JESSICA THOMAS, DIRECTOR, SUSTAINABILITY INITIATIVE
MARCH 25, 2014
POOLE COLLEGE OF MANAGEMENT
SUSTAINABILITY INITIATIVE STRATEGIC PRIORITIES

Integrated Curriculum Development
Student Engagement
Faculty Engagement
Industry Engagement
Innovative Applied Research
Impactful Career Development

Sustainability Initiative
POOLE COLLEGE OF MANAGEMENT
SUSTAINABILITY COMMITTEE

Dr. Robert Clark,
Department of Economics

Dr. Bartley Danielsen,
Department of Business Management

Prof. Beth Ritter,
Department of Management, Innovation & Entrepreneurship

Prof. Scott Showalter,
Department of Accounting
CROSS-DISCIPLINARY EXPERTISE
ADVANCING SUSTAINABILITY RESEARCH & PRACTICE

Supply Chain Resource Cooperative
- Transparency, efficiency, human rights in supply chain management, sustainable food systems

Consumer Innovation Consortium
- Sustainable consumer behavior

Enterprise Risk Management Initiative
- Climate change, water, energy, natural resource risk

The Entrepreneurship Collaborative
- Energy innovation, social entrepreneurship

BioSciences Management Initiative
- Affordable and accessible health care innovation

Center for Innovation Management Studies
- Ethics in innovation

Sustainability Initiative
STUDENT ENGAGEMENT
EXPERIENTIAL LEARNING

Bridge the classroom and the real world

- Pennies 4 Progress: Marketing students developing strategy for NCSU social venture
- NC State: Accounting students auditing 2012-13 Annual Sustainability Report
- Bacardi Limited: Undergraduates measuring sustainability efficiency improvements

Sustainability in practice

- Alpha Kappa Psi: Graduation gown reuse project
- Habitat for Humanity: A sustainable Shack-A-Thon
- LEED course: Nelson Hall as a living laboratory
STUDENT ENGAGEMENT
CAREER DEVELOPMENT RESOURCES

Career Development Resources

• Provide education opportunities, resources, and career development support across programs
• More Than Money Careers partnership (NC State Sustainability Office, Net Impact chapter, multiple colleges, university career services office)

Partnership with Net Impact Chapter

• Serve as advisor and mentor to chapter leadership and members
• Work with Net Impact members as representatives of the student body
• Partner on speaking events and career development resources
FACULTY ENGAGEMENT
CURRICULUM & RESEARCH

Integrate curriculum development
• Sponsor curriculum development grants
• Engage industry in the classroom
• Develop and identify sustainability related cases, problems, and exercises

Innovative applied research
• Sponsor research grants
• Engage industry in applied research
• Identify research topics, grant opportunities & research partners at other colleges within the university
• Host research speaker series
INDUSTRY ENGAGEMENT
THE SUSTAINABILITY CONSORTIUM

- A common global platform for measuring and reporting on product sustainability
- Translate research expertise in sustainability and life cycle assessment to industry
- Apply academic rigor to the measurement and reporting process

Dr. Rob Handfield, SCRC Director, Bank of America Distinguished Professor of Supply Chain Management, Poole College of Management, Logistics Working Group

Dr. Gilbert O’Neal, President & CEO, Institute of Textile Technology, College of Textiles, Footwear, Apparel and Textiles Working Group

Dr. Richard Venditti, Professor, Department of Forest Biomaterials, Paper, Pulp and Forestry Working Group
INDUSTRY ENGAGEMENT
NC SUSTAINABILITY CONNECTION

• Gift of the North Carolina Sustainability Center
• Establish NC as a leader in sustainability
• Champion innovative businesses and communities
• Share ideas and stories to inspire
• Bring people together to build on each others success
INDUSTRY ENGAGEMENT
INDUSTRY SPEAKER SERIES

October 14, 2013 - Riva Krut, Vice President and Chief Sustainability Officer, Praxair

November 13, 2013 - Maribeth Malloy, Director of Environmental Sustainability and External Engagement, Lockheed Martin

Spring, 2014 - Bruno Sarda, Director, Global Sustainability Operations, Dell & Adjunct Faculty, School of Sustainability, Arizona State University

Fall 2014 - Steve Starbuck, Partner & Leader, Climate Change & Sustainability Services, Ernst & Young

- Bring innovators and thought leaders to campus to share expertise and engage with the community
- Engage students on experiential learning projects and in career exploration
- Collaborate with faculty on major research initiatives, consulting projects and case studies
- Inform curriculum development and classroom teaching based on industry needs and opportunities
PackLink
Sustainable Project Collaboration at NC State
• Using the knowledge and resources on our campus to forward sustainability
• Program to help create collaboration for sustainability projects and initiatives
• Provides an online connection portal for both project hosts and those seeking a project
• Creates formalized networking and tracks success

What is PackLink?
• Informal networking and connections around sustainability efforts are made every day
• The long term vision for PackLink is to be the primary connection point for current and ongoing sustainability related projects
• Ideally it will be an interactive tool that can be utilized by students, faculty, staff and campus partners
• Eventually, we also plan to add the ability to assess the outcome/impact of projects and connections

PackLink possibilities
• The initial phase of PackLink focuses on student and class projects
• Campus departments enter a project through an online form
• Project details include a description, timeframe, needs and contact information
• Students looking for opportunities can view the projects and reach out to the contact for more information

How PackLink works
• Word of mouth
• Sustainability e-newsletter
• Social media
• Partnerships
  • Environmental Sciences- External Learning Experience
  • College of Design Career Center newsletter
  • College of Agriculture and Life Sciences Career Center

Getting the word out
• 14 known project connections
• Examples:
  • Wolfpack Certified Sustainable program expansion
  • Solar map
  • Cleantech research
  • Beekeeping project
  • Green roof feasibility study
  • LEED Existing Building evaluation
  • E-conservation program
  • Campus photography
  • Sustainability survey analysis
  • Economic analysis of sustainability
• 6 examples of connecting classes with sustainability
  • STS 323-World Population and Food Prospects used Change Your State as a framework for their syllabus
  • Poole College of Management class is auditing the Annual Sustainability Report
  • Industrial Design course used old 125th Banners for class project
  • Poole College of Management researching sustainability into design and construction projects as part of a larger evolution of sustainability in contracts project
  • Taught an independent studies course on Food And Wellness for the Wellness Living and Learning Village
  • LEED course in the College of Design

Curricular collaboration
- Helps create a living and learning campus
- Achieves Sustainability Strategic Plan goals
- Achieves NC State Strategic Plan goals
  - Student Success
  - Faculty & Infrastructure Investment
  - Research Solutions
  - Organizational Improvements
  - Partnerships & Outreach

PackLink forwards goals
• Pick a project (from your list of many) that a student could help with
• Visit go.ncsu.edu/packlink
• Fill out the simple, online form
• Once an interested student contacts you and you have a match, either remove your listing or tell us so we can
• Project gets completed and everyone is happy
• Repeat above steps until you run out of projects 😊

Get involved
Questions?

go.ncsu.edu/packlink