



Envisioning the Future

Long-term Outcomes & Goals




OFFICE OF SUSTAINABILITY



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Auburn has made significant commitments to sustainability

- 
- A photograph of two people climbing a steep, rocky hill. In the foreground, a man in a dark blue shirt and jeans is seen from behind, carrying a black jacket. In the background, another person is visible further up the hill. The hill is covered in green grass and patches of yellow wildflowers. The sky is overcast.
- Sustainability Policy
 - American College and University Presidents Climate Commitment
 - University Strategic Plans 2008-2012, 2013-2018
 - Campus Master Plan
 - Campus Landscape Master Plan
 - Energy Reduction Strategy
 - Sustainability Minor
 - Faculty training and curriculum development
 - Research
 - Outreach

A photograph of two men climbing a steep, rocky hill. The man in the foreground, wearing a dark blue shirt and jeans, is seen from behind, carrying a black jacket. The man in the background, wearing a grey jacket, is further up the hill. The terrain is rugged with layered rock formations and patches of green grass. The sky is overcast.

What does it mean to fulfill these commitments?

What does success look like?



GET THINGS

DONE



A background image of a sunset over the ocean. The sun is low on the horizon, creating a bright orange and yellow glow that transitions into a deep blue sky. The water in the foreground is dark blue with gentle ripples. A small, dark silhouette of a ship is visible on the horizon to the left.

A First Principle of Sustainability

Think Long Term

Read trends

Analyze data

Strategize

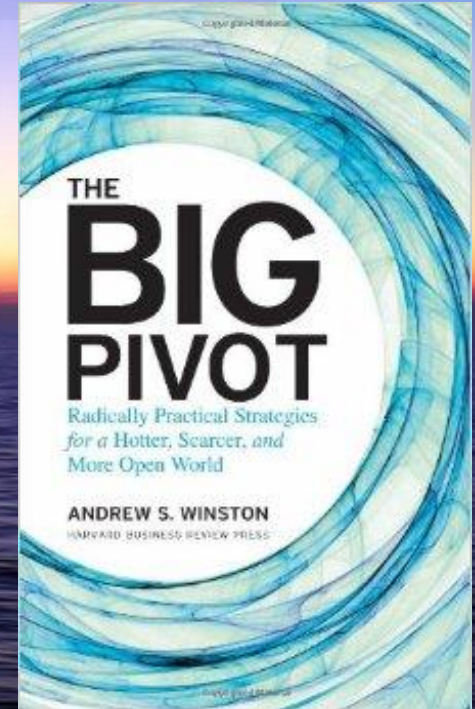
Plan for preferred outcomes

A First Principle of Sustainability

Think Long Term

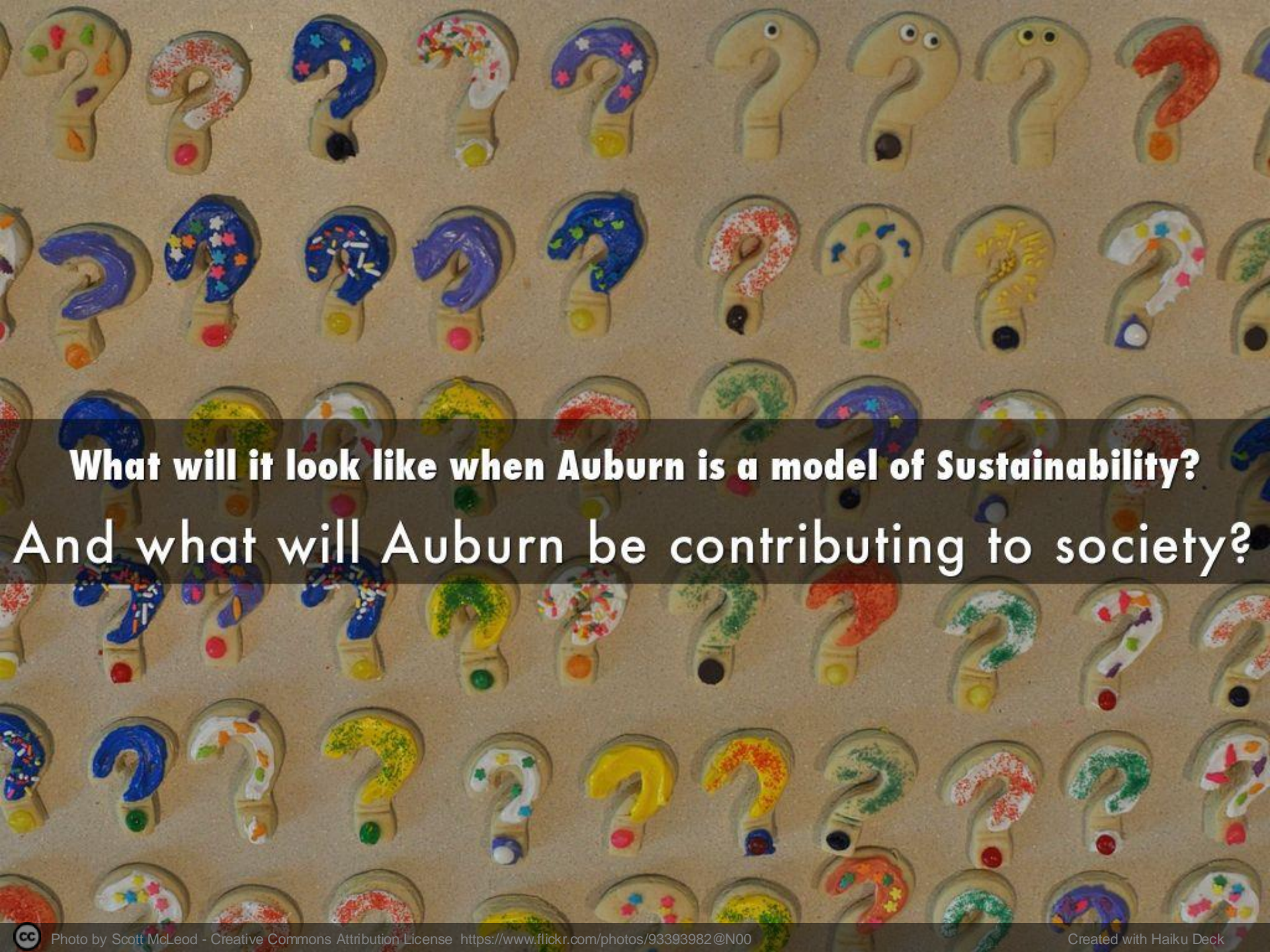
Read trends
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Strategize

Plan for preferred outcomes




A close-up photograph of a grid of question mark-shaped cookies. The cookies are arranged in rows and columns on a light brown, textured surface. Each cookie is decorated differently with various colors of icing (blue, yellow, red, white, green) and sprinkles (white, red, blue, yellow, green). Some cookies have small, round, colorful candies or beads attached to them. The overall effect is a colorful and playful pattern of question marks.

Preferred outcomes?



What will it look like when Auburn is a model of Sustainability?
And what will Auburn be contributing to society?





“Great teams do both – they have a big vision, but they also get there by hitting short-term milestones.”

Tom Falk, Kimberly-Clark CEO

3 interdependent processes:

Vision → Long-term Goals → Next Steps



“Auburn will establish specific goals for sustainability based on national metrics.”





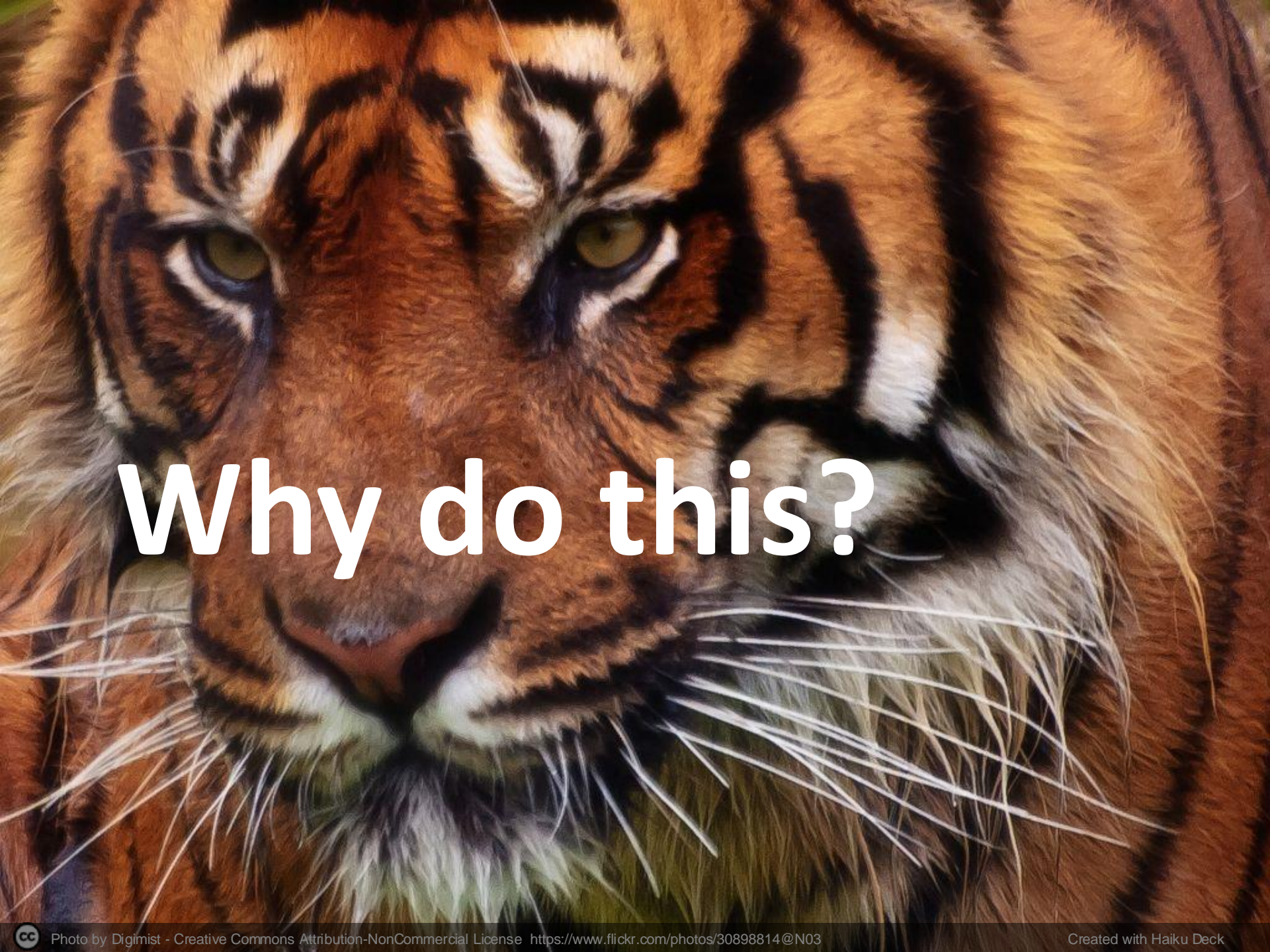
STARS National Metrics

**Curriculum * Research * Campus Engagement
Public Engagement * Air & Climate
Buildings * Dining Services/Food * Energy
Grounds * Purchasing * Transportation
Waste * Water * Diversity & Affordability
Health, Wellbeing & Work * Investment
Other**



The Process





Why do this?



“We made these commitments...”

“In service to our Land Grant Mission...”

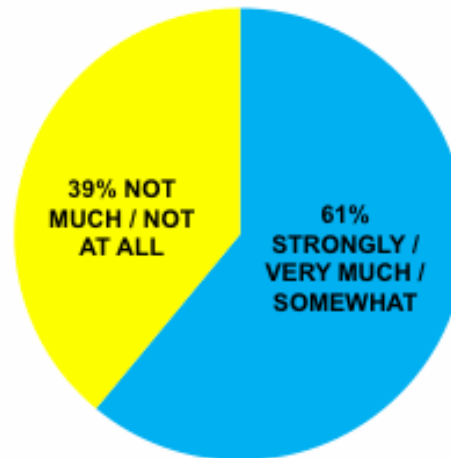
“A necessary response to the world we live in.”

“We need a picture of what we really want.”

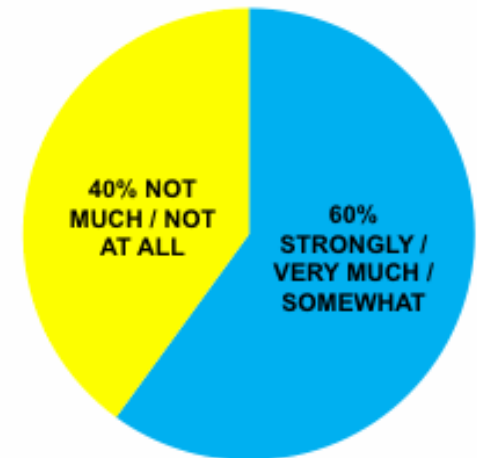


If you (your child) had a way to compare colleges based on their commitment to environmental issues (from academic offerings to practices concerning energy use, recycling, etc.), how much would this contribute to your (your child's) decision to apply to or attend a school?

Students



Parents



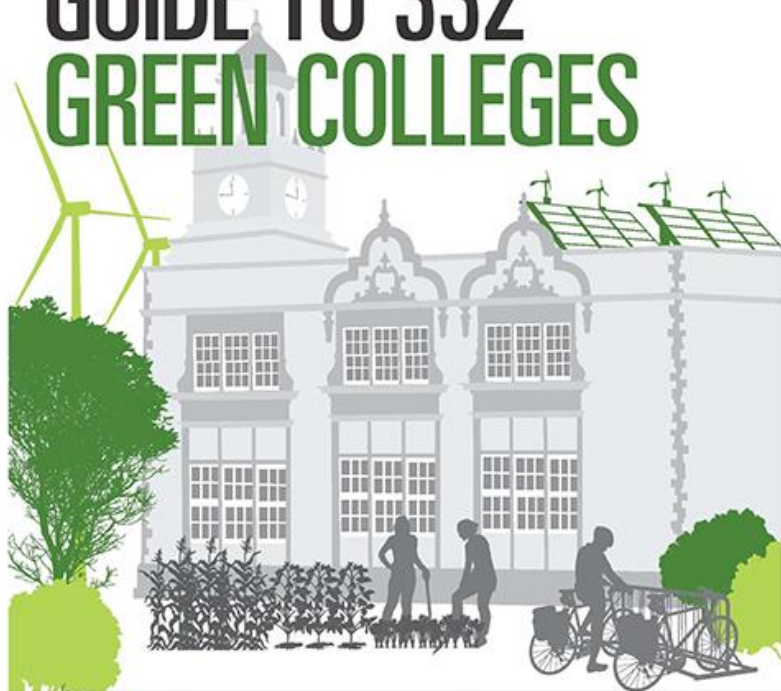
The majority of respondents overall (students and parents combined), care about colleges' commitments to "green" issues: 61% said having such information would contribute to their decision to apply to or attend the school.



2014 Edition

The Princeton Review's

GUIDE TO 332 GREEN COLLEGES



Presented in partnership with the Center for Green Schools at the U.S. Green Building Council



AMERICAN
COLLEGE & UNIVERSITY
PRESIDENTS
CLIMATE
COMMITMENT

STARS 2.0

“This credit recognizes institutions that have developed comprehensive plans to move toward sustainability.”

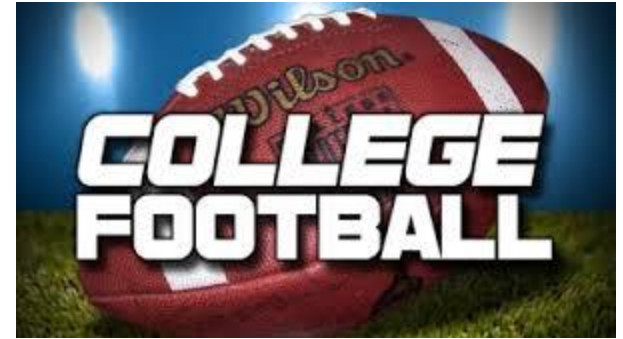
“...clarify its vision”

“...provides a road map to help guide decision-making”

“... measurable goals and objectives...”

THE "GREENEST" COLLEGE CAMPUSES IN EACH STATE

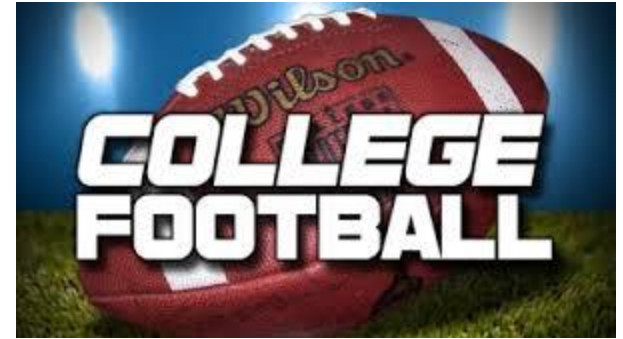




NCAA Top 25 Football pre-season rankings

These universities
may perform well
on the football
field, but how well
do they "go green"?





NCAA Top 25 Football pre-season rankings

Criteria

- Stadium sustainability efforts
- Number of active green organizations
- Waste diversion rate
- Percentage of budget spent on locally grown or organic foods
- Level of Environmental Studies degrees offered
- LEED buildings





NCAA Top 25 Football pre-season rankings


Auburn's rank: #22



Alabama's rank:

#25 "Although Alabama may rank at the top of the AP preseason rankings, they need to ramp up their sustainability efforts."





“...sustainability...will be... integrated into the day-to-day practices of firms of all sizes in all industries.

...sustainability will touch every function, every business line, every employee.

...firms with a clear vision and the execution capabilities to navigate the megatrend will come out ahead. Those that don't will be left by the wayside.”

**Dan Esty,
Former Yale law professor and
Director of Connecticut Dept. of
Energy and the Environment**

