

In surveying 1,361 people, we learned that:

**OUT OF STUDENTS, ALUMNI, NEIGHBORS, LOCAL BUSINESSES,
FACULTY & STAFF:**

- Over 82% think measures of sustainability at UMass Dartmouth to be important.
- 67% are interested in this report.

OUT OF PROSPECTIVE STUDENTS:

- Over 90% will have their choice of school influenced by schools' efforts to teach & implement sustainability.
- Over 98% have their opinion of UMass Dartmouth positively influenced by key facts and achievements in our sustainability reporting.
- 92% are more likely to choose UMass Dartmouth because of its sustainability reporting.

So... why prepare this report every year? Who cares?

- Because, as demonstrated by the facts above: *practically everyone affected by UMass Dartmouth (stakeholders) cares about our impacts on the economy, society, and environment.*
- Research shows (and the facts above confirm this potential) *reporting on impacts helps:*
 - o *recruit, retain, inspire, and motivate talented people.*
 - o *builds trust with financial backers.*
 - o *solidifies and supports a brand identity.*
 - o *innovate and reduce costs and risks.*
- By using two respected & widely-used standards (one developed for U.S. universities – STARS, and one developed for companies and all other organizations worldwide – GRI): *we produce a report that, every year, is comprehensive, credible, and comparable.*
- The experience *gives students skills and results in employment.*
- We have begun to build on our expertise, engaging in better-informed *scholarly research* and developing *first-in-the-world sustainability reports for local governments.*
- The data in this section further shows that this report *fills a clearly expressed interest* on the part of community members.

The following are standard disclosures (according to GRI standards) related to stakeholder engagement, plus further findings about the concerns of stakeholders.

4.14 LIST OF STAKEHOLDER GROUPS ENGAGED BY THE ORGANIZATION

- current UMass Dartmouth students, alumni, local businesses, residential neighbors of campus, faculty, staff, taxpayers

4.15 HOW WE CHOSE STAKEHOLDERS WITH WHOM TO ENGAGE

All of the stakeholders above are clearly directly impacted – and can impact – the university.

4.16 APPROACHES TO STAKEHOLDER ENGAGEMENT INCLUDING FREQUENCY OF ENGAGEMENT BY TYPE AND BY STAKEHOLDER GROUP

For the third year in a row, we conducted a survey to learn about:

- the familiarity of stakeholders with sustainability terms and ideas;
- importance of environmental, economic, and societal impacts of the university;
- knowledge of efforts the university is taking to improve its impacts;
- general interest in reading a sustainability report.

4.17 KEY TOPICS AND CONCERNS THAT HAVE BEEN RAISED THROUGH STAKEHOLDER ENGAGEMENT AND HOW THE ORGANIZATION HAS RESPONDED TO THOSE KEY TOPICS AND CONCERNS, INCLUDING THROUGH REPORTING

The following results reveal the literacy of stakeholders with regard to sustainability issues, their level of familiarity with UMass Dartmouth's efforts in the sustainability arena, their level of interest in reading a sustainability report, and their attitudes and relative level of concern with regard to other issues:

- UMass Dartmouth stakeholders are **generally familiar** with sustainability issues.
- **Recycling, energy use, waste management and budget issues are either somewhat or very important to over 86%** of surveyed stakeholders, while over 71% considered issues such as community programs, water usage, counseling services, volunteerism, gender equality, minority inclusion efforts, and night life to be somewhat or very important.
- A minority of stakeholders are very familiar with the efforts of UMass Dartmouth to become more sustainable.
- Less than 20% of surveyed stakeholders strongly agree that UMass Dartmouth is doing enough to communicate about its major environmental impacts.
- **More than 8 out of 10 surveyed stakeholders consider knowing about the environmental, economic, and societal impacts of UMass Dartmouth to be either somewhat or very important.**
- A majority of surveyed stakeholders are actively engaged in some effort to become more sustainable.
- **67% of surveyed stakeholders expressed interest in reading a report on UMass Dartmouth's environmental, economic, and societal impacts** if it were easily accessible.

This GRI-guided sustainability report helps to fill the clearly identified desire of stakeholders to know more about the environmental, economic, and societal impacts of UMass Dartmouth.

KEY TOPICS

CONCERNS TO STAKEHOLDERS (Students, Alumni, Faculty, Staff, Neighbors, Local Businesses)

QUESTION 1: How familiar are you with the following?

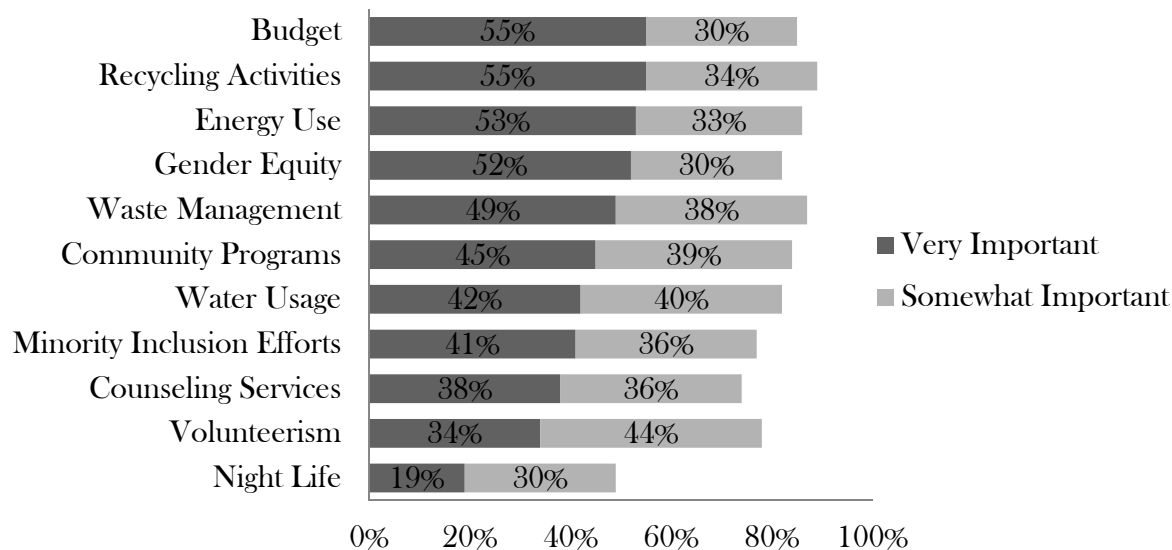
	Very Familiar	Somewhat Familiar	Somewhat Unfamiliar	Very Unfamiliar	Do Not Know
Sustainability	65%	28%	5%	2%	0%
Global Climate Change	65%	28%	5%	1%	0%
Social Responsibility	68%	26%	4%	1%	0%
Peak Oil	15%	26%	33%	21%	0%
Re-localization	15%	31%	31%	18%	3%

A majority of stakeholders are somewhat or very familiar with the terms social responsibility and sustainability, as well as global climate change.

Take-away: UMass Dartmouth stakeholders are familiar with sustainability issues.

QUESTION 2: How important are the following issues to you concerning UMass Dartmouth’s operations?

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	Do Not Know
Water Usage	42%	40%	9%	6%	1%
Energy Use	53%	33%	7%	5%	1%
Recycling Activities	55%	34%	6%	4%	0%
Waste Management	49%	37%	7%	5%	1%
Community Programs	45%	39%	9%	3%	3%
Budget	54%	30%	8%	4%	3%
Night Life	19%	30%	30%	19%	0%
Counseling Services	38%	36%	17%	7%	1%
Volunteerism	33%	44%	17%	5%	0%
Gender Equity	52%	30%	10%	6%	1%
Minority Inclusion Efforts	41%	36%	15%	6%	1%

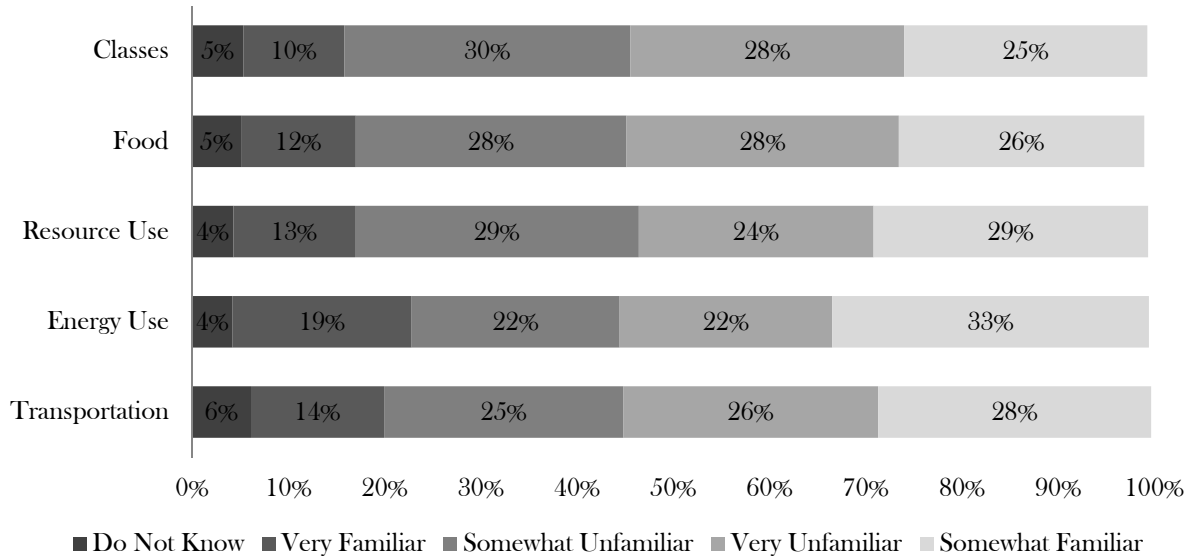


Recycling, energy use, waste management and budget issues are either somewhat or very important to over 86% of surveyed stakeholders. Over 71% considered other issues somewhat or very important.

Take-away: A large majority of UMass Dartmouth stakeholders consider sustainability issues to be important.

QUESTION 3: How familiar are you with the efforts that UMass Dartmouth is making to reduce negative environmental impacts in the following activities?

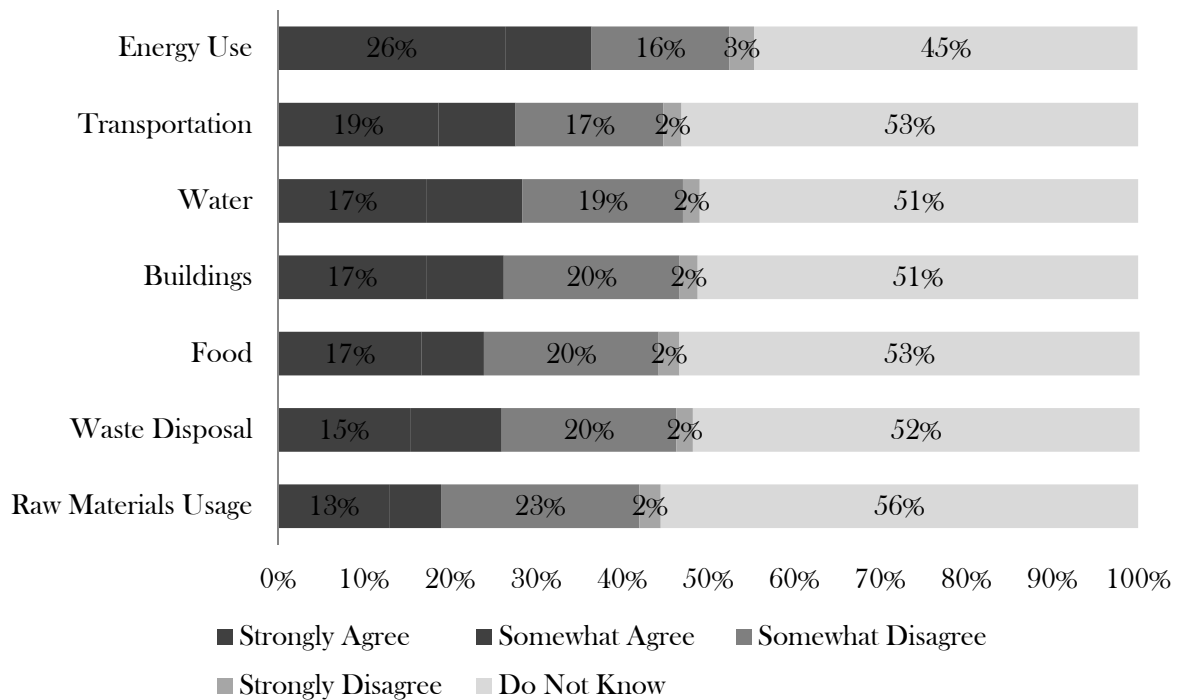
	Very Familiar	Somewhat Familiar	Somewhat Unfamiliar	Very Unfamiliar	Do Not Know
Transportation	14%	28%	25%	26%	6%
Energy Use	19%	33%	22%	22%	4%
Resource Use	13%	29%	29%	24%	4%
Food	12%	26%	28%	28%	5%
Classes	10%	25%	30%	28%	5%



Take-away: A small minority of surveyed stakeholders are very familiar with the efforts of UMass Dartmouth to become more sustainable. A majority either does not know about - or feels somewhat or very unfamiliar with - efforts of UMass Dartmouth to reduce environmental impacts, except in the arena of energy use, where 51% say they are either somewhat or very familiar with the University’s efforts.

QUESTION 4: Is UMass Dartmouth doing enough to educate people in sustainability in the following areas?

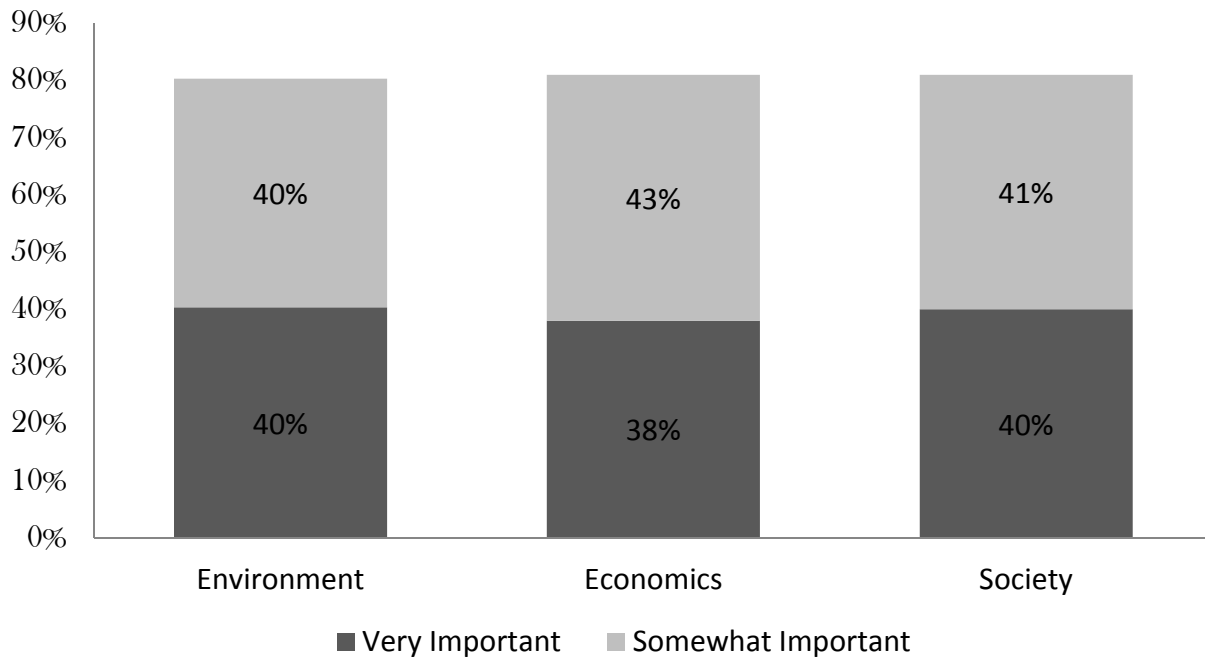
	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Do Not Know
Transportation	19%	9%	17%	2%	53%
Energy Use	26%	10%	16%	3%	45%
Raw Materials Usage	13%	6%	23%	2%	56%
Food	17%	7%	20%	2%	53%
Buildings	17%	9%	20%	2%	51%
Waste Disposal	15%	11%	20%	2%	52%
Water	17%	11%	19%	2%	51%



Take-away: Less than 18% of surveyed stakeholders strongly agree with the statement that UMass Dartmouth is doing enough to educate people in sustainability.

QUESTION 5: How important is it to you to learn more about UMass Dartmouth’s impact on the following?

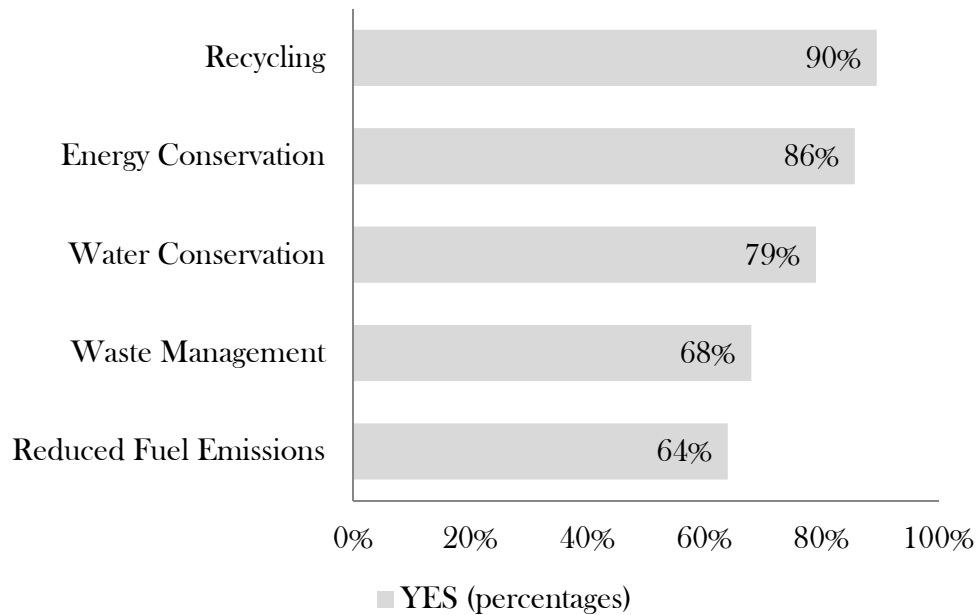
	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Environment	40%	40%	14%	5%
Economics	38%	43%	13%	5%
Society	40%	41%	13%	5%



Take-away: 8 out of 10 surveyed stakeholders consider learning about the environmental, economic, and societal impacts of UMass Dartmouth to be either somewhat or very important.

QUESTION 6: Do you practice sustainability in any of the following areas?

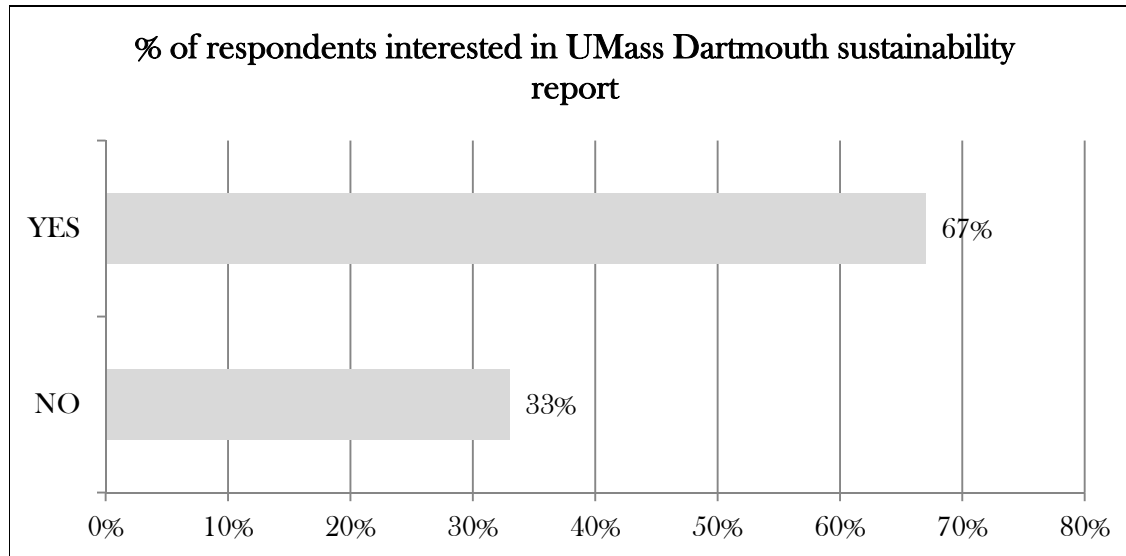
	YES	NO
Water Conservation	79%	21%
Energy Conservation	85%	14%
Recycling	89%	11%
Waste Management	68%	32%
Reduced Fuel Emissions	64%	35%



Just under eighty-five percent of stakeholders engage in recycling and energy and water conservation.

Take-away: A majority of surveyed UMass Dartmouth stakeholders actively engage in some effort to become more sustainable.

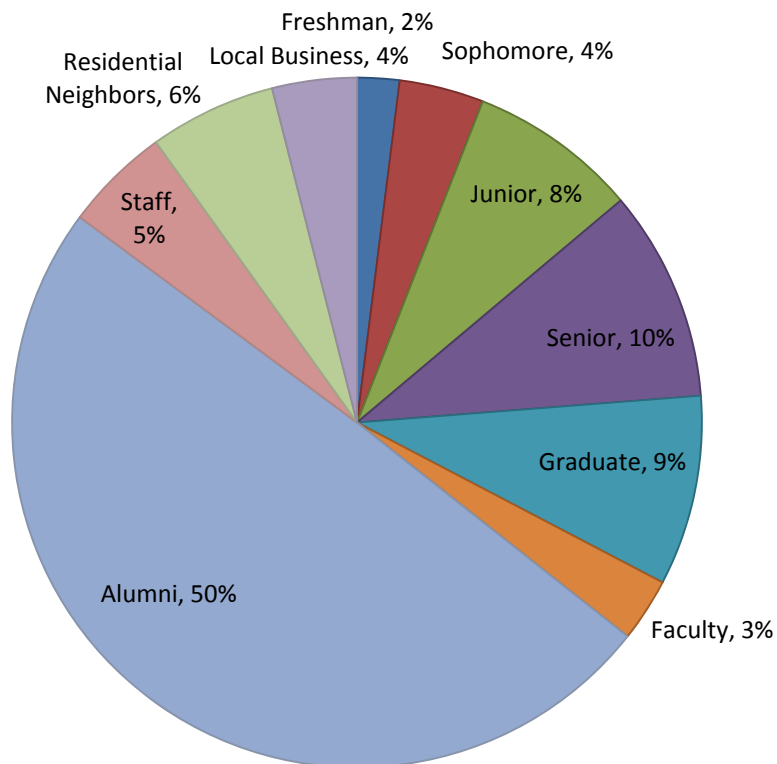
QUESTION 7: Would you be interested in reading a report on UMass Dartmouth's progress in these areas if it were easily accessible?



67% of surveyed stakeholders would be interested in reading a report on UMass Dartmouth's economic, environmental, and societal impacts if it were easily accessible.

Take-away: This sustainability report is desired by a majority of surveyed UMass Dartmouth stakeholders and, given the responses to preceding questions, fills a clear need to provide an interested and engaged majority of stakeholders with information they desire.

QUESTION 8: Are you an alumna or alumnus, current student (freshman-graduate), community member (residential-or-business) or faculty or staff at UMass Dartmouth?



Our respondents reflected a broad cross-section of stakeholders, including statistically significant samples of residential neighbors and local businesses.

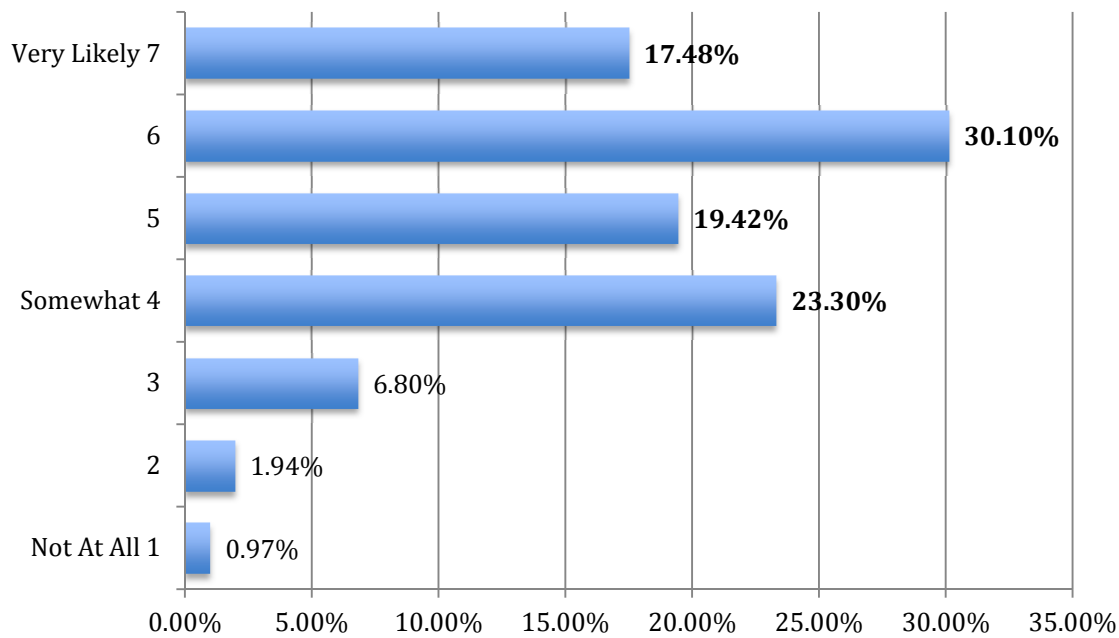
Notes on methodology related to our surveying of stakeholders:

A total of 1,361 survey responses were collected. 402 hardcopy surveys were administered on campus. 856 stakeholders (mostly alumni) completed the survey online in response to an e-mailed invitation (in itself an indicator of the relative level of interest in the issue of sustainability reporting). 103 prospective students at an open house received hardcopy cards with basic facts and highlights of this annual report, followed by three questions concerning the relevance of the report and its highlights to their choice of university. The responses of prospective students are on the following three pages.

KEY TOPICS

CONCERNS TO STAKEHOLDERS (Prospective Students)

QUESTION 1: Sustainability is defined as “meeting the needs of today in a way that does not destroy our ability to meet these needs tomorrow.” Will efforts to teach and implement sustainable practices influence your choice of school?



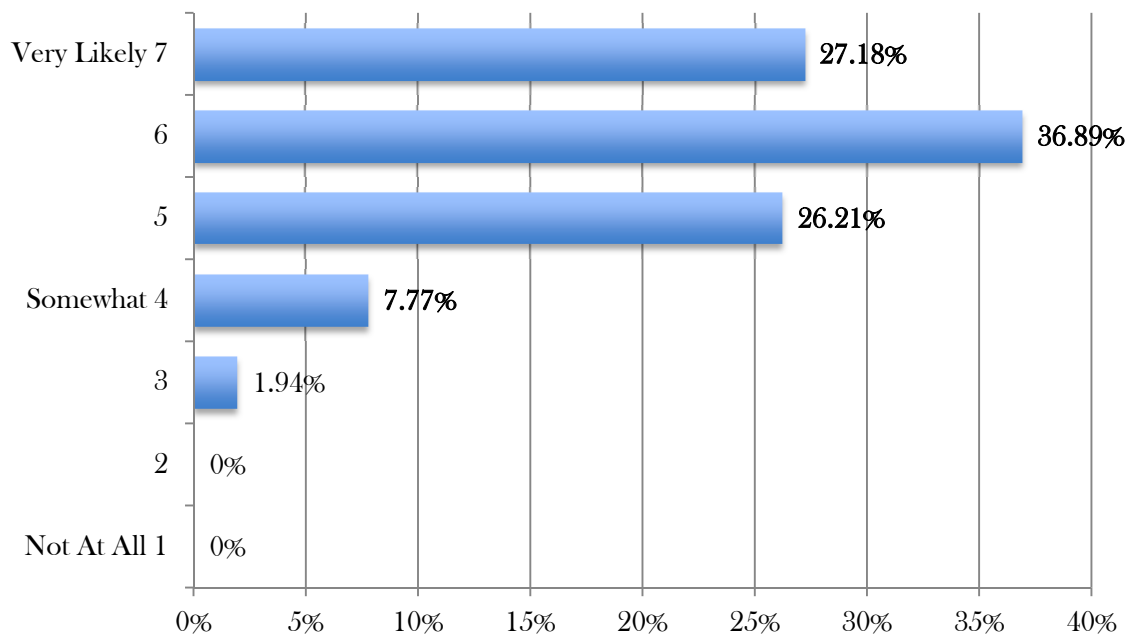
Take-away: Over 90% of prospective students indicated that their choice of school will be influenced (“somewhat” to “very likely”) by efforts to teach and implement sustainable practices.

QUESTION 2:

UMass Dartmouth is the first university in the world to have a sustainability report that meets the top level of the world's most popular standard. Full reports are available online. Students have even secured careers after working on this report.

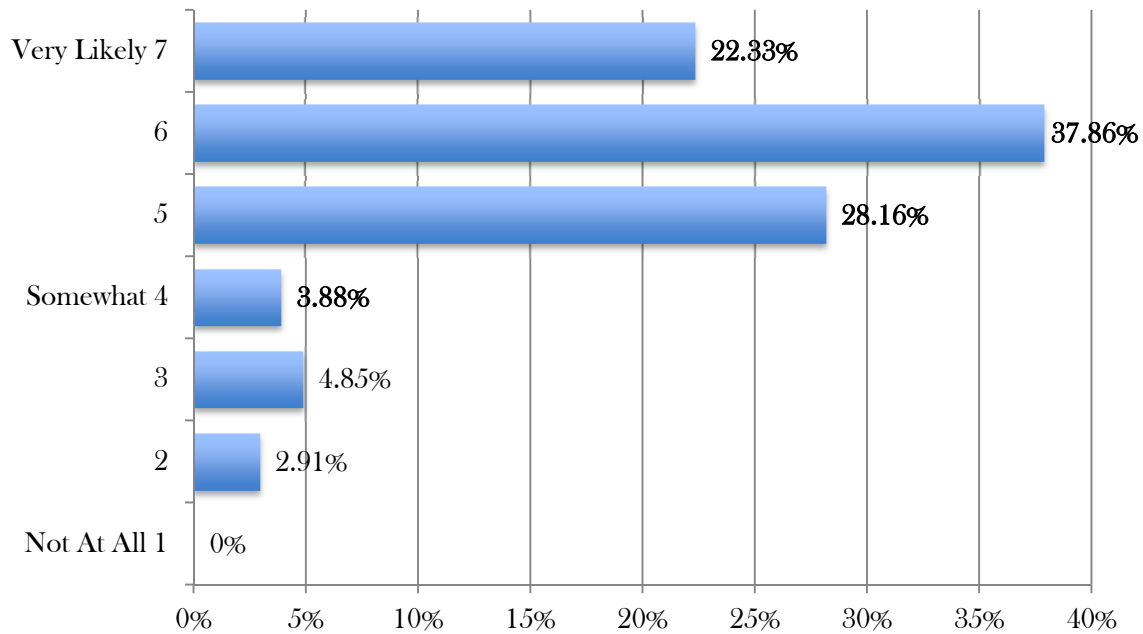
Do these facts positively influence your opinion of UMass Dartmouth?

- (1) UMass Dartmouth is #1 in the UMass system in research & development (R&D) in the areas of environmental and physical sciences.
- (2) UMass Dartmouth cut carbon emissions by 25% in just three years (saving an estimated \$1 million per year) while the student body continued to grow.
- (3) UMass Dartmouth students volunteered 170,000 hours in 2011-2012.



Take-away: Over 98% of prospective students indicated that their opinion of UMass Dartmouth is positively influenced (“somewhat” to “very likely”) by our sustainability reporting achievement and the highlights of the report.

QUESTION 3: How much would such facts (see previous page) influence your choice of school?



Take-away: Over 92% of prospective students indicated that key facts and achievements in our sustainability reporting will influence their choice of school.