

SAEA Open Space Session Title -- How do we communicate the value of SFS work?

- a. **Convener(s) (Name/email)** -- Saskia Cornes, *saskia.cornese@duke.edu*
- b. **Participants**
- c. **Summary**

Inquiries --

- What's rewarded within our institutions
- How do we ensure long-term support?
- How long can we work with colleges marketing departments

Concerns --

- (in)formal connections how to quantify?
- Donor appeal versus admin appeal

Info/Resources --

- Data mining sustainable agriculture food systems funders
- Stats to consider
 - Student retention
 - Signature programs
 - Critical connections/ networking
 - Publications
 - Collecting emails
 - Community connection/ greenspace
 - Graduation rates
 - Student enrollment
 - Positive press
 - Awards
 - Carrot mobs

Options/Next steps --

- Find out what motivates key administrators, your companions and speaking is that
- Figure out how much a comparable facility or program would cost
- Thinking about pathways to industry