President’s Universitywide Sustainability Committee Minutes
May 22, 2008

Present: Casey Barrons, Paul Farber, John Greenhoe, Pat Holton, Carl Newton, Carolyn Noack, Paul Pancell, Chris Pyzik, John, Patten, Lowell Rinker, Anand Sankey, Joshua Schultz, Pete Strazdas, Harold Glasser,

Guests: Lisa Knutson, Paula Davis (Kalamazoo Gazette HE reporter), Sarah Marie Parsons (WMU Herald)

• Minutes from 4/3 and 4/17 meetings were distributed and approved.

• Update from Carolyn Noack on the website subcommittee:
  ▪ President message and home page will have upcoming events, fun facts, take the pledge link, etc
  ▪ “About us section” will contain PUSC committee members and contact information
  ▪ News and events local events and other articles and calendar
  ▪ Policy, pertaining to university to be categorized by topic, waste, food, energy
  ▪ Student Initiatives—information on student organization and ways to be involved.
  ▪ Academics- divided between curriculum and research. Curriculum will have all course related information. Research will document faculty and student research to date.
  ▪ Campus operations—lots of crossover with facilities website.
  ▪ Resources—will provide links to related websites. Divided into two sections of WMU and community. WMU will have cross-links throughout the university’s website pertaining to sustainability initiatives. Community section will address higher education, Kalamazoo area, and the State.
  ▪ Get involved—teaching people how have a more sustainable lifestyle.

Discussion:

• Add a Facility Development section to include buildings, LEED practices, construction,
• Add a link to WMU Master Plan (which will be updated starting Fall 2008—with a focus on addressing campus sustainability issues). We are also discussing an approach for yearly or biyearly updates with Dave Dakin.
• Add a link to the campus facilities sustainability page. Noack will get URL from Pyzik.
• Under Resources add links to Talloire, AASHE, Southwest Michigan Sustainable Business Forum, ULSF
• Conversation on who will be responsible for covering the costs of hosting and maintaining the web site. V.P. Rinker agreed to find a way to fund the website, once we know approximately how much time and money it will take.
• Change the Academic category to Research and Curriculum. Have separate “Research” and “Curriculum” navigation buttons.

• Discussion on a potential logo—right now we only have a “placeholder” logo. Design Center can be brought in for help on this for free. Contact Paul Solomon.
• Remaining Issue—> Subcommittee still needs to design submission guidelines for the website.
• *Remaining Issue*—> We need to decide who is going to be responsible for content management and who is going to be responsible for website maintenance (the consensus was that the requirements of these tasks will require two separate people).
• Lisa Knutson will send Glasser the new URL for the website, which will then be forwarded to the committee. All members should review and send comments/suggestions to Noack by May 30, 2008. The website subcommittee will then review and make changes before the next PUSC meeting.
• Target to go live with the website is July 1.

**Discussion on how the Committee should move forward with the brainstorming ideas.**
• We need to begin developing a “strategic options plan” for President Dunn.
• We must also clarify/define our role as a committee—Pete Strazadas suggested that we really have two elements.
• A suggestion was made that large “Campaign “Projects should be vetted through our Committee approval. **APPROVAL** element of the PUSC.
• It was also suggested that reporting on all campus sustainability projects should go to the committee for review in terms of both facilitating campus discussion and vetting for release to the public, as well as for pursuing publicity opportunities. **REPORTING** element of the PUSC.
• Harold also suggested that we have a **BRAINSTORMING/PUBLIC INFORMATION/RESEARCH/STRATEGIC PLANNING** role/responsibility.
• A Draft of our Report should be sent to Faculty Senate, WSA and GSAC as a courtesy, with a note that comments/suggestions will be accepted.
• Harold addressing initiatives and ways for committee to organize and how to take our next step. Princeton website for reference.
• List of initiatives categorized and organized more differently. Discussion on how to categorized initiatives. Not necessarily by cost and done on payback period. Anand: make guidelines and principles for ways to take next step forward. Lowell: president’s plans for PUSC was to review the PCC. President Dunn wants to sign knowing he can comply.

**Strategic Planning—Sorting of our listed of suggested initiatives:**

**QUESTION:** How do we categorize the brainstorming list?
• Anand: make guidelines and principles for ways to take next step forward.
• Lowell: President’s plans for PUSC was to review the PCC. President Dunn will consider signing, if he knows he can comply.
• Harold: Document already made for our guidelines. Harold read out loud the previous Sustainability Committee’s “Commitment” and “Goals and Strategies” statements. Everyone agreed that these are adequate for the present to guide our efforts.
• We discussed different strategies for prioritizing according to long term/short term for implementation and straight-forward (technical) to complex (strategic) nature of the initiative or task as well as the implementation process. Another idea that was raised was the concept of “payback” and the need to go beyond economics to also consider the other responsibilities of WMU. The proposed initiatives should be evaluated relative to this broader payback notion too! The Committee was in agreement here but had no immediate strategy for how to move forward easily.
• Paul Farber: suggests create four box matrix with short-term and long-term (implementation) on one axis and technical and strategic on the other.
• Pete suggests we follow AASHE guidelines with campus profiles from AASHE for rough
categorization. The Committee agreed.
  • Governance/Administration - Rinker
  • Curriculum/Research – Glasser
  • Operations – Sankey
  • Community Service/Outreach – Strazdas

Glasser to categorize and send out to committee.

Quick Announcements:
  ▪ Tray elimination project was successful. Composting options study is progressing well
  into nuts and bolts on structure and working with city on reducing sewage multiplier
  along with the possibility for collaboration on a pilot composting project.
  ▪ Data collection/report for submission to USGBC on CHHS is continuing. To hear back
    re. certification in September.
  ▪ Green energy purchasing in purchasing policy. Small amounts for initial startup.
  ▪ Two electric maintenance vehicles are being purchased.
  ▪ President Dunn’s house 100% green energy option from Consumers for electricity?
  ▪ Irrigation system now has sophisticated water saving smart controls (which can be
    centrally monitored and controlled)
  ▪ Local Future hosting Peak Oil conference at Calvin College in Grand Rapids next
    weekend.
  ▪ City of Portage is working on community sustainability with City of Kalamazoo grant
    from state of Michigan Energy Office.

• Next meeting set for June 12.