

NAU's Environmental Identity Action Team – Environmental Caucus

Overarching goal: Establish a communications plan about NAU and the environment. Develop goals to increase reporting on NAU in newsletters, journals, chronicles, local news, websites, and other media locations.

Targets for messaging: Undergraduate and graduate student recruitment, new faculty recruitment, current faculty retention (encouraging inter-disciplinary interaction, increasing awareness of opportunities for teaching/research related to the environment)

The team set the following goals to elevate NAU's environmental identity:

- 1. Design and introduce NAU's Environment website, a portal to all activities related to the environment at NAU.** *This is the priority goal for 2009-10.*
- 2. Highlight sustainability features and programs in campus tours and orientation.** ARD is now on the tour, more training is needed of tour guides for sustainability research, curriculum, operations, and activities.
- 3. Work with Faculty Development to hold a research-focused Sustainability Series every 1-2 months to highlight the latest research at NAU, with a focus on encouraging inter-disciplinary interaction.** *This goal relates to the view that academics look at research accomplishments to determine the value of a university. To achieve recognition for NAU's environmental work, we must first show the significance of research here. A related goal will be to encourage greater inter-disciplinary interaction on campus that could lead to innovative environmental research approaches.*
- 4. Over the long-term, develop a fund to help faculty attend conferences to present research on the environment and sustainability.** *This is a key factor in promoting NAU's programs to other universities and to potential students and faculty.*
- 5. Develop an NAU Environmental Prospectus (sustainability kit) that links with the website that can be used by traveling faculty and staff to promote NAU's environmental identity.** Initially, under the current budget limitations, this could be a one page summary of key accomplishments, pointing the reader to the Environment website. Each college would have space to highlight environmental programs (working with Deans). *Navigating the Green Road* would be a key piece of the kit.