AASHE Overview

AASHE’s mission is to inspire and catalyze higher education to lead the global sustainability transformation.

Highlights

- 10-year anniversary
- Period of transition
- Listening Project
- Focus on products & services for 2015
AASHE Strategy Map
Revised March 10, 2015

Mission
Inspire & catalyze higher education to lead the global sustainability transformation.

Vision
AASHE will lead higher education to be a foundation for a thriving, equitable and ecologically healthy world.

Values
Transparency, Collaboration, Hope, Stewardship, Innovation, Courage, Accountability, Diversity

Focus on Excellence in Sustainability for Higher Education
- Develop, prioritize and deliver services to campus change agents
- Facilitate and support new and existing regional and international groups
- Support faculty engagement

Strengthen Operational Core
- Improve organizational effectiveness
- Improve customer service experience
- Improve technology and communications

Strengthen AASHE’s Value & Capacity
- Strengthen and diversify AASHE’s staff and board leadership
- Engage and leverage AASHE community
- Optimize governance

Securing AASHE’s Financial Future
- Stabilize and diversify funding
- Deliver products and services responsive to market forces and mission*
- Enhance value proposition

*2015 priority
AASHE Welcomes New Staff

- Jessica Chase - Director of Membership & Marketing

Jessica is a Certified Association Executive and has over a decade of association management experience in various functions including membership, administration/governance, marketing and communications. Jessica started on May 6 and spent two days with Meghan in Philadelphia getting oriented to the organization and her position. Jessica will be leading all of our membership & marketing efforts which include conference exhibiting and sponsorship.

- Julian Dautremont-Smith - Director of Programs

Julian has been a part of AASHE since its inception a decade ago. He was Associate Director for five years before leaving to attend graduate school. Since graduating he has worked as Chief Sustainability Officer for Alfred State College and most recently at GreenerU a higher education consulting firm in Boston. Julian brings a wealth of knowledge and experience in campus sustainability and will be leading all programmatic efforts including the conference, STARS, the resource center, professional development, as well as identifying new areas to add member value.
Program Update

● Professional Development - Completed Activities and Upcoming Events
  ○ [AASHE Award Winner](#) Webinar Series: [January 14](#), [January 28](#), [February 11](#).
  ○ [Educating for Sustainability](#) Webinar Series: [February 25](#), [March 11](#), [March 25](#), [April 8](#).
  ○ [Research in Sustainability](#) Webinar Series: June.
  ○ [Being a Change Maker on Campus and in your Community](#) Webinar Series: dates to be announced.

● STARS
  ○ Data displays currently being updated
  ○ Version 2.1 is in the works likely to be released this fall
  ○ Enhanced Report Visuals project in development stage

● Resources
  ○ [Higher Education Sustainability Review](#) was released in April
  ○ Call for AASHE Award applications has been posted.
  ○ New Interactive Resource Center plan in development.

● Bulletin
  ○ The new Bulletin launched at the beginning of April after extensive beta feedback from Advisory Council volunteers and other members.
AASHE & Community Colleges

Resources
• Webinars
• Workshops
• Conference
• STARS

Governance
• Board
• Steering Committees
• Advisory Council

Opportunities
• AASHE Awards
• Conference Presentations
Institutional Membership Mix

- Two-Year Institution: 10.1%
- Four-Year Institution: 151.21%
- Graduate Institution: 555.78%

Total Institutional Members = 718
Two-Year Institutions

*2015 only includes renewals through April. The final annual retention rate will be calculated at year-end.
Looking Ahead

- Annual Member survey
- The value of campus sustainability
- Regional collaboration
- New Resource Center
- Expanded professional development opportunities
- Engagement of various stakeholders: faculty, staff, students & administrators