ENGAGEMENT

Radford University will increase sustainability literacy and engagement in an effort to turn awareness into meaningful actions that reduce our impacts on the environment and promote equitable solutions to society’s greatest challenges.

GOAL 1
Radford University will enact a comprehensive sustainability outreach and engagement strategy that is integrated throughout a student’s experience or an employee’s tenure.

Strategies
A. Communicate sustainability culture, programs, courses, and research to potential new students through focused recruitment strategies and materials.
   1. Continue to pursue listing on Princeton Review’s Guide to Green Colleges and promote the University’s Carbon Commitment and STARS Rating.
   2. Feature sustainability facts and stories in admissions tours.
   3. Create an online sustainability tour for interested students.
B. Integrate sustainability literacy and culture into Quest, orientation, Welcome Weeks, and other first-year experiences.
   1. Provide sustainability items instead of normal swag (e.g. reusable bottle for Fill It Forward, reusable utensils and food containers, etc.).
   2. Integrate sustainability-related community service projects for all students into Welcome Weeks and other first-year programs.
C. Facilitate collaboration among campus partners to develop and implement sustainability education and engagement programs targeting the entire campus community.
   1. Increase collaboration between the Office of Housing & Residential Life and the Sustainability Office to enhance sustainability in residence hall operations and programming.
   2. Facilitate collaboration with the ECO Faculty advisors to enhance the ECO Living Learning Community with sustainability-focused programming.
   3. Identify and evaluate means for funding student-led sustainability initiatives, e.g. a student green fund.
   4. Create peer-to-peer sustainability education programs for employees and students, e.g. Green Events Certification, Green Office Certification, etc.
   5. Continue to enhance the existing Sustainability Leadership Team internship.
   6. Develop a Sustainability Events Committee to collaboratively plan Sustainability Week, Earth Week, and other campus-wide sustainability events.
7. Implement an organized interactive energy awareness program and make it part of standard ongoing operations.

8. Assess campus sustainability culture through a survey or other means.


D. Partner with University Relations to launch a campus-wide sustainability promotion and advertising campaign.

1. Develop campus signage and outreach materials highlighting sustainability initiatives and features and promoting sustainable behaviors.

2. Support the development of a campaign slogan along with a theme, graphics, and key messages.

3. Publish articles, both locally and regionally, on efforts to reduce greenhouse gas emissions.

4. Create a sustainable living reference guide and educate students about sustainability efforts.

E. Prepare students for a lifetime of sustainability through professional development activities and alumni engagement.

1. Prepare students for sustainability-focused career through collaboration with the Center for Career and Talent Developments.

2. Foster greater interaction between students and professionals who are active in sustainability to help them explore vocational and career options.

3. Evaluate and develop a Graduation Pledge for students committing to be socially and environmentally responsible citizens of the world post-graduation.

4. Engage alumni in ongoing campus sustainability efforts through collaboration with the Office of Alumni Relations.

**GOAL 2**

Radford University will develop connections between campus and the community to address our shared sustainability challenges.

**Strategies**

A. Explore opportunities for a sustainability-focused community service partnership with the City of Radford and other local organizations. Collaborate to provide service opportunities for students and other community members.

1. Explore food recovery and delivery partnerships with local organizations and collaborate to organize and implement.

2. Explore opportunities for advancing “ReNew the New” or other collaborative, local service initiatives.
B. Explore opportunities for collaboration with other New River Valley institutions of higher education on sustainability-related service projects (e.g. food drives, food recovery donations, tree plantings, etc).

C. Develop a centralized system for encouraging, supporting, and recording community service for all faculty, staff, and students, including student organizations.