

ACUPCC BRIEFING FOR AMBASSADORS

This document highlights the main elements of the strategy for inviting more institutions into the ACUPCC network. It is intended as a guide for ACUPCC signatories and other ambassadors interested in promoting the ACUPCC. Please review the list below and reach out to any of the presidents and chancellors whom you know personally, encouraging them to sign. More materials are available at www.presidentsclimatecommitment.org/ambassadors. If the supporting organizations can assist your efforts in any way, including providing any background that might be available on an institution's consideration of the ACUPCC to date, please contact Tony Cortese at acortese@secondnature.org or Georges Dyer at gdyer@secondnature.org.

Goals:

To have 40% of the student population represented in the ACUPCC, and/or 1,000 ACUPCC institutions.

- **Priority Invited Institutions:** The institutions on the attached lists have been identified as high-priorities due to their size, influence, and potential to insure a representative mix among ACUPCC institutions.
 - “High-priority” institutions – *a list of about 100 institutions that have been identified as influential and particularly beneficial to the growth of the ACUPCC*
 - “Opportunity” institutions – *a list of about 130 institutions that have been identified as “opportunities” for a variety of reasons, such as demonstrating leadership in sustainability, having indicated interest in the press, recently receiving invitations from influential ambassadors, having a new president, etc.*
- **Priority Invited Institution-types:** In addition to sufficient numbers of institutions and students, proportionate representation from the following groups is necessary for the ACUPCC to be successful:
 - Community Colleges (*140 of 1600 are signatories*)
 - Historically Black Colleges & Universities (*9 of 100 are signatories*)
 - Coalition of Christian Colleges & Universities (*7 of 109 are signatories*)
 - Tribal Colleges (*1 of 34 are signatories*)
 - Geographic distribution (*focus on the Midwest, Southeast, and Texas*)

Strategy:

- 1) **Implementation support** at existing ACUPCC institutions to demonstrate that the initiative is effective and beneficial to the individual schools involved.
- 2) **Direct contact** through ACUPCC signatories, supporting organizations, and other partners to attract institutions and groups of institutions that will have a ripple effect in prompting other institutions to sign.
- 3) **Leverage “hooks”** (events, press, conferences, milestones, implementation resources, etc.) to increase the number of signatories.
- 4) **Address major objections:**
 - a) Problems with climate neutrality
 - b) Misunderstand the Commitment
 - c) Concerned about costs and resources
 - d) Act alone (making similar efforts, but won't join large movement)
 - e) Concerned ACUPCC represents an unnecessary administrative burden
 - f) Don't believe in global warming

Tactics & Actions:

1) Direct Contact:

- a) Support and enable peer-to-peer recruiting, including working closely with two former presidents
- b) Specific partners that we will focus on this quarter through the Ambassador Program: *Kresge Foundation; Pew Trusts; NWF; ACORE; US Conference of Mayors; AGB*
- c) Higher Education Associations meetings:
 - i. CIC, Jan 4-7, 2009
 - ii. CCCU, Jan 29-31, 2009
 - iii. NAICU, Feb 1-4, 2009
 - iv. AACC, Apr 4-7, 2009

2) “Hooks” & Resources:

- a) Recruitment materials: Annual Reports; Talking Points; Info Package; “Clarifying the ACUPCC”
- b) Use concrete target-deadlines to get schools to take action more quickly
 - i. National Teach-In on Global Warming Solutions – February 5th, 2009 (www.presidentsclimatecommitment.org/teach-in)
 - ii. NCAA March Madness
 - iii. Earth Day – April 22nd, 2009
 - iv. 2009 ACUPCC Climate Leadership Summit – August 13-14, 2009
- c) Implementation Resources: Example Climate Action Plans; ACUPCC Carbon Offset Protocol; CCI Partnership; Existing resources from AASHE, NWF, CA-CP, and the ACUPCC

3) *Address major objections:*

ACUPCC Talking Points

1) Higher education has a moral and social responsibility to rise to the challenge of global climate disruption, which threatens the very viability of our society:

- Scientific consensus: reduce the global emissions ASAP and by *at least* 80% by 2050
- Earth's biogeochemical systems do not recognize how hard it may be for us to change our activities – we cannot avoid this decision
- Inaction is also a decision – a tacit admission that we are willing to risk the potential collapse of civilization
- Failure to provide the moral leadership for society at this juncture represents a great risk to the credibility of higher education

2) Doing so fits squarely into the educational, research, and public service missions of Higher Education:

- We need to transform our economy, our institutions, our daily lives within a generation – higher education has the influence, mandate, critical mass, and skills needed
- Tomorrow's leaders in all fields —more than 17 million of them—attend the 4,000+ institutions of higher learning in the US. and need new knowledge and skills
- Higher Education is a \$330 billion economic engine that can role-model and scale-up the development climate solutions for other sectors

3) The ACUPCC is the most effective action that colleges and universities can take:

- It is concrete and effective, and also flexible and feasible – it is a commitment to *create a climate action plan to pursue climate neutrality*; it can be adapted as circumstances change
- Top-level commitment encourages all parts of the campus to work together to ensure plans are comprehensive, strategic and successfully implemented
- It represents a powerful *collective action* that has a ripple effect beyond campus, prompting other schools and other sectors to take action, it creates a learning community amongst ACUPCC institutions, and supports transformative change such as the growing call to create a clean/green jobs strategy to reboot the US economy and enhance national security
- Reducing GHG emissions and expanding education are investments in the future that reduce costs, and improve competitive advantage, attracting funding, students, faculty, and staff
- Climate neutrality is an audacious goal that will serve as a “pull” and drive strong results much like the Apollo project to land humans on the Moon
- Even if climate neutrality is not reached, striving for it greatly enhances the probability that HE institutions will make the transformative cultural/operational/educational changes necessary to create a healthy, just and sustainable society

Priority Invited Institutions:

The following institutions have been identified as “high-priorities” due to their size, influence, and potential to insure a representative mix among ACUPCC institutions.

Because new signatories join the ACUPCC all the time, these lists can quickly become outdated – please double check that the institution has not yet signed before making contact.

School Name	State	Title	Name	
Abilene Christian University	TX	President	Royce	Money
Alabama Agricultural and Mechanical University	AL	President	Robert	Jennings
Anne Arundel Community College	MD	President	Martha	Smith
Boston College	MA	President	William	Leahy
Boston University	MA	President	Robert	Brown
Broward Community College	FL	President	J. David	Armstrong, Jr.
Brown University	RI	President	Ruth	Simmons
California Institute of Technology	CA	President	Jean-Lou	Chameau
California State University, Fullerton	CA	President	Milton	Gordon
California State University System	CA	Chancellor	Charles	Reed
Carnegie Mellon University	PA	President	Jared	Cohon
Central Piedmont Community College	NC	President	Paul	Zeiss
Chadron State College	NE	President	Janie	Park
City College of San Francisco	CA	Chancellor	Don	Griffin
Clark Atlanta University	GA	President	Carlton	Brown
Columbia University in the City of New York	NY	President	Lee	Bollinger
DePaul University	IL	President	Dennis	Holtzschneider
Dine College	AZ	President	Ferlin	Clark
Drexel University	PA	President	Constantine	Papadakis
East Texas Baptist University	TX	President	Bob	Riley
Emory University	GA	President	James	Wagner
Florida Agricultural and Mechanical University	FL	President	James	Ammons
Florida Community College at Jacksonville	FL	President	Steven	Wallace
Florida State University	FL	President	Thomas	Wetherell
Georgetown University	DC	President	John	DeGioia
Idaho State University	ID	President	Arthur	Vailas
Indiana University Bloomington	IN	President	Michael	McRobbie
Iowa State University	IA	President	Gregory	Geoffroy
Kirkwood Community College	IA	President	Mick	Starceovich
Lehigh University	PA	President	Alice	Gast
Lone Star College System	TX	Chancellor	Richard	Carpenter
Louisiana State University and Agricultural and Mechanical College	LA	Chancellor	Michael	Martin

January 2009

Priorities, Initiatives, and Activities for 2008-2009

Loyola University Chicago	IL	President	Michael	Garanzini
Maricopa Community College District	AZ	Chancellor	Rufus	Glasper
Massachusetts Institute of Technology	MA	President	Susan	Hockfield
Miami Dade College	FL	President	Eduardo	Padrón
Miami University	OH	President	David	Hodge
Michigan State University	MI	President	Lou Anna	Simon
Mississippi State University	MS	Interim President	Roy	Ruby
Morehouse College	GA	President	Robert	Franklin Jr.
Mount Holyoke College	MA	President	Joanne	Creighton
North Carolina Agricultural and Technical State University	NC	Chancellor	Stanley	Battle
Northern Virginia Community College	VA	President	Robert	Templin
Northwestern University	IL	President	Henry	Bienen
Pennsylvania State University		President	Graham	Spanier
Princeton University	NJ	President	Shirley	Tilghman
Purdue University	IN	President	France	Córdova
Rensselaer Polytechnic Institute	NY	President	Shirley	Jackson
Rutgers the State University of New Jersey New Brunswick Campus	NJ	President	Richard	McCormick
Saint Louis University	MO	President	Lawrence	Biondi
Salish Kootenai Community College	MT	President	Joseph	McDonald
San Diego City College	CA	President	Terrence	Burgess
San Diego State University	CA	President	Stephen	Weber
San Jose State University	CA	President	Jon	Whitmore
Santa Fe Community College (FL)	FL	President	Jackson	Sasser
South Dakota State University	SD	President	David	Chicoine
Southern Methodist University	TX	President	R. Gerald	Turner
Southern University and Agricultural and Mechanical College at Baton Rouge	LA	Chancellor	Kofi	Lomotey
Spelman College	GA	President	Beverly Daniel	Tatum
Stanford University	CA	President	John	Hennessy
Tarrant County College District	TX	Chancellor	Leonardo	de la Garza
Texas Southern University	TX	President	John	Rudley
The College of Southern Nevada	NV	President	Michael	Richards
The University of Alabama	AL	President	Robert	Witt
Turtle Mountain Community College	ND	President	James	Davis
Tuskegee University	AL	President	Benjamin	Payton
University of Arkansas at Pine Bluff	AR	Chancellor	Lawrence	Davis
University of Chicago	IL	President	Robert	Zimmer

University of Georgia	GA	President	Michael	Adams
University of Houston	TX	President	Renu	Khator
University of Iowa	IA	President	Sally	Mason
University of Kansas	KS	Chancellor	Robert	Hemenway
University of Kentucky	KY	President	Lee	Todd, Jr.
University of Louisiana	LA	System President	Micheal	Moffett
University of Louisiana at Lafayette	LA	President	E. Joseph	Savoie
University of Michigan-Ann Arbor	MI	President	Mary Sue	Coleman
University of Nebraska at Kearney	NE	Chancellor	Douglas	Kristensen
University of Nebraska at Omaha	NE	Chancellor	John	Christensen
University of Nebraska - Lincoln	NE	Chancellor	Harvey	Perlman
University of Nebraska Medical Center	NE	Chancellor	Harold	Maurer
University of Notre Dame	IN	President	John	Jenkins
University of Pittsburgh	PA	Chancellor	Mark	Nordenberg
University of Texas at Austin	TX	President	William	Powers, Jr.
University of the Virgin Islands	VI	President	LaVerne	Ragster
Vanderbilt University	TN	Chancellor	Nicholas	Zeppos
Vassar College	NY	President	Catharine	Hill
Virginia State University	VA	President	Eddie	Moore
Wake Forest University	NC	President	Nathan	Hatch
Washington University in St. Louis	MO	Chancellor	Mark	Wrighton
Wayne County Community College District	MI	Chancellor	Curtis	Ivery
Wayne State University	MI	President	Jay	Noren
West Virginia State University	WV	President	Hazo	Carter
West Virginia University	WV	President	Michael	Garrison

“Opportunity” Institutions:

The following list of about 130 institutions that have been identified as representing strong “opportunities” for joining the ACUPCC, for a variety of reasons, such as demonstrating leadership in sustainability, having indicated interest in the press, receiving invitations from influential ambassadors, having a new president, etc.

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School Name	State	Title	Name	
Andrew College	GA	President	David	Seyle
Austin Community College	TX	President	Stephen	Kinslow
Averett University	VA	President	Tiffany	Franks

ACUPCC Invitation Strategy

January 2009

Priorities, Initiatives, and Activities for 2008-2009

Barnard College	NY	President	Debora	Spar
Berkeley City College	CA	President	Betty	Inclan
Bethany College - WV	WV	President	Scott	Miller
Bethel University	MN	President	James	Barnes
Bladen Community College	NC	President	William	Findt
Brenau University	GA	President	Ed	Schrader
Bronx Community College (CUNY)	NY	President	Carolyn	Williams
Carson-Newman College	TN	President	J.	O'Brien
Cedar Crest College	PA	President	Carmen	Ambar
Centenary College of Louisiana	LA	President	Kenneth	Schwab
Central Carolina Community College	NC	President	T.	Marchant
Central Methodist University	MO	President	Marianne	Inman
Chesapeake College	MD	President	Barbara	Viniar
Claflin University	SC	President	Henry	Tisdale
Claremont School of Theology	CA	President	Jerry	Campbell
Clayton State University	GA	President	Thomas	Harden
Cleveland Institute of Music	OH	President	Joel	Smirnoff
Coffeyville Community College	KS	President	Don	Woodburn
College of the Redwoods	CA	President	Jeff	Marsee
Columbus State University	GA	President	Timothy	Mescon
Craven Community College	NC	President	Catherine	Chew
Cuyahoga Community College	OH	President	Jerry Sue	Thornton
DeKalb Technical College	GA	President	Robin	Hoffman
Diablo Valley College	CA	Interim President	Diane	Scott-Summers
Earlham College	IN	President	Douglas	Bennett
Eastern Wyoming College	WY	President	Thomas	Armstrong
Gloucester County College	NJ	President	Russell	Davis
Gordon-Conwell Theological Seminary	MA	President	Dennis	Hollinger
Great Basin College	NV	President	Paul	Killpatrick
Hendrix College	AR	President	J. Timothy	Cloyd
Howard University	DC	President	Sidney	Ribeau
Hudson Valley Community College	NY	President	Andrew	Matonak
Humboldt State University	CA	President	Rollin	Richmond
Huntingdon College	AL	President	J. Cameron	West
Iliff School of Theology	CO	President	David G. H.	Trickett
Indiana University-Purdue University Fort Wayne	IN	Chancellor	Michael	Wartell
Iowa Wesleyan College	IA	President	Jay	Simmons
John Brown University	AR	President	Charles	Pollard
Johns Hopkins University	MD	President	William	Brody

Johnson State College	VT	President	Barbara	Murphy
John Wood Community College	IL	President	William	Simpson
Judson College - IL	IL	President	Jerry	Cain
Kentucky Wesleyan College	KY	President	Anne	Federlein
Lake Region State College	ND	President	Sharon	Etemad
Laramie County Community College	WY	President	Darrel	Hammon
Le Moyne College	NY	President	Fred	Pestello
Lindsey Wilson College	KY	President	William	Luckey
Linn-Benton Community College	OR	President	Rita	Cavin
Lon Morris College	TX	President	Miles	McCall
Lycoming College	PA	President	James	Douthat
Malone College	OH	President	Ronald	Johnson
Manatee Community College	FL	President	Lars	Hafner
Marlboro College	VT	President	Ellen	McCulloch-Lovell
Martin Methodist College	TN	President	Ted	Brown
Marylhurst University	OR	President	Judith	Johansen
Maryville College	TN	President	Gerald	Gibson
McMurry University	TX	President	John	Russell
Meharry Medical College	TN	Interim President	Anna	Epps
Mercer University	GA	President and CEO	William	Underwood
Methodist University	NC	President	M. Elton	Hendricks
Middle Georgia College	GA	President	W. Michael	Stoy
Midland College	TX	President	Stephen	Thomas
Millsaps College	MS	President	Frances	Lucas
Minnesota State University Moorhead	MN	President	Edna	Szymanski
Minnesota West Community and Technical College	MN	President	Richard	Shrubb
Monmouth University	NJ	President	Paul	Gaffney
Moorpark College	CA	President	Pam	Eddinger
Morgan Community College	CO	President	Kerry	Hart
Mount Mercy College	IA	President	Christopher R. L.	Blake
Mount Saint Mary College	NY	President	Kevin	Mackin
Mt. Hood Community College	OR	President	John	Sygielski
Mt. Hood Community College	OR	Interim President	Gary	Murph
Napa Valley College	CA	President	Chris	McCarthy
Northeastern State University	OK	President	Don	Betz
North Iowa Area Community College	IA	President	Debra	Derr
Oakton Community College	IL	President	Margaret	Lee

Oglethorpe University	GA	President	Lawrence	Schall
Ohio Wesleyan University	OH	Interim President	David	Robbins
Oklahoma City University	OK	President	Tom	McDaniel
Ottawa University	KS	President	Fredrick	Show
Otterbein College	OH	President	C. Brent	DeVore
Paine College	GA	President	George	Bradley
Palm Beach Atlantic University	FL	President	David	Clark
Prairie State College	IL	President	Eric	Radtke
Principia College	IL	President	Johnathan	Palmer
Red Rocks Community College	CO	President	Cliff	Richardson
Reinhardt College	GA	President	J. Thomas	Isherwood
Rhode Island College	RI	President	Nancy	Carriuolo
Ripon College	WI	President	David	Joyce
Rowan-Cabarrus Community College	NC	president	Carol	Spalding
Rust College	MS	President	David	Beckley
Saint Francis University	PA	President	Gabriel	Zeis
Saint Joseph's College of Maine	ME	President	Joseph	Lee
Savannah College of Art and Design	GA	President	Paula	Wallace
Shimer College	IL	President	Thomas	Lindsay
South Carolina State University	SC	President	George	Cooper
Southwestern University	TX	President	Jake	Schrum
St. Edward's University	TX	President	George	Martin
St. Francis College	NY	President	Brendan	Dugan
St. Petersburg College	FL	President	Carl	Kuttler
State University of New York College at Oneonta	NY	President	Nancy	Kleniewski
State University of New York Empire State College	NY	President	Alan	Davis
State University of New York Institute of Technology at Utica-Rome	NY	President	Peter	Spina
Tabor College	KS	President	Jules	Glanzer
Tarleton State University	TX	President	F.	Dottavio
Tennessee Wesleyan College	TN	President	Stephen	Condon
Texas A&M University - Commerce	TX	President	Dan	Jones
Tidewater Community College	VA	President	Deborah	DiCroce
United Theological Seminary	OH	President & CEO	G. Edwin	Zeiders
University of Mary Washington	VA	President	Judy	Hample
University of Montevallo	AL	President	Phillip	Williams
University of North Carolina at Asheville	NC	Chancellor	Anne	Ponder
University of Science and Arts of	OK	President	John	Feaver

Oklahoma				
University of Texas Health Science Center at Houston	TX	President	Larry	Kaiser
University of Texas Southwestern Medical Center at Dallas	TX	President	Daniel	Podolsky
University of West Georgia	GA	President	Beheruz	Sethna
Valdosta State University	GA	President	Patrick	Schloss
Valley City State University	ND	Prsident	Steven	Shirley
Voorhees College	SC	President	Cleveland	Sellers
Voorhees College	SC	President	Lee	Monroe
Wake Technical Community College	NC	President	Stephen	Scott
Wellesley College	MA	President	Kim	Bottomly
West Virginia Wesleyan College	WV	President	Pamela	Balch
Whitman College	WA	President	George	Bridges
Wiley College	TX	President and CEO	Haywood	Strickland
Wisconsin Indianhead Technical College	WI	President	Robert	Meyer
Young Harris College	GA	Interim President	John	Wells