

Emergent Budget Proposal Narrative

Division: Academic Affairs

Sustainability Action Plan and Communications Manager Position

Please check the appropriate category for this proposal and provide a brief (1-2 sentences) explaining the selection:

- Urgent unforeseeable items that have arisen since the FY17-19 budget build process
- Items calling for prompt action that are so critical they cannot wait until the FY20-21 biennial budget build process
- Items that have arisen as a consequence of changed conditions, such as, but not limited to:
 - a) additional enrollments,
 - b) a change in leadership at planning unit level, and/or
 - c) State or federal policy changes
- Time-sensitive strategic opportunities that advance the university toward strategic plan fulfillment and are of the highest priority

The current Sustainable Action Fund Coordinator position is funded through one time dollars which will run out at the end of the current fiscal year. This funding will allow the position to continue to support implementation of the recently approved Sustainability Action Plan.

Statement of Purpose: *(What is the problem or opportunity being addressed? How will you address this problem or opportunity?)*

In September of 2014, President Bruce Shepard charged the co-chairs of Western's Sustainability Advisory Committee (Huxley Dean Steve Hollenhorst and Facilities Director John Furman) to critically review progress made on the President's Climate Commitment (2007) and the Climate Action Plan (2010) and provide prioritized recommendations on how to proceed.

From this charge and conversations with Western's administration, a proposal was made to create a campus-wide Sustainability Action Plan, that would weave together the goals identified in Western's Climate Action Plan, the Sustainability Academy's White Paper, Western's STARS report, and other campus goals, into one comprehensive document which charts a path to campus sustainability. The purview of the Sustainability Action Plan includes 10 areas of activity, borrowing from the framework laid out by the Sustainability Tracking and Rating System (STARS), a standard for campuses in the US and globally.

Like STARS, Western treats the term "sustainability" with a holistic approach; our reasons for the pursuit of sustainability are social and economic, as much as environmental. These intertwined concepts are reflected across the Sustainability Action Plan. As President Randhawa states in the introduction to the Sustainability Action Plan, "Another reason for Western to adopt a Sustainability Action Plan is to honor the way sustainability is interconnected with our core values around social and economic justice. While living wages and social justice may seem

distantly connected to carbon emissions and recycling, a sufficiently global and informed perspective reveals that a truly sustainable world must be as just as it is green.”

This plan, under writing and revision since October 2015, was approved by President Randhawa in October of 2017. With the creation of Western’s first comprehensive sustainability plan, campus will be in a position to enhance social, environmental and economic activities across the divisions. The SAP illuminates Western’s values of “sustainability” in the draft strategic plan; however to operationalize these values, we need people to assist with execution of the plan’s many elements. Two specific needs rise to the top: 1) The need to work with departments across the university to assist with execution of the Plan’s elements and, 2) The need to engage and communicate sustainability activities both internally and externally.

The President and Provost have provided one time funding for a Research Analyst 3 position to coordinate plan research, writing and public input since October 2016. As this funding is set to run out at the end of the current fiscal year, we are requesting funding for a position titled **Sustainability Action Plan and Communications Manager**. This position will have two primary aspects:

Sustainability Action Plan (SAP) Coordination

We envision this position working with departments across campus on specific action items that flow from the SAP as well as continuing to support Western’s Director of Sustainability, and the Sustainability Advisory Committee. These items could take the form of research on cost and viability of the many actions described in the plan, as well as new procedures and policies to help meet SAP goals.

Sustainability Communications & Engagement Coordination

In addition to departmental advising and assistance, a focused effort in the area of communications on Western’s sustainability efforts would allow for much more engagement widespread connection with “sustainability” at Western. Activities and accomplishments in the areas of environmental and social issues are known to select groups on campus, but general knowledge and engagement, both on and off-campus has been a challenge. The Office of Sustainability has faced a lack of time to update online sources, social media and interested groups with opportunities for involvement in productive ways. The results have been that sustainability-related academic opportunities are poorly attended and successes go unnoticed.

Anticipated Outcome(s):

Anticipated outcomes for this position include:

- Western graduates with an increased knowledge of their impact on global environmental and social systems
- Shrinking Western’s negative impact on local and global ecological and social systems
- Maintaining and enhancing Western’s reputation as a sustainability-focused institution among many other institutions investing heavily in sustainability staffing on campus.
- Development and execution of communications and engagement activities, including managing the design, implementation, and evaluation of innovative campus-wide

education, outreach, and engagement strategies to increase the practice of sustainable behavior.

- Increased awareness of Western's sustainability initiatives and accomplishments on a local, regional and national level through online and social media
- A further fostering of the culture of sustainable decision-making and action at Western.

Metrics: (*How will outcomes be measured?*)

The Sustainability Action Plan contains many individual objects per chapter. Sample metrics include:

- Energy use index for all campus buildings
- Percentage of first-year students involved in sustainability programming
- Total sustainable food purchases year over year as a percentage of total purchases
- Total number of resident and off-campus student car ownership

Outcomes in the area of communications can be measured through the number and quality of media postings regarding sustainability activities on campus, number of attendees at events, and general campus knowledge of Western's sustainability activities.

How does this project support the University Mission and Strategic Objectives?

All tasks associated with this position will help to meet the value of "sustainability" within the draft Strategic Plan, Goal #2 regarding "engagement with place" including part E: "Weave the ecological, social, and economic dimensions of sustainability into and through the University's practices."

What are the consequences of not funding this package?

Without funding for this position, it will be challenging to pursue the recommendations of the Sustainability Action Plan in a timely manner. While there are many students, staff and faculty who are motivated by the opportunities laid out in the plan, such a systemic undertaking requires staff time to assist units in implementing their plan-specific actions as well as tracking and reporting progress to executive leadership. Without coordination of this effort, Western may fall behind peer and regional leaders in the area of institutional sustainability and could increasingly seem to be "behind the times" in this respect. A 2016 survey of freshmen and transfer students revealed that 48% of respondents either agreed (25%) or strongly agreed (22%) that "Western's reputation for sustainability was an important factor in my university selection process". (Survey administered by the Office of Survey Research.) Additionally, communications surround Western's sustainability activities will remain in a current low-level state, disallowing Western to maintain its image as a leader in environmental and social issues.

What alternatives were explored and why was this alternative chosen?

Current permanent staff at the Office of Sustainability are at capacity. Student employees have historically taken on some of the communications tasks within the position; however, students have not been able to handle higher-level tasks such as long term planning and development of a communications platform for all of Western's many sustainability initiatives.

Which units (departments, colleges, etc.) will be involved?

Given the campus-wide nature of the Sustainability Action Plan and the purview of communications surround sustainability activities, involvement will be campus wide affecting many units.

Equipment: *(For major (>\$25k) purchases, please provide the following information.)*

Purpose:

Cost:

Anticipated Useful Life:

Replacement Cost if any:

Human Resources (replace example below with needed resources)

- **1 FT Classified Staff**

Operating & Maintenance Costs:

Space Requirements:

How much new space will be required?

No new space is required.

Is appropriate space available on campus? Yes No

If no, what space is needed and what features must the space have (e.g., fume hoods, plumbing, 3-phase power, etc.)?

WESTERN WASHINGTON UNIVERSITY
Sustainability Action Plan and Communications Manager Position

	FY19				Future Years Recurring (if different than FY19)			
	Employee FTE	One Time Costs	Recurring Costs	Total Costs	Employee FTE	One Time Costs	Recurring Costs	Total Costs
Faculty Salaries	0.00		\$ -	\$ -	0.00		\$ -	\$ -
Professional Salaries	0.00		\$ -	\$ -	0.00		\$ -	\$ -
Classified Salaries	1.00		\$ 49,800	\$ 49,800	0.00		\$ -	\$ -
Student Salaries (Graduate Assistants, Hourly Student, etc)	0.00		\$ -	\$ -	0.00		\$ -	\$ -
Benefits			\$ 21,010	\$ 21,010			\$ -	\$ -
Total Salaries & Benefits		\$ -	\$ 70,810	\$ 70,810		\$ -	\$ -	\$ -
Supplies and Materials			\$ 1,000	\$ 1,000				\$ -
Professional Service Contracts (please detail below)				\$ -				\$ -
Equipment and Personal Technology - including new faculty set-up costs				\$ -				\$ -
Other Goods and Services (includes memberships, supplies, materials)				\$ -				\$ -
Total Goods and Services		\$ -	\$ 1,000	\$ 1,000		\$ -	\$ -	\$ -
Lodging				\$ -				\$ -
Automobile Rental				\$ -				\$ -
Air Travel				\$ -				\$ -
Ground Transportation				\$ -				\$ -
Other travel costs			\$ 1,000	\$ 1,000				\$ -
Total Travel		\$ -	\$ 1,000	\$ 1,000		\$ -	\$ -	\$ -
Total Expenditures		\$0	\$72,810	\$72,810		\$0	\$0	\$0

POSITION TITLE	FY19						Future Years Recurring (if different than FY19)					
	Proposed Annual Salary	Headcount	FTE	Budgeted Salary	Benefits	TOTAL	Proposed Annual Salary	Headcount	FTE	Budgeted Salary	Benefits	TOTAL
Faculty Salaries												
Total Professors	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Total Associate Professors	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Total Assistant Professors	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Total Non Tenure-Track	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Faculty Salary and Benefit Total	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Professional Salaries												
Exempt Staff Salary and Benefit Total	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Classified Salaries												
Research Analyst 3	49,800	1	1.00	\$ 49,800	\$ 21,010	\$ 70,810				\$ -	\$ -	\$ -
Classified Staff Salary and Benefit Total	\$ 49,800	1	1.00	\$ 49,800	\$ 21,010	\$ 70,810	\$ -	0	0.00	\$ -	\$ -	\$ -
Student Salaries												
Student Salary and Benefit Total	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Total Salary and Benefits - All Positions	\$ 49,800	1	1.00	\$ 49,800	\$ 21,010	\$ 70,810	\$ -	0	0.00	\$ -	\$ -	\$ -