**11 WAYS TO PROMOTE SUSTAINABILITY   
IN YOUR CAMPUS CAREER CENTER**  
**IDEAS FROM NJCEIA 2014 MINI-CONFERENCE ATTENDEES**

1. Go paperless in your office – advertise digitally (e-mail blasts, QR codes), create online resources for students (podcasts, Skype, videos, live chats with a counselor, “Interviews on Demand”), and turn off lights and electronics when not in use
2. Promote carpooling and rally support for the installation of solar technology
3. Involve campus clubs and organizations in sustainability efforts, (especially if there’s a “Green” club on campus)
4. Develop strategic opportunities and partnerships with companies that promote sustainability in their CSR goals
5. Seek out and invite employers with sustainability programs to your campus
6. Reinforce the value a student can bring to a company by helping the company develop green initiatives
7. Start a community garden on campus!
8. Create a campaign for recycling and offer an incentive for the department with the most significant effort
9. Hold a “paperless” career fair by encouraging students to send their resumes to employers electronically (or go as far as having a virtual career fair)
10. Ignite collaboration with faculty that teach sustainability or environmental courses
11. Encourage volunteerism in community green initiatives as a profound resume-builder