President’s Universitywide Sustainability Committee Meeting
January 8th, 2009

Present: Datta-Sandhu, Paul Farber, Paul Pancela, John Patten, Chris Pyzik, Josh Shultz, Pat Holton, Barb Wygant, Anand Sankey, Carolyn Noack, Casey Barrons, Danielle Harik, Dave Dakin (ex-officio), Lowell Rinker (ex-officio), Peter Strazdas (ex-officio), Harold Glasser

Updates

1. Engaging the Campus Community on Sustainable Energy Conservation Practices: Anand made a short presentation on Campus Operations’ interests and preliminary ideas about how to address the human behavioral aspects of energy conservation—especially among students. Committee members recommended that hard data be gathered to assess student energy consumption in the dorms. For instance, gather data on the number of computers and printers, the amount of energy consumed by machine staying in sleep mode vs. shutting them off when not in use and the dollar value and GHG emissions saved associated with these actions. Two particular hypotheses were suggested for future exploration:

- Showing real cost savings resulting from reducing energy consumption is crucial to for changing students’ behavior.
- The most effective lever for stimulating meaningful, lasting energy conserving behavior among students is peer-to-peer

Trends on campus appear to be showing an increased awareness of and interest in sustainability. The Environmental Studies program enrollment increased by approximately 30% in 2008-2009.

2. Sustainability Logo Design: Casey and Harold drafted a set of criteria to guide the collaboration with the Design Center. The Committee unanimously approved the criteria.

Sustainability Logo Design Criteria (these were slightly revised after the Campus Green Signs meeting 1/22/09)

- Simple, bold, inspiring, memorable, and uncluttered.
- Align with WMU admissions’ new public relations campaign of the “W”, showing Bronco pride.
- Symbolize WMU’s identity—mission & goals, signing the Talliores Declaration, and overall commitment to sustainability (culture of sustainability).
- Have a universal, HE Sustainability element (See UNESCO’s UN DESD logo).
- Adaptable to various mediums: (1) must be scaleable to 1” for letterhead; (2) must work in B&W (no gradations) as well as two-color, and CMYK.
- Reflect knowledge of the world as a complex, interconnected environmental—cultural system. Also reflect WMU’s desire to link this global awareness to local action/behavior.
- Represent the whole campus—operations, administration, students, outreach, teaching, faculty, and research—as a learning institution.

Announcements

Recycling Bin Options: Carolyn presented two potential options and sought the Committee’s input:

- Option A was a photograph of a colorful two-bin recycling container, made from high-density plastic.
Option B, was a crude digital rendering of a prototype from a stainless steel sheet metal fabricator in Kalamazoo (Fabricated Components & Assemblies, Inc.). Option B, costs ≈ 500 less and can be easily recycled.

The Committee demonstrated a clear preference for Option A, when price was not taken into account.

**Actions**

**Approval of Sustainability Options Report:** Motion to approve Sustainability Options Report by Anand Sankey, seconded by Casey Barrons. Dr. Glasser will draft a cover letter for the Report and submit it to President Dunn on 1/13/09. Upon President Dunn’s approval the Report will be distributed via email to the CPFC, Faculty Senate, WSA, GSAC and the campus community. The Website Committee will be updating at next meeting (1/26/09) and the Report will be posted then, if approval has been received. President Dunn received a hard copy of the Sustainability Options Report on 1/9/09. (UPDATE: Harold presented Sustainability Options Report to President Dunn’s Senior Leadership Team on 1/26/09. A few revisions have been suggested and distribution has been temporarily postponed until the PUSC can meet to discuss and approve the final revisions.)

**New Committee to address ACUPCC:** President Dunn requested that the PUSC assist him in exploring the feasibility signing the American College and University Presidents Climate Commitment. Harold made a motion to create a new committee to explore the feasibility of WMU signing on to the ACUPCC. Paul Pancell, Anand Sankey, John Patten, and Casey Barrons volunteered to help Harold to facilitate this effort.

**Next Meeting:** February 12th, 2009 at 3 p.m. Harold will be sending further information on location.