

# INTEGRATED SUSTAINABILITY PLANNING INSTITUTE

June 25-27, 2012  
Atlanta, GA



**ai** ACADEMIC  
IMPRESSIONS

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## OVERVIEW

Though sustainability continues to be at the forefront of many strategic plans, schools are struggling to streamline and integrate all the disparate initiatives that are occurring across campus. Sustainability initiatives may start as grassroots initiatives, presidential initiatives, or anything in between. Regardless of how they begin and develop, there are core components that must be tackled to create integrated and comprehensive sustainability at any institution. Join us in Atlanta for a program that will cover the basics of integrated sustainability planning.

## WHO SHOULD ATTEND

The audience for this program includes all higher education professionals charged with initiating sustainability programs on their campuses. Presidents, vice presidents, campus sustainability officers, facility managers, faculty members, members of campus-wide sustainability committees, and other sustainability advocates are all encouraged to attend. This content is best for institutions that are in the foundational stages of creating their overarching sustainability strategy. Attendees are strongly encouraged to bring a small team from their campuses to collaboratively develop their sustainability road map.

## LEARNING OUTCOME

After attending this conference, you will be able to develop a comprehensive sustainability road map to implement at your institution.

## AGENDA

MONDAY, JUNE 25, 2012

Starting with a pre-conference workshop designed to give you the foundational ecology knowledge you need, Day I will focus on understanding what a comprehensive approach to sustainability consists of and how to implement a campus-wide sustainability strategy. The day will include both tactical and working sessions to enable you to apply the content you learn back on your campus.

- 8:00 – 9:00 a.m.      **Registration for pre-conference attendees**
- 9:00 – 11:30 a.m.      **Optional pre-conference workshop: Ecology 101 for Sustainability Professionals**  
*This pre-conference workshop is designed to give you the foundational education in ecology all sustainability professionals should have. You will leave this session with an understanding of the fundamentals of ecology, why ecological literacy is an essential core competency for sustainability professionals, and how ecology can effectively inform your strategic planning and implementation activities. The instructors will also share examples that demonstrate the impact of infusing ecological principles throughout a successful sustainability endeavor.*
- 11:30 a.m. – 12:30 p.m.      **Lunch for pre-conference attendees (included in workshop registration)**
- 12:00 – 1:00 p.m.      **Conference registration and needs assessment exercise**
- 1:00 – 1:15 p.m.      **Opening comments and introductions**
- 1:15 – 2:15 p.m.      **Understanding the Academic Impressions Sustainability Model**  
*This opening conference session will provide you with an in-depth overview of the Academic Impressions sustainability model. You will be assigned pre-conference homework to familiarize yourself with the premise of the model, and you are encouraged to come prepared to ask questions of our expert faculty members.*

Are your  
campus  
sustainability  
efforts  
strategically  
outlined?



## AGENDA

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MONDAY, JUNE 25, 2012 (CONTINUED)

2:15 – 2:30 p.m.

**Break**

2:30 – 3:30 p.m.

**Curricular/Co-Curricular Education**

*Identifying existing sustainability programming on your campus and building upon those offerings is a great start to developing cohesive curricular and co-curricular offerings. During this session, you will learn how to survey the types of education currently happening on campus and will be advised on strategies for coordinating and building upon that foundation.*

3:30 – 4:30 p.m.

**Working session: Initial Assessment of Your Campus**

*The final session on the first day of the conference will be a working session that will allow you to work in small groups to document the existing curricular and co-curricular programming on your campus and draft a plan for uncovering other grassroots educational offerings.*

4:30 – 5:00 p.m.

**Day 1 wrap-up**

5:00 – 6:00 p.m.

**Networking reception (included in registration)**

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TUESDAY, JUNE 26, 2012

Building on Day 1, the focus of Day 2 highlights tactical steps for developing a sustainability initiative, including considerations for inclusive goal-setting and cost-cutting projects.

8:00 – 8:45 a.m.

**Continental breakfast (included in registration)**

8:45 – 10:00 a.m.

**Inclusive Goal-Setting and Public Commitment**

*A crucial component of ensuring your sustainability initiatives are successful is garnering both campus and community-wide commitment. This session will walk you through the process of identifying the right stakeholders, bringing them together, and including all stakeholders in collaborative goal-setting.*

10:00 – 10:30 a.m.

**Working session: Collaborating Visioning and Goal-Setting**

*During this session, you will participate in a sustainability visioning and goal-setting exercise that you can facilitate on your campus to collaboratively plan for sustainability.*

10:30 – 10:45 a.m.

**Morning break**

10:45 – 11:45 a.m.

**Efficiency and Cost-Control Projects**

*As your campus is working to gain traction around its sustainability initiatives, it is important to share successes early on in that process. During this session, you will gain an understanding of the importance of focusing on efficiency and cost-control projects early in the process of greening your campus, as well as tips on how to start small and grow to deeper investments and demonstrate financial gains of energy efficiency with campus administrators.*

11:45 a.m. – 12:15 p.m.

**Working session: Prioritizing Projects**

*In this working session, you will analyze and prioritize efficiency projects for your school and identify how to approach them.*

12:15 – 1:15 p.m.

**Lunch roundtable discussion: Sustaining Student Support (lunch included in registration)**

*Every freshman class can have new priorities and interests and every graduating senior class can leave professional staff struggling to find student leaders whose priorities align with their own. Lunch on Day 2 will consist of discussions focusing on how to sustain student support and engagement on campus sustainability initiatives.*

## AGENDA

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TUESDAY, JUNE 26, 2012 (CONTINUED)

- 1:15 – 2:45 p.m. **Full Cost and Benefit Evaluation**  
*Traditional financing and accounting in higher education use practices that do not recognize the full value of sustainability investments. In order to fully account for the benefits associated with green initiatives, institutions need to set a minimum payback period and create a comprehensive sustainability dashboard for campus executives to monitor progress. This session will show the different types of green financing that are most appropriate for sustainability initiatives — those that account for both financial and non-financial returns.*
- 2:45 – 3:00 p.m. **Afternoon break**
- 3:00 – 4:00 p.m. **Working session: Assessing Cost Evaluation at Your Institution**  
*In this working session, you will perform a gap analysis for sustainability returns at your school, rating whether your institution takes each return into account. You'll then prioritize those returns to set your focus for advocating for full cost evaluation on campus.*
- 4:00 – 4:30 p.m. **Day 2 wrap-up**
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WEDNESDAY, JUNE 27, 2012

Uniting the content of Day 1 and Day 2, Day 3 outlines “next steps” for institutions upon creating a sustainability road map. Understanding how to generate buy-in and share the story of a campus’s sustainability initiatives will be the crucial next steps when you return to campus.

- 8:00 – 8:45 a.m. **Continental breakfast (included in registration)**
- 8:45 – 10:00 a.m. **Marketing and Branding Green**  
*The morning of the final day of the conference will provide you with insights and best practices and pitfalls for sharing your green story. Incorporating examples of green marketing, tips for avoiding green-washing, and appropriate messages for different campus audiences, attendees will leave this sessions with ideas for marketing their sustainability initiatives to prospective students, prospective donors, faculty and staff, and the surrounding community.*
- 10:00 – 10:30 a.m. **Working session: Compelling Green Stories**  
*During this time, you will develop compelling green stories for internal and external constituents. You will consider what messages to highlight for administration, faculty, staff, students, donors, and community members.*
- 10:30 – 10:45 a.m. **Morning break**
- 10:45 – 11:45 a.m. **Strategic Mapping Planning**  
*The final component of creating a sustainability road map for any institution is to create a strategy that incorporates an institution’s society, technology, and resources (STR). During this session, attendees will learn about the importance of integrating the sustainability road map with an institution’s campus-wide strategic plan. Sample strategic plans from other institutions will also be reviewed.*
- 11:45 a.m. – 12:30 p.m. **Working session: Creating Your Road Map**  
*In this final working time, you will work through the comprehensive road map — identifying both gaps and areas of progress, attendees will leave this session with a prioritized action plan for returning to campus.*
- 12:30 – 1:00 p.m. **Q&A panel and closing comments**
- 1:00 – 2:00 p.m. **Lunch for post-conference site visit attendees (included in site visit registration)**
- 2:00 – 5:00 p.m. **Optional post-conference workshop: Site Visit to the Georgia Institute of Technology**  
*In this post-conference workshop, we will travel to the Georgia Tech campus in Atlanta to visit its Sustainability Showcase and the G. Wayne Clough Undergraduate Commons — which is seeking LEED platinum certification — and to see and discuss other innovative sustainability initiatives on campus, including the school’s early adoption of renewable energy in operations, current energy and water leadership implementations, and the first Carbon Neutral Energy Solutions (CNES) building. This workshop will conclude with a discussion of Georgia Tech’s continued path toward integrated sustainability, and will give participants a better sense of what the school’s sustainability road map looks like and why.*
- 5:30 p.m. **Bus returns to hotel**

## INSTRUCTORS

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**Dave Newport, Director of the Environmental Center, University of Colorado at Boulder**

Dave Newport is director of the Environmental Center at the University of Colorado at Boulder — the nation's first, largest, and most accomplished center of its kind. Dave chairs the university's Carbon Neutrality Working Group, led the creation of CU's climate action plan, and is a faculty associate in the Environmental Studies department, where he teaches a course in carbon neutrality planning for higher education. He is secretary of the Board of Directors of the Association for the Advancement of Sustainability in Higher Education (AASHE) and is one of the three original co-creators of the Sustainability

Tracking, Assessment and Ratings System, or STARS, that is emerging as higher education's gold standard for assessing campus sustainability.

Dave led the University of Colorado team that compiled the nation's first STARS Gold sustainability assessment award last year. CU has also been ranked as the nation's No. 1 green campus by *Sierra* magazine, and is consistently rated among the nation's greenest campus by an array of other ranking systems.

Dave's 30-plus years in the environmental industry include his immediate past position as the first sustainability director at the University of Florida and his position as project manager of the university's first climate neutrality assessment project. While at Florida, Dave co-authored the first comprehensive sustainability assessment of a college campus performed to international business standards.



**Shana Weber, Sustainability Manager, Princeton University Office of Sustainability**

Dr. Weber directs the Office of Sustainability and is periodic lecturer in the Department of Ecology and Evolutionary Biology at Princeton University. She has coordinated university efforts in comprehensive campus-based sustainability study and implementation since 2006. Shana has conducted research on the intersection of climate change impacts and land use history, population biology of culturally-significant wetland vegetation, and climate-change driven population dynamics of high-altitude small mammals.

Prior to joining Princeton University, Shana was a founding director and faculty member for the Santa Clara University Environmental Studies Institute, and producer for a nationally-syndicated environmental radio talk show. She serves as co-chair of the Princeton Sustainability Committee, on the executive committee for NJHEPS, and on the steering committees for the NE Campus Sustainability Consortium and Ivy+ Sustainability Group. Shana received her B.S. in zoology from the Ohio State University, and MSES and her Ph.D. from the Indiana University School of Public and Environmental Affairs, Bloomington.

## HOTEL RESERVATIONS

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The conference will be held at:

Grand Hyatt Atlanta  
3300 Peachtree Rd NE  
Atlanta, GA 30305

To reserve your room, call 888.421.1442. Please indicate that you are with the Academic Impressions group to receive the room rate of \$185 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of June 24, 25 & 26, 2012. Reservations must be made by June 1, 2012. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Grand Hyatt Atlanta is located in the city's most exclusive neighborhood, Buckhead, and surrounded by popular area attractions, including the World of Coca-Cola Museum, the Georgia Aquarium, High Museum, and Atlanta History Center. Many of these attractions are easily accessible using convenient MARTA transportation. The hotel is walking distance to luxury shopping at Lenox Square and Phipps Plaza Malls. Hartsfield Jackson International Airport (ATL) is just 20 minutes away.



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Attend as a team – remember, if you register as a group, every fourth registrant is free. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at [www.academicimpressions.com](http://www.academicimpressions.com)**

## REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before June 15, 2012

Integrated Sustainability Planning Institute \_\_\_\_\_ \$1095 USD

Integrated Sustainability Planning Institute plus either workshop or site visit \_\_\_\_\_ \$1395 USD

Pre-conference workshop       Post-conference site visit

Integrated Sustainability Planning Institute plus workshop and site visit \_\_\_\_\_ \$1695 USD

(For registrations postmarked after June 15, 2012, an additional \$100 fee per registrant applies)

(For corporate participants, an additional \$300 fee per registrant applies)

Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, AASHE, ACPA, colleague forwarded email, *The Chronicle*, etc.) \_\_\_\_\_

## CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Name Preferred for Badge \_\_\_\_\_

Job Title \_\_\_\_\_ Institution/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_

Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_

Emergency Contact Name \_\_\_\_\_ Emergency Contact Phone (day) \_\_\_\_\_

## FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

**Sign me up for HEI: Daily Pulse** – impactful news, trends, and practices, sent daily

**Sign me up for HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays

**Sign me up for HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

### CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx)

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Billing Zip Code/Postal Code \_\_\_\_\_

Security Code (last 3 digits on the back of Visa and MC or  
4 digits on front of AmEx) \_\_\_\_\_

### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s)

Check # \_\_\_\_\_

Please invoice me

Purchase Order # \_\_\_\_\_

(PO# not required to receive invoice)

## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by March 30, 2012. A \$100 processing fee will be assessed. After March 30, 2012 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.