

SUSTAINABILITY TALK RADIO SHOW

BRIEF BACKGROUND

The University President and our College Dean were given a proposal for an experimental talk radio show, which we called the **SUSTAINABILITY SHOW**. This idea was approved, and it was placed on the CSUSB Coyote Radio platform in the Fall Quarter of 2017. 2017-18, saw the birth of 7 talk shows themed around the planet and conscious capitalism. This term (Fall 2018) we will focus on people, beginning with the theme of “The Future of Work.” The **SUSTAINABILITY SHOW** is still in its infancy, there have been many staff changes on the operations side, but it is developing and growing, and is still experimental.

STRATEGIC LINKS

CSU SYSTEMWIDE POLICY: Like all strategic initiatives **SUSTAINABILITY** starts from the top—from corporate governance. In May 2014, the CSU Board of Trustees adopted the first CSU systemwide Sustainability Policy for the mother ship and its related campuses. This policy, reflecting years of discussion and development, applies sustainable principles across all areas of university operations It...” seeks to integrate sustainability into all facets of the CSU, including academics, facilities operations, the built environment, and student life.”
<https://www2.calstate.edu/impact-of-the-csu/sustainability>

CSUSB MISSION: Our Campus continues with this mission with its own related statement, “We affirm and are committed to the **SUSTAINABILITY** of our university by forward thinking, learning from experience, being proactive in moving our university forward, and by providing opportunities for continued growth and development.”

<https://www.csusb.edu/strategic-plan/mission-vision-core-values>

RESILIENT CSUSB CAMPUS INITIATIVE: to further this aspiration, in Fall 2017 our campus launched the Resilient CSUSB Sustainability Plan and Task Force. It is the roadmap for building, operating, and nurturing a healthier more resilient community for the San Bernardino and Palm Desert campuses. Each Academic department and each facilities unit is charged with meeting the sustainability vision within their areas and provide concrete and reportable outcomes. Its platform also uses the aforementioned triple bottom line (environment, equity, economy). <https://www.csusb.edu/sustainability>

THE JHB COLLEGE OF BUSINESS & PUBLIC ADMIN: Consonant with the campus’ strategic values our College, the Jack H. Brown College of Business and Public Administration, has stated the following mission (in part) “We seek to transform the lives of our students and alumni, ensuring that they become responsible management professionals within a dynamic region and a globally connected world.” <https://jhbc.csusb.edu/mission-values>.

FACULTY LEVEL: Down to my level as a Professor of Business Strategy, as well as Ethics and Sustainability Advocate for the College of Business & Public Administration, it was incumbent upon me to seek innovative ways to advance the integrated institutional vision and mission in ways that would reach beyond the campus and the region.

SUSTAINABILITY SHOW ARCHIVES Sound Cloud Website

Website	Date	Show #
https://soundcloud.com/user-83979802/sustainability-show1-introduction	11/17/2017	1
https://soundcloud.com/user-83979802/sustainability-show2-e-waste	12/15/2017	2
https://soundcloud.com/user-83979802/ss3-humanitys-ecological-footprint	1/26/2018	3
https://soundcloud.com/user-83979802/sustainability-show-4-plastic-pestilence	2/23/2018	4
https://soundcloud.com/user-83979802/sustainability-show-5-conscious-capitalism	3/23/2018	5
https://soundcloud.com/user-83979802/ss6-conscious-capitalism-ii	4/27/2018	6
https://soundcloud.com/user-83979802/ss7-conscious-capitalism-iii	5/25/2018	7