

**AASHE Conference Debrief Meeting  
November 19, 2014**

**Attendees:** Marv Clemons, Jennifer Hayward, Claudia Owen, Heath Pierce, Russ Pierson, Anna Scott, Wendy Simmons, Todd Smith, Clive Wanstall

**Notes:** AASHE stands for Association for the Advancement of Sustainability in Higher Education. The AASHE Conference is the premier annual higher education sustainability conference. About 2000 higher education employees and students attend each year. This year's conference took place in October 2014 in Portland, Oregon. A record-breaking eleven Lane employees and students attended the conference this year. The purpose of this meeting was to hear from several of those who attended about key highlights from the conference.

**Todd:** There were not a lot of people from Facilities Management and Planning departments at the conference. This is an opportunity for Lane's FMP folks to promote AASHE to FMP departments at other community colleges. Other ideas that Todd got from the conference were:

- Trayless dining. Lane should consider it. It would save water and energy from not having to wash trays. Todd will mention this idea to Michael O'Neal.
- During the Wellness and Sustainability workshop, Todd's table came up with the idea of creating a walking tour of sustainability features at Lane.

**Wendy:** Wendy attended a valuable presentation on using attitude and behavior surveys to advance sustainability. Wendy suggested that doing a similar survey might be beneficial for Lane. She will send Jennifer her detailed notes on this and other presentations she attended. Wendy also reported on the following presentations:

- An Earth Day event at a college in South Dakota. Francis Moore Lappe was the keynote speaker. The day included events on campus and in town. Events included a film screening, trash pick-up, edible landscape walk, and a bike/walk to work/school day.
- Give and Go Campaign at Stanford captures appliances, furnishings, etc. as students are moving out of the dorms for the year.
- Penn State Zero Waste Program has been implemented at football games. Lots of student volunteers. In 2013, there was only 1.2 pounds of waste from the football stadium sent to a landfill. Behavior change campaign is a key element. The having a good collection system and working with upstream partners are important elements too.

Let Jennifer know if you'd like a copy of Wendy's full notes from the conference.

**Heath:** Heath learned a lot about waste management options at the conference and enjoyed seeing the products and services on display in the Expo Hall. One product that particularly impressed him was t-shirts made from recycled water bottles. You can buy them with your schools logo on them. There were also graduation gowns made from recycled materials. Heath said that he learned to think more about reducing, reusing, and recycling at the conference and that Custodial Services is now recycling shrink wrap.

**Russ:** Russ noted that Todd's and Heath's presentations were well received and attended. Russ also said that he particularly enjoyed Annie Leonard's keynote speech. Her metaphor for sustainability as a race was particularly helpful. She said that she used to think of the fight for sustainability as a sprint,

then she started thinking of it as a marathon, now she sees it as a relay race in which she will take things as far as she can and then pass the baton on to the next person.

Russ briefly described his presentation on the religious right and the environmental equation. He noted that people who work in Facilities departments may be more conservative than people who worked in other campus departments and that they might be your “secret weapon” toward helping convince some people toward sustainability.

**Claudia:** Claudia attended a good presentation on communication. Key messages were:

- Start with people and end with people.
- Use stories.
- If you are talking about a problem, you need to have three solutions.

Information from this workshop is attached to the end of these notes.

**Jennifer:** Jennifer also reported on Annie Leonard’s keynote speech in which she said that we are focusing too much on individual changes and we need to focus more on collective action. She recommended that people take a Change Maker Quiz that is on the Story of Stuff website so that you can identify your change maker style and more effectively plug yourself into activism work.

Jennifer mentioned another keynoter who talked about how voters of color are more concerned about environmental issues than white voters. The speaker said that the higher education sustainability movement needs to do a better job of involving a more diverse population.

Finally, Jennifer talked about a presentation she attended on social science research that indicated that knowledge does not really affect behavior. The things that do affect behavior are attitude, norms, and perceived behavior control. The researchers further expressed that attitudes are really difficult to measure or change and that behavior change campaigns should focus on shifting norms and perceived behavior control. The way to shift norms is to put out messages along the lines of “everybody does it” or “nobody does that (i.e. leaves lights on).” The way to shift perceived behavior control is through one on one conversations. For example, if someone feels like it is too difficult to compost, you would talk to her about how to compost, what barriers she sees with the activity and discuss whether there are ways to eliminate those barriers and make it easier.

**Margaret:** [NOTE: Margaret did not attend this meeting, but she sent in this written summary of her AASHE take-aways.]

#### **Establishing Sustainability as a General Education Directive - Southern Oregon University**

Their approach is local to SOU and wouldn't work for us, but the young professor who presented it, Vincent Smith, is passionate and energetic and might be someone we'd want to contact about working together on a STATE graduation requirement.

#### **PSU tour**

They have a store/student center called the PSU Bike Hub. It's subsidized by parking fees from the adjacent parking structure; student membership is \$45/year. In the Center you can get free air and free tools. They will show you how to do your own repairs or fix a flat, and there is a discount on parts. They have classes on riding in the rain, riding at night, and riding safely. PSU is planning to install air all over campus.

### **PCC/Rock Creek tour**

They have a big learning garden, including a fruit orchard, an earthen oven, and sculptures made by welding students; students and faculty can apply for an individual raised bed in the community garden. They have a working farm, with chickens, sheep, cows, alpacas, goats, etc. The alpacas and goats roam freely under their 500 kW solar PV farm, keeping the grass trimmed for free. Their sustainable landscape technology program is awesome. And every aisle of their parking lot is lined with shade trees.

### **An Academic Foundation for Sustainability Studies - Indiana Univ., South Bend**

(1) IU's Center for a Sustainable Future (<https://www.iusb.edu/csfuture/>) offers a BA in Sustainability and is really organized and active. They use The Natural Step (TNS) framework, which is now called the Framework for Strategic Sustainable Development (FSSD), and which used to be proprietary, is now open source. He says there are lots of resources available on the FSSD website (<http://www.alliance-ssd.org/framework-for-strategic-sustainable-development-fssd/>).

Meanwhile, he says that TNS in Portland has disappeared, the international organization is moribund, and the Canadian organization is going strong.

(2) I made a note that the FSSD framework that Indiana uses could possibly provide a structure for faculty workshops, if our FIG project decides to do faculty trainings.

(3) Claudia--The IU website at <https://www.iusb.edu/csfuture/> has a logo with circles and a loop that might be similar to something you were thinking about?

### **Discussion:**

**Marv:** Advisory committees do not include sustainability as part of their agendas. All groups on campus should have a sustainability question (how are you doing sustainability in your program) as part of their unit plans. We need more of a voice in dean's meetings. Sustainability needs to be systemic.

**Anna:** ISP has discussed the idea of having sustainability represented more strongly at deans' meetings. Sustainability needs to be on the deans' agendas. Sustainability Committee members might benefit from having sustainability success stories about people at LCC to share in their units to help promote sustainability.

Attendees agreed that a question about sustainability should be included in unit planning instructions. It should also be included on Career Tech program advisory committee agendas. We should have training for individuals on advisory committees to draw out sustainability goals. What is the connection to sustainability in their field?

# COMMUNICATING ON CLIMATE:

## 13 STEPS AND GUIDING PRINCIPLES

1. *Start with people, stay with people*
2. *Connect on common values*
3. *Acknowledge ambivalence*
4. *Scale from personal to planet*
5. *Sequence matters*
6. *Use "facts," not science*
7. *Inspire and empower*
8. *Be solutions-focused*
9. *Describe, don't label*
10. *Have at least 1 powerful fact from a trusted messenger*
11. *Prepare don't adapt*
12. *Speak from the mountaintops, don't fight in the trenches*
13. *Message discipline is critical*



## CLIMATE COMMUNICATIONS: FROM RESEARCH TO PRACTICE - Workshop Activity

*This paragraph was adapted from an organization that works to bolster public engagement around climate change and other environmental issues. As you read the paragraph, think about how the organization did or did not follow the 13 Steps and Guiding Principles for communicating on climate.*

**Climate Change Crisis Threatens to Irrevocably Change Life on Planet Earth** ← *Change the headline*

Climate change is wreaking havoc on the planet and its species. Global mean temperatures are rising at an alarming rate. Forest, deserts and wildlife are all being profoundly affected by large shifts in climate, according to a new report from the Intergovernmental Panel on Climate Change (IPCC). Temperatures and sea levels are rising rapidly in the Arctic. This is causing aquatic habitat loss and putting more and more species at risk of extinction. In addition, coastal ecosystems are on the decline. Coastal zones are vulnerable to severe ocean acidification, rises in sea level and temperature, stronger storms and coral reef bleaching. Invasive species that do not survive in cold waters are now adapting to temperature changes and competing with native species. Mangrove trees in Florida and snow crabs in Alaska are species that have already begun to decline because of climate change effects. According to former Vice President Al Gore, the future looks dire unless the world takes drastic and immediate action immediately to regulate emissions from carbon dioxide, methane, and other greenhouse gasses.

*Now, list three things that could be changed in this paragraph to better engage Americans on climate.*

1) Start + stay w/ people

know your audience (who is their trusted messenger)

5 solutions for 1 problem - only problems

- way of life

2) personal to planet

3) trusted messenger