



## Staff Senate Meeting December 3, 2008

### *the Voice*

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The December 3, 2008 Staff Senate session included the following items:

#### **Speakers:**

The Chair opened the session by introducing Jason Simon, Executive Director of Creative Services and Tracy Dixon, Director - Sustainability Office.

**Jason Simon**, executive director of Creative Services at NC State gave a presentation on the university's new multi-year awareness campaign that was launched in August. The goal of "Red Means Go" campaign is to tell the story of the hands-on education opportunities that our graduates will put to use in the real world. It will highlight NC State's dedication to innovative teaching and research and our commitment to excellence, innovation and a spirit of collaboration. The campaign will feature new television, radio, print and online advertising, as well as targeted national public relations and outreach to alumni, prospective students and their parents, business and higher education leaders. During the presentation, Jason showed the two commercials, one of which is already on the air, examples of the print advertising and free promotion materials. The commercials and print ads as well as more information about the campaign can be found at [www.ncsu.edu/redmeansgo](http://www.ncsu.edu/redmeansgo).

Jason Simon ended his presentation answering questions from Senators. He thanked the Staff Senate for giving him an opportunity to speak.

**Tracy Dixon**, director of Sustainability Office began her power-point presentation defining sustainability. The most common definition of sustainability is:

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." *Our Common Future: the Report of the World Commission on Environment and Development (also known as the Brundtland report)*

The concept of sustainability is that people matter, the environment matters and the economy matters. Sustainability is about finding the balance between people, the environment and the economy both now and in the future. For example, a sustainable campus is one that manages resources with ecological/environmental limits (water, energy, land, etc), provides means for students, faculty and staff to meet economic needs (jobs, lifting people out of poverty, economic diversity), and promotes socially just and vibrant communities (social equity, healthy citizens, educational opportunities, community engagement).

The NC State University's Sustainability Office was established in April 2008 to become the clearinghouse of campus sustainability information and to serve as a centralized resource to students, faculty and staff. Current responsibilities of the Sustainability Office include:

- Serving as the focal point for campus sustainability
- Planning for Earth Week and other educational events
- Initiating programs and practices that integrate sustainability into all that we do as a university
- Furthering the goals of NC State's commitments such as the [American College and University Presidents Climate Commitment](#) and [LEED](#) Silver minimum buildings
- Coordinating campus sustainability strategic planning & implementation

- Making visible our university's sustainability progress
- Coordinating and building the [Campus Environmental Sustainability Team](#)
- Developing the [Annual Sustainability Report](#) highlighting NC State's sustainability work
- Updating the [Campus Sustainability Assessment](#) every five years

Tracy Dixon ended her presentation answering questions from Senators. She thanked the Staff Senate for her opportunity to speak and asked Senators to send her stories via email.

### **Announcements:**

#### **Open Forum and Issues**

Staff Senate would like to welcome you to our Open Forum website. Open Forum is an opportunity for employees to learn about current events and issues, ask questions, and provide their input. This year Staff Senate will be providing Open Forum topics online in lieu of an event. You can visit our website and under "Recent News and Events" click on Open Forum.

#### **Officers for the 2008-2009 Staff Senate:**

Chair	Laura Massengill
Chair-elect	Steve Carlton
Vice-chair	Michelle Healey
Parliamentarian	Carrie Levow

#### **Staff Senate Contact Information:**

Please remember this is your Senate and your issues and concerns are important to us. If you do not know your Senator, visit our website at: [http://www.ncsu.edu/staff\\_senate/senators.htm](http://www.ncsu.edu/staff_senate/senators.htm) . **All Staff Senate meeting are open to the public, please join us!** What can the Staff Senate do for you?