

5. COMMUNICATIONS AND ENGAGEMENT

NO.	OBJECTIVES	STRATEGIES / ACTIONS	TARGET
Initiative: Faculty and Staff Engagement			
5.1	Double the number of offices participating in Northwestern's Green Office Certification Program annually and increase their engagement in sustainability initiatives.		2021
		Participate in the Health and Benefits Fair each fall to promote the Green Office program.	Annually
		Engage existing Green Office leaders in recruiting other staff members to participate.	Annually
		Host workshops for Green Office participants to share best practices and maintain ongoing engagement. Engage at least 75% of certified offices.	Annually
		Host celebration for certified offices to recognize leaders. Engage 75% of certified offices.	Annually
		Host a lunch-and-learn for offices considering Green Office certification. Engage at least 20 staff members.	Annually
		Develop and distribute signage, web content, and social media content to help certified offices highlight their accomplishments.	2017
		Identify synergies with YourLife Wellness program.	Ongoing
		Develop a myHR Learn training module for the Green Office Certification Program.	2018
		Expand the website list of certified Green Offices to include profiles for each office.	2017
		Pilot an energy conservation office challenge.	2018
		Present about Green Office at the HR administrative meeting.	Annually

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5.2	Establish a Green Labs Program.		2020
		Establish a multidisciplinary committee to set program objectives and guidelines.	2018
		Develop Green Lab certification processes and materials.	2018
		Pilot the Green Labs program with three lab spaces.	2018
		Engage at least ten new lab spaces in the Green Labs program from a 2017 baseline.	Annually
5.3	Integrate sustainability into programs and learning opportunities for University staff.		Ongoing
		Incorporate sustainability information into new-staff orientation trainings and materials.	Annually
		Participate in at least two staff events annually.	Annually
		Work with Human Resources to develop a sustainability module in myHR Learn online training resources.	2018
Initiative: Student Engagement			
5.4	Restructure Northwestern's Eco-Reps program as a means of engaging students in residence halls.		2018
		Establish an effective partnership with Residential Life to develop the program structure.	2018
		Establish a recruitment and retention plan to ensure that an Eco-Rep is in place for each campus residence.	2018
		Establish annual program goals and allocate resources.	2018
		Establish a Green Room Certification program.	2019

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5.5	Facilitate collaboration among sustainability-focused student organizations and their involvement with the wider University community.		2017
		Conduct survey of student environmental and sustainability organizations.	Annually
		Establish a Student Sustainability Roundtable to serve as a primary hub for collaboration and convene regular meetings.	Quarterly
		Identify synergies between student organizations and University academic and operational departments and implement joint projects.	Ongoing
5.6	Engage students in sustainability-themed events and activities.		Ongoing
		Incorporate sustainability into Wildcat Welcome programming.	Annually
		Partner with student organizations to increase the visibility of sustainability at athletic events.	Ongoing
		Increase student participation in Green Cup.	Annually
		Engage students in sustainability efforts through Earth Week programming.	Annually
5.7	Incorporate sustainability into programs targeting student organizations.		2020
		Reduce paper consumption at the SOURCE from the 2016 baseline.	2020
		Incorporate sustainability into trainings for student organizations and advisers.	Annually
		Incorporate sustainability into student organization fairs.	Annually
		Develop a guide to hosting more sustainable events.	2017

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Initiative: Community Engagement			
5.8	Collaborate with Northwestern's host municipalities to engage community members in joint sustainability initiatives.		Ongoing
		Promote sustainability efforts through community events hosted by municipalities. Participate in at least two events annually.	Annually
		Support Neighborhood and Community Relations and Government Relations in incorporating sustainability into community events hosted by the University.	Annually
		Host sustainability event open to the broader community.	Annually
		Connect the broader community with University resources that can help achieve sustainability goals.	Annually
5.9	Partner with the Office of Alumni Relations and Development to build support for University sustainability initiatives.		Ongoing
		Include sustainability content in alumni communications at least twice per year.	Semi-annually
		Identify opportunities to include sustainability in events for alumni such as reunion events.	Annually
Initiative: General Awareness and Visibility			
5.10	Increase the visibility of campus sustainability activities among students, faculty, staff, and other key stakeholders.		Ongoing
		Partner with operational and academic departments to distribute information about sustainability activities and initiatives.	Annually
		Build readership of the sustainNU email newsletter.	Annually
		Increase traffic to the sustainNU website.	Annually
5.11	Promote Northwestern's sustainability initiatives to audiences outside the University via publications and associations.		Ongoing
		Place stories in news outlets and other publications outside the University.	Annually
		Distribute information about sustainNU activities through professional associations focused on sustainability or higher education.	Annually