

BCCN Strategic Plan 2024-26 – FINAL 2/15/2025

A. Mission: BCCN accelerates Berkeley's research, education and service to meet the urgency of the climate crisis.

B. Vision: Berkeley is a world leader in creating and advancing climate solutions to eliminate carbon pollution and build resilience to climate impacts.

C. Values: Our highest value is to focus 100% on actions that will impact the climate crisis in a significant and equitable manner. The planet does not care about or reward “good effort.” We support and practice Berkeley’s [“Seven Principles of Community.”](#)

| D. Goals: What we will achieve in the next 1-3 years | E. Strategies: How we will focus our efforts to meet our objectives | F. 24-25 Action Plan: Key projects/activities that enable our strategies (3-5 per strategy) including time frames |
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| <p>Goal 1: The Berkeley Climate Community – faculty, staff and students – will be robust, active and connected in order to maximize our impact on the climate crisis.</p> <p>Goal 2: Berkeley’s knowledge and expertise will move off-campus, informing and catalyzing innovative climate policies, programs, and companies through partnerships with government, community and private sector stakeholders.</p> | <p>Strategy 1: Services for Faculty/Staff and Students Develop and deliver a well-defined package of BCCN <u>services</u> to help each of the two primary target audiences to expand their climate actions.</p> | |
| | <p>A. Faculty and Staff Service Package: Help faculty/staff secure funding, find on- and off-campus collaborators, get their work seen, and better understand research needs from decision-makers, communities and others.</p> | <p>A1. Berkeley Climate Map and BCCN 2.0 connecting “concierge” services, updated quarterly A2. BCCN 2.0 Website including Faculty/Staff Section (9/15/24) and updated regularly. A4. BCCN Newsletter semi-monthly to 1000+ faculty/staff — spotlights, events, opportunities A4. Report on California hot topics that need academic attention (Issue #1 April 2025) A5. Climate networking events in conjunction with J-School, BCH and other partners</p> |
| | <p>B. Student Service Package Support students in finding classes, internships, jobs, projects, mentors, student groups, and peers.</p> | <p>B1. Berkeley Climate Class Guides (Fall 2024, Spring 2025) B3. Berkeley Climate Map and BCCN 2.0 connecting “concierge” services, updated quarterly B3. BCCN 2.0 Website including Student Section (9/15/24) and updated monthly B4. Student services survey and campaign (February 2025 kickoff) B5. Climate networking events in conjunction with SERC, BERC and other partners</p> |
| | <p>Strategy 2: Support for Off-Campus Climate Stakeholders Develop and deliver outreach and support to connect off-campus partners, funders/investors and media with campus faculty/staff and students.</p> | |
| | <p>A. Off-Campus Partners Service Package Assist off-campus partners (public, private, community) in connecting with campus resources including researchers, projects and student teams.</p> | <p>C1. BCCN 2.0 Website including Partners Section (9/15/24) enhanced monthly C2. Outreach campaign design for potential off-campus Bay Area partners (Spring 2025)</p> |
| | <p>B. Funders/Investors Service Package</p> | <p>D1. BCCN 2.0 Website including Funders Section (9/15/24) and updated monthly D2. Donor engagement as directed by campus leadership</p> |

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| | Connect climate funders and investors with the campus by working with UDAR, VCRO, BRDO, SkyDeck, faculty and staff. | D3. Outreach campaign design with UDAR, VCRO, BRDO and others to promote Berkeley climate to funders/investors (Spring 2025) |
| | C. Media Service Package Assist the media in finding stories, speakers, background info, and quotes that will increase media coverage of Berkeley's climate activities and advance public understanding of climate issues and solutions. | E1. BCCN 2.0 Website including Media Section (9/15/24) and updated monthly E2. Outreach campaign design for selected media in conjunction with Berkeley News , J-School and others (Spring 2025) |
| | Strategy 3: Research & Action Project Support Serve as a catalyst for the development of major climate research and action projects. | |
| | A. Project Catalyst Serve as a catalyst for major new projects and initiatives by convening groups and supporting others' organizing efforts | A1. Coordinate initial meetings of potential project leaders and stakeholders for major new opportunities (and then hand off to project leaders). A2. Work with Possibility Lab, CLEE and others in the Climate Policy Group to develop a Sacramento-focused structure for affecting climate policy. |
| | Strategy 4: Berkeley Climate Ecosystem Development Support campus leaders, faculty, staff and students in shaping and developing the Berkeley Climate Program, infusing climate into Berkeley's research, education, operations and external engagement. | |
| | A.Information Source Provide leaders with data/information to advance Berkeley's climate work. | A1. Climate Map, Class Guide, Hot Topics memo, BCCN News A2. Survey and analyze key campus and off-campus climate opportunities |
| | B. Staff Support Provide staff support, as appropriate, to campus climate leadership. | B1. Support Academic Senate Climate Task Force and other entities B2. Participate in the Provost's working group to develop the new campus climate leadership position. |