MAKING METRICS MEANINGFUL

Claudia Frere-Anderson
Director, UW Sustainability
AGENDA

- Introductions
- Our University Profile
- UW Sustainability
- **What We Measure**
- **STARS Reporting**
- Making an Impact – Why Measure?
- **Break-out Exercise**
- Wrap-Up
UNIVERSITY PROFILE

- Founded in November 1861
- 55,767 students (undergraduate, graduate, professional)
- $1.3 billion Research Awards (largest federally funded public research institution in America)
- Campuses in Seattle, Tacoma, and Bothell
- UW Medicine (School of Medicine, University of Washington Medical Center, Harborview Medical Center, Northwest Hospital, Valley Medical Center, UW Physicians and UW Neighborhood Clinics)
- $3.1 billion endowment
UW SUSTAINABILITY

- Executive Order on Environmental Stewardship and Sustainability
- Sponsored and advised by the Environmental Stewardship Committee (ESC)
- Guided by the Climate Action Plan
- Supported by the UW Sustainability office
UW SUSTAINABILITY STRATEGY MAP
2016-2019

MISSION
To promote and improve sustainability by engaging and connecting members of the UW community

VALUES *(UW)*
*Collaboration
*Integrity
*Respect
*Teamwork
*Innovation
*Sustainability
*Excellence
*Diversity

VISION
UW sets the standard in higher education for campus sustainability, and is known worldwide for environmental leadership

Value to Students, Faculty, and Staff
Raise awareness of sustainability efforts across UW
Strengthen the UW sustainability network
Engage with faculty to incorporate sustainability across academic disciplines
Facilitate setting of targets for measuring campus sustainability performance
Improve, streamline, monitor and innovate in our office and university wide

Build Capacity for a sustainable UW
Build and strengthen collaborations between students, faculty and staff
Advocate for innovative and/or impactful practices and improve sustainable behavior
Solve university sustainability problems
Engage and mentor students through internships and other connections
Efficiently facilitate and implement projects and improve committee effectiveness (faculty committees too)
Secure consistent funding to support the Climate Action Plan and sustainability goals

Improving Internal Business Practices
Enhance Resources
FOCUS AREAS ACROSS UW

- Sustainability in the curriculum
- Waste diversion
- Local food sourcing, UW Farm, compostable service-ware
- Renewable energy projects
- Transportation – green fleet, commuter services programs, delivery reduction
- Green certifications (offices, labs, dorms)
- LEED buildings
- Intercollegiate Athletics Green Team
- Paper reduction
- Green purchasing policies
- Campus Sustainability Fund (student)
- Green Seed Fund (Research)

Sustainability: it’s in our nature.
MEASURING IMPACT
INSTITUTIONAL EFFORT

Performance

- Sustainability Dashboard
- STARS Reporting
- CAP actions
- Green Certifications

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Engagement

- Website
- Blog
- Google Analytics
- Events
- Programming
- Curriculum

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- UW “All-STARS”
- Students
- Faculty
- ESC

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UW SUSTAINABILITY REPORT CARD
WINTER QUARTER 2016

UWS STUDENTS BY TYPE
- Student Staff: 2
- Interns: 7
- Capstone/Keystone Coursework: 4
- Total: 23

CAMPUS SUSTAINABILITY FUND STUDENTS BY TYPE
- Student Staff: 2
- CSF Committee: 7
- CSF Project Leads: 13
- Total: 22

STUDENT LEVEL
- Senior: 33
- Junior: 6
- Sophomore: 9
- Freshman: 2

UWS PRESENTATIONS
- 168 Students
  - HSERV 380 History & Practice of Public Health
  - URBDP 538 Health and Built Environment
  - ESRM 200 Society and Sustainable Environments

STUDENT ENGAGEMENT
Overall experience: 3.9
Average: 3.7
- Felt included in discussions, decisions: 3.8
- Supplemented coursework: 3.6
- Will benefit future career: 3.5
- Improved knowledge on topic studied: 3.7
- Improved knowledge on other topics: 3.5

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UW SUSTAINABILITY DASHBOARD

click on an icon to explore metrics, or learn about the Sustainability Dashboard

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Our goal for total emissions is a 15% reduction from 2005 levels by 2020 and a 36% reduction by 2035.
UW SUSTAINABILITY DASHBOARD

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The chart below shows changes over the past 25 years in the percentage of UW Seattle commute trips made using each mode of transportation.
WEB, BLOG AND GOOGLE ANALYTICS
MEASURING OUR REACH

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In Our Nature: the UW Sustainability Blog

Clean Energy Institute event looks at ways to move away from coal

A mountain of cookies and thumbprint cookies filled our hands of students, faculty, and community members who gathered in Johnson Hall to learn about the future of the U.S. energy industry and a transition away from coal.

The event featured Pauline Jaramillo, assistant professor of engineering and public policy at Carnegie Mellon University, who regularly partners together to discuss ways to develop and engage in private sector.

Through a collection of graphics, including data on coal and alternative energy sources, Jaramillo and her colleagues are ready to discuss food climate and sustainability issues. The audience, especially students, were encouraged to participate to be a part of a larger discussion.

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REPORTING SYSTEM
STARS TOOL + PEOPLE = “ALL-STARS”

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CASE STUDY: LEARNING OPPORTUNITY AND BUSINESS PROCESS EFFICIENCY

- Worked with graduate students for keystone project
- Collected data for “pre-submission”
- Started with Seattle-only
- Results presented to Senior leadership and University Environmental Stewardship Committee
- Benchmarked and prepared
- Transparency and results
- Now into tri-campus reporting
- We can show 9% decrease of total staff time to collect and coordinate data
The University of Washington is a globally recognized leader in sustainability. That leadership is only possible through the dedication and work of many different campus departments, academic units and other groups.

UW Sustainability connects all these efforts and coordinates data collection for reports, including the Association for the Advancement of Sustainability in Higher Education (AASHE) Sustainability Tracking Assessment & Rating System (STARS).

UW Sustainability recognizes our campus department ‘All-STARS’ who advance the university’s sustainability goals. UW Sustainability facilitates collaboration by regularly connecting the All-STARS network for discussions about existing initiatives and possible improvements.

**UW ALL STARS**

Streamlining reporting, improving performance, creating synergies to advance sustainability at the University of Washington

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**SUSTAINABILITY CAMPUS PARTNERS**

This map shows a sampling of some campus sustainability partners and information they provide on the UW’s sustainability performance.

**AASE STARS CATEGORIES**

- ACADEMICS
- ENGAGEMENT
- OPERATIONS
- PLANNING & ADMINISTRATION

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*UW’s Seattle, Bothell and Tacoma campuses all report sustainability data*

47 individual contacts from across UW provide STARS information

77% of UW’s STARS score, 4th-highest among all rated schools as of 2017

More than $3 million in endowment, funds fully invested and committed to sustainability

76 distinct credit sections on the STARS application within four categories
MAKING AN IMPACT MATTERS TO:

- Keep sustainability at the top of the institutional priority
- Engage students and provide the Husky Experience
- Foster communications and information sharing (breaks down silos)
- Build our community of staff, faculty, students, leaders at all locations
- Enhance the culture of sustainability at the University
- Demonstrate transparency with students community, peers
- Use data for planning and decision making
- Continual improvements
- Tell our story
STAY IN TOUCH

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GROUP EXERCISE – 45 MINUTES

- Brainstorm/compile a list of value arguments for doing the STARS assessment (as a group) - **10 minutes**
- (Individually) Draft a pitch/talking points to senior administration about doing STARS on your campus (share w/in small groups) - **20 minutes**
- Large group report out - **10 minutes**
- Wrap up – **5 minutes**