

## Q&A Transcript Summary

### Creating a Culture of Sustainability: Planting the Seed

\*All answers are shortened and abbreviated for your convenience.

\*The time in the video where each question can be heard is located after each question number.

\*The full recording of the webinar can be found at this web address: <http://youtu.be/y47ugzz-SFc>

#### Question 1 (31:55)

If I can only focus in on one area of the campus, what should it be?

**Lisa Tornatore:** At BU this is a challenge because the university is so large; however, I recommend starting with operations and moving increasingly towards engagement and outreach as the programs mature. For outreach and culture change programs specifically, start with Housing or Residence Life – the department that hosts the RA program.

**Cheryl Kiser:** First, focusing on Residential Life is effective because that's where people live and express many of their habits. Second, it is crucial to create a mobilizing and overarching mission and vision like From Day One that is widely visible and can encompass many initiatives, departments, curriculums, and pieces of campus life. Third, Babson's From Day One was successful because faculty, children, and staff were able to join in. Working with staff is important because of their role managing offices and implementing sustainability.

#### Question 2 (35:45)

At Boston University, are the Scarlet Squad workers paid or volunteers?  
How are the Green Team and the Sustainability Office's interns paid?

**Lisa Tornatore:** The Scarlet Squad is made up of unpaid student volunteers who sign up for shifts. They have fun, receive T-shirts, and engage with each other, and because the shifts are only 5 hours long, it has not been difficult to find enough volunteers. This year, we have also reached out to athletic teams. The Green Team is a paid position that lasts for only a couple of weeks. It is paid for by the Dining Services' sustainability budget. Sustainability at BU's 6 student interns each semester are paid out of the sustainability account.

### Question 3 (38:18)

Cheryl, can you speak from a broader perspective to how “From Day One” is funded?

**Cheryl Kiser:** It is funded by a combination of the Lewis Institute, the Dean’s discretionary fund at the undergraduate and graduate levels, and many donors and volunteers: including alumni, local restaurants, and Sodexo – the company Babson works with for dining. We really engage a lot of stakeholders to support us, and all who partner with us have seen the value in the idea of From Day One. These partners with their time and physical contributions really make the event happen.

### Question 4 (40:43):

What are some of the ways you have focused on faculty and staff immersion into orientation programs and sustainable practices?

**Cheryl Kiser:** Babson has an award called the Lewis Institute Change Maker Award that is nominated by the community and recognizes a staff member, faculty member, undergraduate, graduate, or alumnus for setting something in motion in order to create a positive environmental or social impact. This process involves the community and gives us pride that there are many staff members who have activated change in their departments. In addition, communicating with many different people around campus by sharing interesting articles, newsletters and events in conversations and listservs, and by bringing staff into the sustainability planning process is a great, forward-thinking way to promote change.

**Lisa Tornatore:** First, at BU there is a campus-wide monthly newsletter that works to engage people indirectly. Second, internal listservs help groups of people become aware of campus initiatives, events in Boston, and those run by outside organizations. In addition, incoming university employees are given a handout about sustainability. Next, the Sustainability Office offers trainings and certifications to achieve a Green Office and Green Operations. Finally, the Sustainability Liasons program is growing and enables university employees to attend quarterly meetings, where they can share ideas and talk about their departments’ challenges and successes.

### Question 5 (46:34):

How do you assess your programs to show that they're having some form of impact?

**Lisa Tornatore:** While outreach and engagement are very difficult to assess, BU has partnered with a CarbonRally.com to run a program called Join the Challenge, a monthly campaign to reduce BU's environmental footprint. It uses the honor system and shows that to date, the campaign has engaged over 13,000 people and saved over 168 tons of carbon. Another way to evaluate success is to see the number of departments that have undergone Green Office and Green Department certification.

**Cheryl Kiser:** Babson uses a combination of anecdotal evidence from faculty, staff, students, and parents, in addition to head counts at sustainability events. In addition, there will soon be a sustainability award, and the number of people who respond to it by submitting nominations will help indicate how many understand and are involved in sustainability at Babson.

### Question 6 (50:00):

How do you recruit students for programs that happen during the summer and at the beginning of the fall semester?

**Lisa Tornatore:** Engaging students over the summer is difficult, so most promotion for the Scarlet Squad happens during the academic year. Recruitment starts in March and aims to sign up between 200 and 250 before graduation in May. This year, the athletic teams will also be supporting the Scarlet Squad, and coaches and others have been working hard to sign athletes up over the summer. The Green Team is only an academic year program. As for recruiting interns at the Sustainability Office, we reach out to university employees for student names and then conduct a vetting process in the fall. There is a lag time before a full crop of interns is hired in the fall.

**Cheryl Kiser:** This year, Babson is working closely with athletics. In addition, non-traditional volunteers who may need community service hours come to Babson through the community service center to work with the Lewis Institute. There are also other ways of finding non-traditional volunteers for events such as campus move-in, and move-out.