

CLIMATE ACTION AND RESILIENCE PLAN

APPENDIX A

Communicating Sustainability Values

DRAFT



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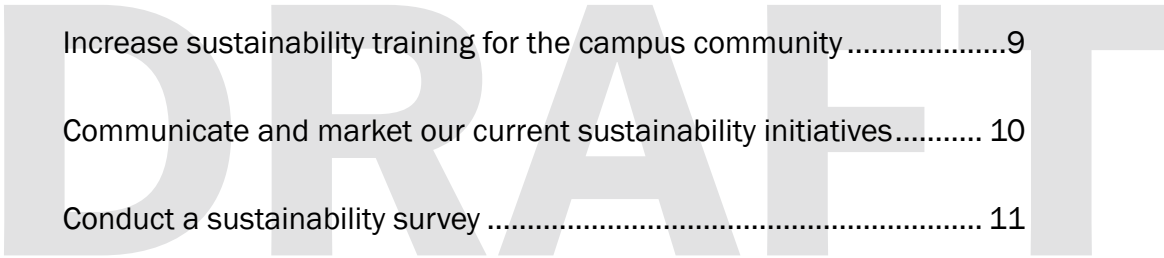
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**University of Wisconsin
Stevens Point**

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Appendix A

Review capital projects for sustainability

Background

As UW-Stevens Point continues to grow and evolve, there should be a systematic approach to implement capital projects with sustainability in mind. UW-Stevens Point will benefit from a more strategic capital projects planning process. The current master plan dates back to 2007 and was adopted before the state and the Universities of Wisconsin sustainability guidelines had been created and well before many of the current initiatives were enacted that are shaping the design of campus today.

Plan

UW-Stevens Point can use a combination of university-specific initiatives, state guidelines and well-known industry standards to advance sustainability in capital projects.

UW-Stevens Point currently has the Department of Administration and Division of Facilities Development sustainability guidelines available to use for capital projects. These sustainability guidelines provide recommendations for capital projects and can be applied to projects on campus.

UW-Stevens Point has used LEED certifications in several buildings. LEED certifications, as of now, tend to be more robust than current state standards. UW-Stevens Point could continue to use LEED principles as a guide to standardizing any future buildings or remodeling that takes place. While LEED certification can increase project costs, this standardization would ensure that sustainable materials are used during construction and that minimal energy is consumed during the operation of these buildings over their expected life cycle. When possible, private funding should be secured to allow for LEED certification of projects.

Finally, UW-Stevens Point should seek to use capital funds to ultimately decarbonize the campus with the expectation that doing so would reduce overall operational cost to the university and ensure a sustainable economic platform to continue operations for another 100 years.

Project Owners

Vice Chancellor for Finance and Administration
 - Facilities Planning Director
 - Sustainability Director
 Vice Chancellor for University Advancement

Timeline

- 1-5 years: Continue to use pre-established sustainability guidelines set by the Department of Administration and Division of Facilities Development for new and current construction. Estimated costs should include cost differentials for sustainable materials during capital projects compared to unsustainable materials and/or more ambitious LEED certifications.
- Ongoing: Continue to innovate by incorporating design agendas such as mass timber, living buildings, etc. Work to ensure capital projects (past, present and future) align closely with the published Department of Administration and Division of Facilities Development sustainability guidelines.
- +20 years: Work collaboratively to update the Department of Facilities Development sustainability guidelines to strengthen the sustainability efforts across the entire state.

Develop sustainability policies and metrics across teams

Background

Sustainability is a critical part of campus life of UW-Stevens Point. Since sustainability is so heavily tied to our day-to-day operations, it is valuable for all units to adopt sustainability related goals as they relate to decarbonization, social justice, protecting our environment and many other facets of sustainability.

Plan

Department heads and managers should familiarize themselves with these direction setting documents including but not limited to the: Carbon Neutrality Plan, Climate Action and Resilience Plan, Campus Master Plan, Campus Bike and Pedestrian Mobility Plan and the Campus Strategic Plan.

Upon review of these documents, executive leadership may oversee the implementation of sustainability goals. It is also recommended that leaders are well-versed in the guidelines provided by the Association for the Advancement of Sustainability in Higher Education (AASHE). UW-Stevens Point reports data to the AASHE, so it is important that sustainability plans include strategies to collect necessary data.

Project Owners

Provost and Vice Chancellor for Academic Affairs
Vice Chancellor for Student Affairs
Vice Chancellor for Finance and Administration
Vice Chancellor for University Advancement

Timeline

- 6-12 months: Leadership will review relevant materials (Carbon Neutrality Plan, Climate Action and Resilience Plan, Bicycle and Pedestrian Mobility Plan, Strategic Plan).
- 1-2 years: Leadership and the Office of Sustainability should explore estimated costs provided by project owners. These parties should also work with department heads to ensure that policies and goals are being updated to include sustainability metrics.
- 2-5 years: Office of Sustainability, with the support of executive leadership, ensures that sustainability goals are being met and implemented.
- +5 years: Create a central review team and process to ensure sustainability policies and metrics are embedded throughout university intentionally and at a certain time interval (i.e. review every 3 years).

Appendix A

Include sustainability tasks in position descriptions

Background

If well designed and intentional, most work already being done at the university can be done with sustainability in mind and contribute to the goals of the Climate Action and Resilience Plan, while also contributing to the economic and financial sustainability of the institution.

Plan

UW-Stevens Point can develop a policy that requires some job descriptions to include sustainability considerations relative to the job/tasks required by the position. Job qualifications could include preferred experience in implementing sustainability within that professional area or discipline.

Key campus stakeholders such as Human Resources could form a committee to plan the implementation of position description updates. Special attention can be given to high impact areas such as:

- Academics
- Dining
- Facility Planning
- Facility Services

Project Owners

Vice Chancellor for Finance and Administration
- Chief Human Resources Officer

Timeline

- 1-2 years: Integrate sustainability tasks within university positions. Assess the costs (if any) of this initiative prior to implementation.
- Ongoing: Create a review and update process to audit existing position descriptions for sustainability language every 2-3 years.

Hire staff dedicated to sustainability initiatives

Background

Although many members of the campus community contribute to sustainability, some sustainability initiatives may need specific personnel dedicated to their implementation. This recommendation comes at a time when budget cuts are common across higher education, and enrollment numbers are only now rebounding after the COVID-19 pandemic in 2019. Therefore, these sustainability positions will need to contribute to the overall reduction of operational cost of the university or expansion of enrollment and revenue, adding value to prospective students. Creating on-campus jobs for students can also contribute to marketing initiatives as UW-Stevens Point can lean more heavily into real world experiences as learning models.

Plan

Identify high impact projects and investigate the financial viability of hiring additional staff to intentionally work on implementing sustainability initiatives. A variety of staff types may be considered (ongoing positions, student hourly, graduate assistants, teaching releases, etc.) Because most sustainability projects result in cost savings, these positions are worth the investment.

Project Owners

Vice Chancellor for Finance and Administration
- Chief Human Resources Officer
- Budget Director
- Sustainability Director

Timeline

- 1-2 years: Hire staff dedicated to sustainability initiatives. Estimate costs for dedicated staff salaries as well as operational savings or dollars added through grant funding, etc.
- 3-4 years: Review staffing needs across the campus as it relates to sustainability and climate action work.

Appendix A

Recruit and retain a wide range of talent

Background

Tackling sustainability goals requires a wide spectrum of experiences and backgrounds being brought together. Collaborating across cultures, genders, abilities, disciplines, etc. helps to make sustainability initiatives more holistic and contributes to social equity goals. UW-Stevens Point should prioritize recruiting and retaining a diverse group of staff and faculty who can help shape the dynamic future of our campus.

Plan

Units and more central agencies such as human resources should understand barriers to recruiting and maintaining staff and faculty across various demographics. These operational areas should explore ways to build and broaden our campus community. Some solutions to explore could include more competitive pay, hybrid/flexible work and more employee resources.

Project Owners

Vice Chancellor for Finance and Administration

- Chief Human Resources Officer
- Budget Director
- Department director and/or hiring agents
- Search and Screen committees

Timeline

- 1 year: Complete and publish salary study for faculty and staff. The committee's estimated costs should include the cost of more resources for employees and higher salaries for staff.
- 2 years: Standardize hybrid/flexible options/roles on campus to create fair and equitable hiring practices. Study retention of faculty and staff related to metrics such as race, gender, ability status, age, etc.
- 3 years: Continue to develop resources such as: affinity groups, activities, childcare, transportation, mental health options, physical health options, etc., with a particular focus on areas of need identified.

Increase sustainability training for the campus community

Background

UW-Stevens Point can increase sustainability training for students, faculty and staff on campus. Currently, the Office of Sustainability runs a Green Recognition of Offices and Workspaces (GROW) Program that recognizes campus offices that are participating in sustainable and eco-friendly practices. UW-Stevens Point has recently created onboarding videos that introduce many functions of campus to new students, faculty and staff. These videos also highlight sustainable initiatives on campus that offer support to incoming students. The Office of Sustainability also leads a Green Advocates Club that encourages students living on campus to get involved with increasing sustainability education and awareness for other students. All three of these initiatives were created to help support and increase awareness of sustainable initiatives on campus.

Plan

Although these three initiatives are offered to students, faculty and staff, not everyone takes advantage of them. The onboarding videos could be required for new faculty and staff hires to watch. The GROW Program should increase engagement and numbers with increased marketing.

New and innovative ways to educate the campus community can be developed by units such as the Office of Sustainability, the Center for Inclusive Teaching and Learning and the library.

Department leaders should also consider this goal when developing sustainability policies and metrics across units, which is another project in this section.

Project Owners

Vice Chancellor for Finance and Administration

- Chief Human Resources Officer
- Sustainability Director

Provost and Vice Chancellor for Academic Affairs

- Director of Center for Inclusive Teaching and Learning

Vice Chancellor for Student Affairs

- Housing and Residence Life Director

Timeline

- 1-2 years: Make sustainability training more robust during onboarding new faculty and staff. Additionally, make sustainability a greater emphasis during orientations and enrollment processes for new students. Estimated costs should include the development of outreach and training for departments and contributions to help the GROW program increase the number of offices in the program.
- 3-4 years: Create additional training modules that can be completed in Workday learning that include topics such as: campus composting, decarbonization, sustainable transportation and our various planning documents.

Appendix A

Communicate and market our current sustainability initiatives

Background

UW-Stevens Point can bolster methods of sharing sustainability initiatives and sustainability values with the public using a variety of tactics such as signage, social media, education at events, news releases and other publications.

Plan

- Sustainability education at events
 - Share information such as, “by using the compost bins available at this event, this amount of food waste can be diverted from the landfill.”
 - Reduce single-use offerings at events and offer education around reducing waste.
 - Work to minimize physical print material where possible and transfer to electric options.
 - When necessary, print on recycled material and note that while also encouraging the recycling of that content.
- Increase sustainability awareness in residence halls with programming such as:
 - Friendly challenges between residence halls
 - Increased, relevant social media presence
 - More educational materials and signage
 - Pop-up free store shops in residence halls
- Increase sustainability awareness in other campus spaces through initiatives such as:
 - Signage and education to draw attention to features on campus such as biodiverse-friendly habitats on campus, waste management tactics, renewable energy production dashboards, etc.
 - More promotion of research and scholarships whose impact extends to communities

Project Owners

Chancellor

- Communications and Marketing
- Athletics Director

Vice Chancellor for Finance and Administration

- Building and Grounds Supervisors
- Custodial Supervisors

Vice Chancellor for Student Affairs

- Dining Services Director
- Dreyfus University Center Operations Manager
- Housing Student Engagement Coordinator

Timeline

- 6-12 months: Create and run sustainability campaigns that target residence halls, athletics, operational teams and other campus events. Estimated costs may include the cost for educational flyers, compost bins, sustainability signage, etc.
- 1-2 years: Collect data more intentionally surrounding participation at campus events to better understand relevant demographics.
- Ongoing: Continue to communicate sustainability initiatives on a daily, monthly and yearly basis across all campus locations.

Conduct a sustainability survey

Background

A sustainability literacy survey was conducted in 2014 and 2024 for all students. The structure of the assessments was a standalone evaluation that did not include a follow-up survey—longitudinal analysis has not been done. These surveys were used to understand general knowledge of global environmental and social issues as well as gauge the campus understanding and awareness of the Office of Sustainability. Future surveys may be able to measure sustainability literacy, perceptions of sustainability initiatives, awareness of campus resources, etc. Additionally, as the sustainability survey process becomes more robust the Office of Sustainability will be able to map trends and develop actionable steps to improve campus literacy as it relates to sustainability.

Plan

Because the Office of Sustainability has completed these surveys in the past, it would be ideal to develop a robust plan and process to complete a new sustainability literacy survey every year in the spring semester to best gauge the work of the campus departments and units' sustainability efforts. This survey can be constructed entirely from internal data points or by using a recognized standard such as the Sulitest' TASK platform. Units interested in conducting surveys should work in collaboration with the Office of Sustainability and other relevant campus partners in the fall semester to update questions as appropriate. The Office of Institutional Research could be leveraged to reach these goals as well.

Project Owners

Chancellor

- Chief of Staff
- Insights Unit
- Admissions and Recruitment Director

Provost and Vice Chancellor for Academic Affairs

- Office of Institutional Research

Vice Chancellor for Finance and Administration

- Sustainability Director
- Sustainability Research Coordinator
- Associate Chief Marketing and Enrollment Officer

Vice Chancellor for Students Affairs

- Student Government Association, Environmental Sustainability Affairs Director

Timeline

- 1 year: Create a sustainability survey that can be released shortly after the publishing of the Climate Action and Resilience Plan. Estimate costs of a more widespread sustainability survey process.
- 3 years: Create a yearly survey with help from the Office of Institutional Research.
- 4 years: Continue to develop and iterate on survey questions based on current campus climate and the ongoing developments around climate change/action.

Appendix A

Explore a carbon tax

Background

UW-Stevens Point has many tools and options available to fund sustainability initiatives. A “carbon tax” or “carbon charge” is just one of them.

A “carbon tax” or “carbon charge” can come in various forms, some common activities often eligible for carbon taxes are air travel and other Greenhouse Gas Emissions (GHGe)-intensive activities. A ‘carbon tax’ is an institutional imposed cost placed on individuals or units until UW-Stevens Point reaches carbon neutrality. In turn, the charges are allocated to a fund that directly supports decarbonizing efforts. Ultimately, because the goal of a carbon tax/charge is to reach net zero emissions, the end result would mean a termination of the carbon tax or charge. Implementing a policy like this could increase the amount of funds the university has available for decarbonization projects.

Plan

UW-Stevens Point can research what other universities are doing to create a carbon tax on their campus. Air travel is a common “carbon taxable item,” but UW-Stevens Point can explore other options such as creating a carbon charge for parking passes. After more research, UW-Stevens Point could propose a “Carbon Tax Initiative.”

Ultimately, the stakeholders at UW-Stevens Point can identify if these tactics could make sense for our campuses and what other funding methods are available.

Project Owners

Vice Chancellor for Finance and Administration

- Budget Director
- Associate Vice Chancellor and Controller
- Procurement Director
- Sustainability Director
- Sustainability Research Coordinator

Timeline

- 1 year: Research what carbon tax/charge strategies other universities have used as well as the result of those strategies.
- 2-3 years: Depending on the findings from the research, consider piloting a six-month carbon tax on a specific commodity within the institution that is frequently used. Seek to understand the impact on department budgets based on the imposed tax and how that tax can save cost in other areas across the university. Estimated costs should include the creation of a carbon tax initiative.

Explore the viability of a revolving university green fund

Background

A carbon tax or charge may be able to fund decarbonization efforts by contributing to a university green fund. However, other avenues for revenue can be explored, and there are many case studies available. A revolving fund could be established with initial capital from institutional sources and then replenished by the savings generated from energy efficiency or other sustainability projects, creating a self-sustaining funding model.

Plan

This initiative could be explored by UW-Stevens Point in connection with a carbon tax structure. Research can also be done to explore if there are other common ways of funding such an account, such as via the UWSP Foundation, operational savings from energy efficiency or via the greater Universities of Wisconsin administration.

Project Owners

Vice Chancellor for Finance and Administration
- Budget Director
- Associate Vice Chancellor and Controller
- Sustainability Director
Vice Chancellor for University Advancement

Timeline

- 1-2 years: Explore options such as operational savings, foundation funds, or funds available from the Universities of Wisconsin that can be committed to this initiative. Estimate costs for various green fund options.
- 3 years: Begin implementation of a revolving green fund with the goal of increasing available funds on a yearly basis.
- Ongoing: Review options for expansion or adapt towards a different approach.

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