



VALUING OUR FUTURE

BUILDING A PATH-2011



Allegheny College



Pennsylvania State University



Lafayette College

This document examines PERC’s membership benefits, sets an agenda for programming and other accomplishments for 2010-2011 FY and recaps PERC’s 2010 strategic planning process with articulation of Mission and Vision and paints a picture of PERC’s impact in 2015. In response to member requests, it also compares PERC with another sustainability organization.

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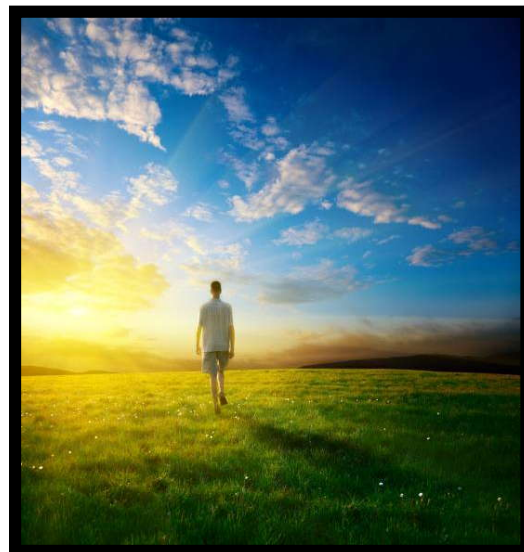


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Membership Benefits

- Free PERC Conferences and Workshops
- Free PERC Webinars
- You influence priorities and programming
- Special member-school only conference scholarships, discounts and opportunities.
- Only member schools are approached about research grant participation
- Participation in bulk purchasing. (Like the wind-power purchase program that PERC worked with its member schools and Community Energy to enable.)
- Multiple PERC associates per school
- Full profile displayed in the planned database for each PERC member school associate.



Affiliate Schools

As a reminder, schools that do not pay the dues will no longer be PERC member schools but will be PERC “affiliate” schools. They will receive publicity regarding PERC events and other news, but...

- PERC affiliates will pay for each PERC event—current projections are around \$100 per webinar and \$200 per conference/ workshop—per person.
- PERC affiliates will not be voting members.
- PERC affiliates will not participate in PERC-initiated bulk purchasing
- PERC affiliates will not be invited to participate in PERC multi-school research grants.
- PERC affiliate school cannot participate in PERC-Member-only scholarships and discounts.

Potential Programming for 2011

The PERC Executive Committee has resolved to build programming based on member interest and involvement. Having said that, the following projects are already committed to the PERC calendar.

Conference or Workshop	Webinars
<i>Climate Change & Energy Team</i> event	Building A Path-preview of PERC’s year
<i>Sustainability on PA Colleges & Universities</i>	Greening the Gridiron-and any other sport
Annual Conference	Green Transportation
Partner Conference	Utility Scale Solar
PERC only scholarships to EnergyPath 2011	Student Engagement projects
College Farms conference @ Dickinson	Campus to Congress
	<i>Greening your Crib</i> contest (w/ DCNR)



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2010-2011 PERC Organizational Agenda

- Take control of the PERC web site and update the site.
 - Immediately deploy a simple site that can expand in capability
 - Seek member input about additional capabilities (for example, members have asked about the ability to access conference presentations and to share syllabi. We will task our provider to strive for affordable, workable solutions to these and other requests.)
- Reinvigorate the Core Teams:
 - Climate Change & Energy Team
 - Sustainability on Colleges & Universities
 - Sustainable Pennsylvania
- Implement webinars
- Develop partnerships with other NGOs and with governmental agencies.
- Develop an online database of PERC. This would allow each PERC member associate to update their profile with their areas of interest, which in turn would facilitate collaboration around those areas. In addition, the database can serve as an “experts resource,” allowing journalists a source for expert perspective on a given topic. (Database development is in the discovery stage—implementation will be dependent on resources.)
- Encourage other, emerging Teams to organize around topics of interest
- Implement an E-Newsletter with updates from the Teams as well as sustainability news from member campuses, and reminders of upcoming PERC events.
- Increase in-person events, with an event expected from each of the Core Teams.
- Increase the number of people involved in PERC at member campuses.



Sustainability House residence
Franklin & Marshall College



Lehigh University



Gettysburg College



The Behrend College



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Mascaró Center for
Sustainable Innovation
University of Pittsburgh



Messiah College students on
New Zealand Glacier



Wilkes University

Mission and Vision: In early 2010, the PERC Executive Committee participated in a strategic planning process. Two of the things that emerged from that process were newly articulated statements on Mission and Vision: “mission” being the “why” of PERC—its reason to exist—and “vision” being a statement about where PERC is heading—what impact PERC will have in the near-term future.

Mission

PERC enables Pennsylvania’s colleges and universities to share knowledge and take action toward a sustainable future.

VISION

- PERC member schools will be models and messengers of sustainability.
- PERC associates will find it easy to connect through a variety of PERC-enabled virtual methods and to build relationships face-to-face at PERC meetings.
- Through collaboration, research, knowledge sharing and action taking, PERC schools will be seen as “momentum generators” toward statewide sustainability.
- PERC will be a leading model for higher education sustainability organizations nationwide.



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As part of its strategic planning process, PERC's Executive Committee went through an exercise that involving imagining PERC five years into the future... in the year 2015. The question that was posed: How will PERC's presence make a difference to its member institutions? The Executive Committee shared that vision of the future in a presentation to the membership in May of 2010. A number of member schools asked if it could be made available as a document. Here's a summary of what the Executive Committee saw.

The presenters' content quality was on par with that of a national-scale conference."

John C. Dernbach, Widener University's PERC Representative and author of *Agenda for a Sustainable America*, referring to a spring 2010 PERC conference.

Picturing PERC Institutions in 2015

Faculty find it energizing to collaborate on research, building inter-(and intra-) disciplinary groups, and to share their results in PERC-enabled multi-campus, multi-discipline programs.

Sustainability directors and those with responsibility for the President's Climate Commitment share best practices and compare metrics and methods in PERC-facilitated programs. This has the result of accelerating every institution's efforts.

Administrative staff have gained much from practices shared in programs including Greening the Curriculum and Green as a Recruiting Necessity

PERC's Core **Teams** work on topics of continuing interest, including: Climate Change and Energy, Sustainability on Colleges & Universities and Sustainable Pennsylvania.



Carnegie Mellon University

Each Core Team provide a seminar or workshop as well as webinars.

Additional, Emerging Teams arise around current topics of interest and provide added programming.

PERC-facilitated **student** projects allow students to explore their passion for sustainability by competing and cooperating with other schools in statewide and regional programs, often incorporating creative use of social media.



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PERC serves as a conduit between government and foundation research needs and **multi-school research studies**. The results of that research have been incorporated into a number of real world actions.



Saint Joseph's University
Bike Share Program

PERC efforts are enhanced by **media tools** that enable communications between members. PERC's online database and monthly **e-newsletter** help connect PERC members across the state. Journalists use **PERC's database** as a source for experts to provide perspective on their stories about the environment. PERC's website connects PERC with prospective member institutions as well as other external stakeholders. And PERC uses other media tools, including social media and web video, to deepen relationships.

An increasing number of PERC member schools have formal outreach programs aiding their greater **communities** in moving toward sustainability and adding momentum to Pennsylvania's sustainability efforts.

PERC's **Corporate Sponsors** underwrite PERC's mission. They attend events and appear in PERC's database and web site and newsletter.

PERC has negotiated **bulk-purchasing arrangements** for its member institutions, enabling lower cost purchasing of renewable power, energy reduction and other, sustainability-related purchases.

"I've been to... lots of conferences that are all talk and no resolve to act. This was different... Also,(keynote speaker) Tony Cortese was hugely inspiring."

Nadine Kolowrat, Associate
Director, Swarthmore College