

Reaching Your Collaborators: Communicating for Connection and Education

Jennifer Maxwell
Sustainability Program Manager
Appalachian State University

App State

- Appalachian State- Boone NC- Mountain Rural Campus
 - 19,280 students
 - 1,200 acres, with 375 developed
 - 30 academic buildings
 - 20 residence halls, housing about 5,600 students on campus
 - 3 main dining facilities
 - 11 recreational and athletic facilities



- Strategic Plan- “The Appalachian Experience: Envisioning a Just and Sustainable Future”
- Office of Sustainability reports to Chancellor Division

Making the Case- Relationship Development



Support of Other Areas

- Facilities Operations
- Athletics
- Housing
- Campus Dining
- Student Affairs
- Office of International Education and Development
- And the list goes on!

Why is Collaboration Important?



- Opportunity for education- lifelong learners
- Everyone's needs are considered
- Voices are heard
- Buy-in is created
- Creates better understanding and mutual respect
- Future relationships are developed

Zero Waste Leadership Team- ZWaLT

- Meet every 2 weeks
 - Facilities Operations
 - Landscape
 - Environmental Services
- Bring in as needed-project specific
 - Campus Dining
 - Housing
 - Athletics
 - UREC
 - Union
 - Holmes- div of athletics
- Areas of Focus- Downstream Strategies
 - Program Development
 - Education and Outreach
 - Operations
 - Collections/Equipment



Other Important Collaborations

- UNC System- Appalachian Energy Summit- Zero Waste Working Group- Charged with elevating the importance of sustainable purchasing decisions and waste reduction efforts
- Collegiate Recycler's Coalition (CRC)- North and South Carolina Colleges and Universities
- College and University Recycling Coalition- CURC
- Benefits
 - Network
 - Share Ideas
 - Share Challenges and Barriers
 - Create mutual goals and system-wide goals
 - Support your peers- we are all in this together!



Questions?

Jennifer Maxwell

Sustainability Program Manager

828-262-2667

maxwelljb@appstate.edu

www.sustain.appstate.edu