for developing and teaching curriculum in courses dealing with sustainability subject matter  **2.2** Assist all Colleges at GVSU in Education for Sustainable Development | **2.1a** Conduct an inventory of all sustainability emphases, themes, certificates as well as sustainability related majors and minors, curriculum, and courses across all the GVSU colleges.  **2.1b** Benchmark other comparable colleges and universities  **2.1c**  Ensure that GVSU meets all the requirements of being a signatory to the Talloires Declaration through the development of ESD  **2.2a** Create an Educate the Educators program | **2.1a** Total of sustainability related courses in the curriculum  **2.1b**  Create ESD comparisons to leading and peer universities  **2.1c**  Annual requirement review  **2.2a**  Participation in pre-school year ESD class for faculty members | Norman and Steve Glass  Bart and Norman  Norman  Norman |
| **University Objective** | **BCOIS**  **Goal and**  **Objective** | **SDCI Goal** | **Brooks College objective(s)** | **Strategy(ies)**  **Action(s)** | **Metric** | **Responsible Person/Group** |
| 1.14, 3.6.1, 3.6.2 | **Goal 3**  BCOIS leads the University in applied sustainable development best practices and is known for its sustainability efforts.  **Objective 3.3** Create additional sustainability awareness among students, faculty and staff regarding sustainability and encourage their involvement in programs and high-impact activities both on campus and in the community | **Goal 3**  SCDI supports the use of applied sustainable best practices throughout campus, leads its assessment, and helps determine efficiencies, cost savings, and value creation. | **3.1** Support sustainable projects on campus  **3.2** Facilitate sustainability assessments and reports at GVSU | **3.1a** Work with Administration, Facilities Services and Campus Dining on specific projects of interest including waste minimization, Recyclemania, composting, LEED building energy savings etc.  **3.1b** Provide marketing and promotion as well as overall leadership to the Sustainable Community Reinvestment Fund  **3.1c** Maintain an up to date GVSU climate inventory and overall Climate Action Plan  **3.2a** Maintain an up to date active AASHE Sustainability Tracking and Reporting Rating System (STARS) that provides campus wide sustainability assessment data  **3.2b** Work with individual GVSU departments to set up unit meetings and establish “Sustainability Leaders”.  **3.2c** Develop GVSU’s third “Sustainability Indicator Report” in the form of a sustainable impact report | **3.1a**  Annual cost savings, cost avoidance, and value creation for each project  **3.1b** 10% return on allocated funds per annum  **3.1c** Carbon inventory taken each year  **3.2a**  STARS rating system  **3.2b** Units that have been contacted and have established a departmental sustainability leader  **3.2c** TBL impact and value | Bart  Bart and Andrea  Bart  Bart  Bart, Andrea, and the G.A.  Norman, Bart, and IM |
| **University Objectives** | **BCOIS**  **Goal and Objective** | **SCDI Goal** | **Brooks College objective(s)** | **Strategy(ies)**  **Action(s)** | **Metric** | **Responsible Person/Group** |
| 1.14 3.6.1 | **Goal 3**  BCOIS leads the University in applied sustainable development best practices and is known for its sustainability efforts.  **3.4** Increase community engagement and establish regional leadership through public, private academic and service sector partnerships. | **Goal 4**  SCDI connects Grand Valley staff, faculty, students, and alumni with the West Michigan Community providing support for sustainable efforts at local businesses and municipalities. | **4.1** Connect the Grand Valley community with the regional community  **4.2** Support the local community with sustainable development programs | **4.1a** Provide administrative and leadership development to the greater Grand Rapids Community Sustainability Partnership.  **4.1b**  Host and facilitate regional sustainable development activities of the other West Michigan CSP’s with GR City taking the lead.  **4.1c** Assist with the data basing and inventory of ESD for the 22 West Michigan colleges, universities, and theological seminaries including overall impact in support of the United Nations University Regional Center of Expertise in Education for Sustainable Development (UNU RCE ESD) designation.  **4.1d** Help support the continuing development of the West Michigan Sustainable Purchasing Consortium  **4.2a** Ensure the successful execution of the GVSU and City of Grand Rapids Sustainable Development Best Practices services contract including the Office of Energy and Sustainability, the Transformation Research and Analysis Team (TRAT), and the Customer First Response Team (CFR).  **4.2b** Provide leadership and admin support to the successful development of the Seeds of Promise sustainable development initiative  **4.2c** Provide leadership and support to Future Search and the Model Communities Initiative in Holland and Zeeland. | **4.1a**  Bi-monthly meetings of the CSP Leadership Team **,** meeting CSP goals  **4.1b** Overall regional West Michigan CSP goals such as energy efficiency  **4.1c** UNU RCE reporting guidelines  **4.1d** Annual hours of support from GVSU staff members and WMSPC sales.  **4.2a** Conclude the cost benefit analysis of key projects, overall progress and TRAT reports  **4.2b** SoP assessment and progress reports  **4.2c** Progress made on Model Communities Plan; leverage GVSU assets and resources | Norman and Andrea  Norman and Bart  Norman  Bart and intern  Norman and Olwen  Norman and Andrea  Norman |