

# Campus Council Strategic Plan Update 2023/2024-2025



## Background

The NRC has long-supported campus recycling, first hosting caucuses of campus program managers in 1992, then supporting a technical council in 1995. As it reorganized, the NRC re-established the [Campus Council](#) in 2013 to meet the need for stronger linkages between higher ed and the SMM industry.

The Campus Council is managed by Jack DeBell, who previously served on the NRC Board, helped advance this early collegiate work, and recently retired from the University of Colorado. He receives adhoc assistance from the NRC Board. He coordinates the operation and production of the annual NRC Scholarship Endowment.

2025 is slated to be an important transitional year for both the structure and staffing of both the Campus Council and the Murray Fox Scholarship. The combination of a new Executive Director, possible campus location(s) for future Congress(es), and sponsorships, hold exciting opportunities for meeting the Campus Council's mission.

## Council Mission

The NRC's Campus Council strives to create stronger linkages between higher ed and the sustainable materials management industry.

## Objectives and Activities

### Information Resources

Develop, acquire, promote relevant information

- distribute bi-annual newsletter
- post updates to the NRC and other newsletters
- maintain Campus Council page on the NRC website
- work with NRC, CURC, Green Ed, and others to share access to web-based resources

### Professional Development

Create opportunities for professional development of emerging leaders

- coordinate with the National Standards Certification Board for training opportunities
- post job board and career information
- enable meaningful internship experiences for students and agencies
- establish and promote student rates for NRC and other conferences

### Scholarships and Awards

Coordinate with NRC committees to for annual scholarships and awards

- manage annual Fox scholarship program
- promote, judge, and profile winners of annual awards for higher ed and emerging leaders

## 2024-2025 Update

## Information Resources

in 2023-24:

- ✓ updated website with scholars, awardees, etc
- ✓ distributed news releases to the NRC newsletter: noted newsletter effectiveness to M.M.
- ✓ distributed bi-annual newsletter: profiled programs UCLA, New York State Sustainable Materials Management (SMM) Stewardship program, profiled scholarship winners S Sahs (2023-24), A Dudley (2024), profiled Emerging leaders from Glass Half-Full and Planet Bluegrass, internship opportunities, etc

for 2025:

- o maintain website
- o distribute news releases to NRC newsletter and other media
- o gather, edit, publish bi-annual newsletter
- o publish articles on 30 year anniversary of NRC's Outstanding Education Award
- o profile NYSAR3 College Council
- o discuss/plan future of the NRC Library

## Professional Development

in 2023-24:

- ✓ delivered a Sustainable Resource Management Infrastructure class with Green Ed.us
- ✓ developed and shared an internship application with NRC staff for students to post internship interests
- ✓ maintained resource files (job boards, career info, etc) on Campus Council web site.

for 2025:

- o advise NRC ED on possible college and university involvement in 2025 Congress
- o advance NRC's training and certification effort through GreenEd.us agreement
- o collate course resources for possible integration with NRC Library
- o determine future of internship program
- o explore NRC membership campaign

## Scholarships and Awards

in 2023-24:

- ✓ managed \$3,000 scholarships in 2023 and in 2024: Sahs (2023-24), A Dudley (2024)
- ✓ promoted Fox fund and recipients at NRC Congress
- ✓ developed new Operational Plan

for 2025:

- o manage 2025 scholarship
- o create management plan for future years
- o promote Fox fund and recipients at NRC Congress
- o improve follow-up with scholars for NRC engagement: meet May, 2025 reporting from 2024 winner
- o plan sponsorship of additional scholarships

## NRC Awards

in 2023-24:

- ✓ profiled programs UCLA, New York State Sustainable Materials Management (SMM) Stewardship program, profiled Emerging leaders from Glass Half-Full and Planet Bluegrass, internship opportunities, etc
- ✓ developed new Operational Plan

for 2025:

- o profile winners in newsletter

- o promote and help judge existing categories
- o improve promotion to result in more nominations for Emerging Leaders
- o improve follow-up with winners for NRC engagement

### **Five Year Planning**

The Campus Council continues to be constrained from fully linking higher ed with the industry. For an all volunteer committee to succeed, a number of improvements are recommended:

- requesting/requiring Board member involvement
- structuring Campus Council as other committees
- orienting Campus Council's objectives and activities with NRC core priorities.

Jack DeBell will assist in these improvements to the Campus Council as he administers the Fox Scholarship program with NRC funding and refocuses on his sustainability work via debellP3, LLC.

Website: <https://nrcrecycles.org/campus>