

SEMC Policy Marketing

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April 13, 2016

Environmental 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.

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 – VPFA	May 2016
3. Develop graphic images	OS, Chartwells, EHS, Reslife,	Complete
4. Finalize campaign launch date	SEMC Policy Committee	TBD – MKY signature
5. Distribute graphics via social media weekly. Social media outlets include: Twitter: @sustainableTAMU, @TAMUResLife, @AggieDining, @TAMU_Safety Facebook: SustainableTAMU, The Environment at Texas A&M University, TAMUResHalls, TAMUEHS, Aggie-Eco-Reps, AggieDining Instagram: SustainableTAMU, TAMUResLife, AggieDining Snapchat: Texas A&M University EcoAggies App	OS, Chartwells, EHS, Reslife, Social media account managers and other partners to share	April 2016 Ongoing

Implementation Plan Cont.

Action Item	Responsible Party	Completion Date
6. Use hashtags #RPP and #TAMU	Relevant social media	Ongoing
7. Post when President Young affirms	EHS	TBD – MKY signature
8. Submit article for TAMU Hot Topics	Carol Binzer	TBD – MKY signature
9. Submit article for Safety Dispatch	EHS	TBD – MKY signature
10. Promote SEMC policy in online trainings	EHS	Summer 2016
11. Consider avenues to educate faculty/staff		
a. SSC Service Solutions newsletter	SSC Service Solutions	Summer 2016
b. Chartwells newsletter	Chartwells	Summer 2016
c. Digital bulletin boards	Carol Binzer (Dig. Signs Cmte)	Summer 2016
d. Promote at new employee orientation	Office of Sustainability	Summer 2016
e. Fan appreciation programs: Levy and Leardfield Sports	Athletics	Fall 2016



EVERY DAY IS

EARTH DAY

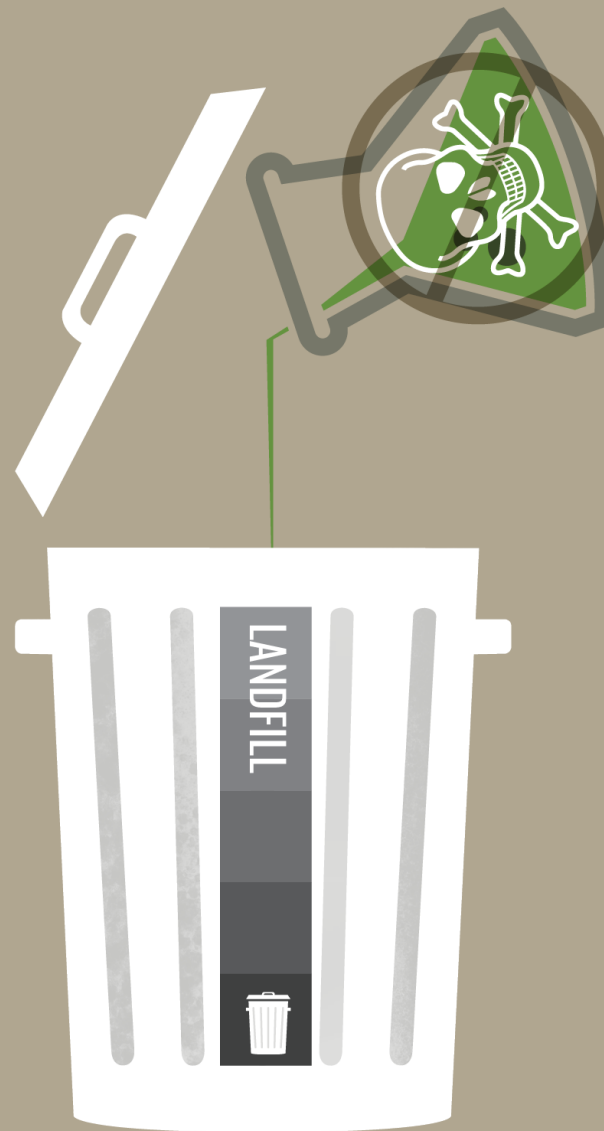
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**RESPECT.
PROTECT.
PRESERVE.**

PROPERLY DISPOSE OF HAZARDOUS WASTE
s e m c . t a m u . e d u

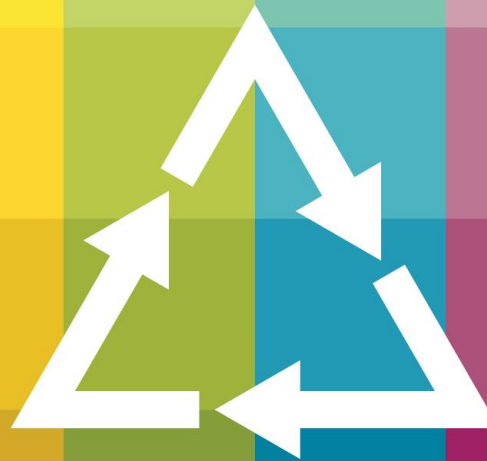


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DRAINS

> ONLY RAIN DOWN THE DRAIN <

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