University of Minnesota Duluth  
Division of Student Life  
Office of Sustainability  
2020-2021 Strategic Plan

I. Vision  
UMD Sustainability inspires learning, understanding, and action around sustainability across campus and in the community. Our communication efforts, project and program coordination, and involvement in operational changes provide visible demonstrations of the campus commitment to sustainability.

II Values  
Sustainability, Learning, Collaboration, Excellence, Connection

III. Mission  
The UMD Office of Sustainability is committed to communicating, educating, and inspiring action to integrate sustainability into all aspects of campus life.

IV. Goals

Sustainability Goals Mapped to the UMD and Student Life Strategic Plans

<table>
<thead>
<tr>
<th>Sustainability Goals</th>
<th>Mapping to University Goals</th>
<th>Mapping to Student Life Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Connect students with sustainability learning opportunities</td>
<td>1,2</td>
<td>1,2,4,5</td>
</tr>
<tr>
<td>B. Raise awareness, knowledge, and action on sustainability topics through outreach &amp; communication activities</td>
<td>2,4,6</td>
<td>2,4,5</td>
</tr>
<tr>
<td>C. Advance equity, diversity, and inclusion by focusing on the intersectionality of social, economic, and environmental justice and sustainability</td>
<td>2,6</td>
<td>1,2,3</td>
</tr>
<tr>
<td>D. Build and support campus partnerships and community collaborations related to sustainability.</td>
<td>4,5</td>
<td>1,5</td>
</tr>
<tr>
<td>E. Provide leadership for long term campus sustainability planning efforts</td>
<td>1,6</td>
<td>2,3,4</td>
</tr>
</tbody>
</table>

* Note: The Office of Sustainability is responsible for coordinating campus sustainability efforts in order to reach these goals, however, to be successful and make true progress we rely on the contributions of students, faculty, staff, and leaders from across the UMD campus.
### V. Objectives/Outcomes/Assessment

<table>
<thead>
<tr>
<th>Objective/Outcome</th>
<th>Mapping to Department Goal</th>
<th>Assessment Strategy</th>
</tr>
</thead>
</table>
| **Facilitate and support students engaged in sustainability internships, class projects, and UROPs**  
  ● Help students incorporate sustainability and justice principles into their projects | A, C, D | Student work (reports, posters, campaigns, presentations, etc.) is shared. |
| **Events, such as Sustainability Fair, will seek new community partners from BIPOC organizations and groups to better highlight the intersectionality of sustainability and justice in our community** | A, B, C, D | New partners participating in events |
| **Launch a key communication campaign to promote:**  
  ● a people-centered approach to sustainability which highlights equity and includes social justice and anti-racism | B, C | Virtual campaign will utilize social media channels.  
  - Posts, articles, videos, and engagement around these topics incorporated into our outreach |
| **Work toward setting interim carbon reduction goals to reach 2050 carbon neutrality goal** | E | Reduction goals set? |
| **Support HRL, Dining, and Transportation’s continued efforts to advance sustainability in COVID-19 circumstances**  
  ● Virtual programming for EcoReps & Resident Assistant’s floor events  
  ● Encourage reusable container/Square Meals program  
  ● Promote DTA and model safe bus ridership | B, D | Use Bulldog Welcome Week engagement, Bulldog Mobile app, Sustainability Fair, and social media to push sustainability actions |
| **Connect incoming students to sustainability information, education, and involvement opportunities**  
  ● Launch Sustainability module in Bulldog Mobile app in Fall | A, B, C | Track users, content accessed, and time spent on app module through analytics  
  - # of video views/reach |
| ○ Utilize app analytics to improve content throughout the year  
  ● BWW Video for incoming students: Sustainability at UMD |   |   |
|---|---|---|
| **Focus on equity & diversity in hiring & retaining student employees**  
  ● intentional advertising of positions to underrepresented groups  
  ● inclusive interview process  
  ● welcoming and responsive work environment | A, C | Student employees and leaders reflect the diversity of the UMD student body |