



**University at Buffalo**  
*The State University of New York*  
University Communications

November 15, 2012

To Whom it May Concern;

The Office of Sustainability was an early adopter of the campus wide web content management system (CMS) that is being rolled out to manage online content at the University at Buffalo.

Efficiently communicating sustainability is a critical part of creating lasting change. In partnership with multiple units on campus, the UB sustainability web portal was created and has transformed our ability to interact with the campus community on issues of sustainability. By identifying various audience types, completing an inventory of our existing content, and developing a strategy for creating new content, we developed a web portal that is unique and innovative amongst higher education web platforms.

Our use of a content management system allows for the literal sustainability of the web portal by empowering staff to change and update content. The site stays fresh and dynamic to ensure that visitors are receiving the most up to date news and information, and that the university's sustainability message is always current.

I affirm this projects' innovative nature as outlined in the STARS 1.1 Technical Manual.

Sincerely,

A handwritten signature in blue ink, appearing to read 'J. Brennan', written over a light blue horizontal line.

Joseph A. Brennan  
Associate Vice President  
for University Communications