

PROPOSED SEMC Policy Marketing Implementation Plan

Sustainability & Environmental Management Policy:

At Texas A&M University, we commit to sustainable practices that protect our assets; respect the health, safety and well-being of our community; provide strict accountability for the natural resources entrusted to Texas A&M and enhance environmental awareness and action.

In order to minimize adverse environmental impacts, we commit to:

- Reducing the generation of wastes and encourage reuse and recycling;
- Encouraging the purchase of renewable, reusable, recyclable and recycled materials;
- Reducing risks associated with the storage and disposal of hazardous substances;
- Supporting sustainability education and outreach
- Providing a forum for open communication on environmental issues as well as setting and reviewing related objectives and targets.

Respect. Protect. Preserve.

Policy Marketing Implementation Plan:

Action Item	Responsible Party	Completion Date
1. Present policy for approval to President Young	Chris Meyer, SEMC Chair	April 2016
2. Place policy on SEMC homepage	Karen Bigley – Finance & Admin	May 2016
3. Develop graphic images	OS, Chartwells, EHS, Reslife,	Complete
4. Finalize awareness campaign launch date	SEMC Policy Committee	October 2016
5. Distribute graphics via social media weekly. Social media outlets include:	OS, Chartwells, EHS, Reslife,	October 2016
Twitter: @sustainableTAMU, @TAMUResLife, @AggieDining, @TAMU_Safety		
Facebook: SustainableTAMU, The Environment at Texas A&M University, TAMUResHalls, TAMUEHS, Aggie-Eco-Reps, AggieDining	Social media account managers and other partners to share	Ongoing
Instagram: SustainableTAMU, TAMUResLife, AggieDining		
Snapchat: Texas A&M University		
EcoAggies App	ResLife	
6. When posting, use hashtags: #RPP and #TAMU	Relevant social media	Ongoing
7. Post when President Young affirms policy	EHS	TBD
8. Submit article for TAMU Hot Topics	Carol Binzer	TBD
9. Submit article for Safety Dispatch	EHS	TBD
10. Promote SEMC policy in online trainings	EHS	Fall 2016
11. Consider avenues to educate faculty/staff:		
a. SSC Service Solutions newsletter	SSC Service Solutions	October 2016
b. Chartwells newsletter	Chartwells	October 2016
c. Digital bulletin boards	Carol Binzer (Dig. Signs Cmte)	October 2016
d. Promote at new employee orientation	Office of Sustainability	October 2016
e. Fan appreciation programs: Levy & Learfield Sports	Athletics	October 2016