**Meeting Minutes**

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| **Subject** | **Outreach CEST WG** | **Date** | **7/29/10** |
| **Facilitator** | David Dean | **Time** | 9:00AM – 10:00AM |
| **Location** | Admin II, Rm. 101 | **Scribe** | Ellen O |
| **Attendees** | David Dean (Sustainability Office), Ellen Orabone (Sustainability Office), Nate DaGraff (College), Erin Champion (Environmental Science), Tracey Peake (News Services), Laura Karpf (Campus Rec), Natalie Hampton (Ag & Life Sciences), Jennifer Gilmore (Dining), Lindsay Batchelor (Sustainability Office) |

|  | Key Points Discussed  |
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| No. | Topic | Summary | **Action Item(s)** | **Owner** | **Target Date** |
| 1 | Next Meeting: 8/5/10 | Joe Hice (Chief Communications Officer) and Jonathan Casper (Prof. CNR) will present on messaging and behavior change, respectively |  |  | **8/5/10****2:00PM** |
| 2 | **Agenda Overview** | **Quick summary** |  |  |  |
| 3 | Due Dates  | * **5-Year Strategies Due Aug. 5th**
* **Draft Plan to CEST: Aug. 11th**
* **Start Develop Tactics: Aug. 12th**
* **5-Year Tactics Due: Sept. 10th**
* **Final Plan Available to Campus: Sept. 27th**
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| 4 | Narrow Down Strategies from last week’s group brainstorm | * **Change campus culture (over-arching)**
* **Improve Sustainability Literacy**
* **Create & Promote Sustainable Curriculum**
* **Sustainability as first impression when step foot on campus**
* **Create a network among local university communities**
* **Infuse a sense of urgency**
* **Incentivize sustainability**
* **Communicate sustainability results**
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| 5 | Tactics that arose | * **Define sustainability terminology specific to NC State**
* **Integrate into new student/employee orientation**
* **Encourage units and individuals (10% local)**
* **Utilize Dining locations – info tables/awareness**
* **Promote campus walk/bike safety**
* **Decrease vehicle usage through campus**
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| 6 | Next Steps | * **Reach agreement on 6 strategies that we can commit to developing tactics to**
 | **Bring your top 6** | **Everybody** | **8/12/10** |