President’s Universitywide Sustainability Committee Minutes

March 12th, 2009 at 3 pm
Room 105 of the Bernhard Center

Present:
Casey Barrons, Samantha Cooper (ex-officio), Dave Dakin, Paul Farber, Judy Gipper, Harold Glasser, Danielle Harik, Pat Holton, Carolyn Noack, John Patton, Chris Pyzik, Lowell Rinker (ex-officio), Anand Sankey, Pete Strazdas (ex-officio)

Guests:
Tricia Hennessey (WMU Design Center), Jaymeson Tucker, Laura Perron, Max Miller, Laura Secco

Announcements:
• Casey Barrons announced that The Green Gala is happening on April 1st at noon in the President’s Dining Room of the Bernhard Center in order to celebrate our one year action of the PUSC.
• A PDF Of the PUSC Report is now available on WMU’s Sustainability Website

Actions

1. Approve Minutes: Motion to approve minutes by Lowell Rinker, seconded by Pat Holton. Harold and Sam will remind Lisa that some of the minutes haven’t gone up and post the new minutes next week.

2. Motion to allow ex-officios voting rights by Casey, seconded by Lowell.

3. Approve Agenda: Agenda was approved by Casey and seconded by Lowell.

4. Welcome—Judy Gipper and Samantha Cooper (ex officio).

5. Presentation by the Design Center on the Sustainability Logo. Presenters: Tricia Hennessy and Students: Max, Laura, Melissa, and Jaymeson

Tricia Hennessey explained that the Design Center is part of the Gwen Frostic Program. For one of their 3 Capstone courses, these students are creating a WMU Sustainability logo for sustainability initiatives at WMU. The Design Center works for only the cost of materials with WMU and the community to develop solutions for design needs.

Logo Description: The team began with researching general green logos. They found that globes, recycling symbols, and leaves are most common. Tricia’s team also looked at other universities, as well as MI based universities. They showed a brief animation, along with several visual examples. “Wesustain” Western Michigan University, with a golden globe behind a white Western W. The identity displays that WMU is working to reduce its carbon footprint. It is purposely simple, capitalizing on the idea that less is more. The term represents community, and it’s in present tense in order to remain current and action-oriented.
The photos shown throughout the presentation are to put this logo into context. Several spots on campus are featured, such as the Health and Human Services building. The colors of the logo can change slightly in relation to context. The design team also displayed black and white logo options with various sizes for both small and large identities. Tricia’s team also gave an example of how the logo can be used on the Sustainability website.

**Logo Presentation Questions and Comments:**

After a discussion period, the committee decided that the logo does not violate any restrictions in relation to WMU’s “branding effort.” Lowell mentioned that there has been talk of changing the current WMU horse license plate to the particular W that is featured in the logo in order to create one logo identity for WMU.

Anand introduced a discussion regarding the merit of using taglines, such as the slogan, “Bleed Blue, Live Green,” which is used at Duke University. Tricia explained her design-team position that taglines and slogans are generally overused and unnecessary.

Regarding the format of the Sustainability website, Lowell pointed out the importance of keeping the top-bar uniform with the rest of the WMU websites. As a result, the committee tentatively decided to place the logo on a section of the scrolling-picture area near the top of the website. Upon implementation, it was decided that we should change the President’s greeting letter on the sustainability-site homepage to acknowledge the new logo.

To close, the committee decided that the next step is to set up a collaborative Sustainability logo meeting at the Frostic School of Art with the Design Center Team, Kim Nelson, Cheryl Roland (who is in charge of spearheading the WMU common identity), Harold, and possibly other PUSC committee members. The goal of this meeting will be to solidify the logo design and address its use for “green signs”, the website, and other uses.

3:56 PM Logo action is adjourned.

**Quick Updates:**

1. **Campus GHG Inventory (Harold):** A group of four students in Harold’s Campus as a Living, Learning Laboratory class are currently working on this project. Lowell’s and Pete’s staff and many others across campus have generously assisted with collecting the necessary data. The GHG inventory will provide the foundation of our report to President Dunn, which will explore options for implementing and analyze the feasibility of signing the ACUPCC. Our target date for this report is the end of June, so that President Dunn will have ample opportunity to consider his decision before the next ACUPCC meeting in August.

2. **Composting Study (Sarah):** Sarah was not able to attend. After a brief update by Harold, discussion was tabled until the next meeting.

3. **Review of Recent Community Sustainability Best Practices Luncheon (Lowell and Pete):** Luncheon was locally sourced! Lowell learned that Mayor Bobby Hopewell was developing a similar initiative. WMU invited Superintendents from
local schools and presidents from the local HE Institutions (WMU, KVCC, & K-college); local city and county government officials from Kalamazoo, Portage and Battle Creek; President of the SWMSBF; Foundation representatives; and key NGO and business leaders to discuss sustainability best practice sharing. The group discussed how we could work collaboratively—and strategically—to promote and plan for regional sustainability. Pete put together a well-received presentation that highlighted WMU sustainability activities.

At the lunch, the “Kzoo Battle Creek Metro Area Sustainability Covenant” was discussed. The covenant commits all regional players to collaborate and work toward regional sustainability. Some groups have to take the Covenant to their council or commission for review. Pete reported that last night at the Portage council meeting, they decided to put out a two-week public notice for citizens to vote.

**PUSC Committee Recommendations for the Kalamazoo, Battle Creek Metro Area Sustainability Covenant:**

- After discussion, committee members felt that writing “Southwest Michigan” instead of “Kalamazoo and Battle Creek” is more inclusive.
- The committee feels the language should be clarified to assert that while we are encouraging life-cycle analysis, we are aware of budget constraints and open to a sliding scale of action.
- The committee also decided that the covenant should include a commitment to help build sustainability indicator projects in order to measure our baseline and targets for each point along the way. Lots of people would like to see those baseline indicators developed such as Bobby Hopewell and the superintendent, as they could put our community on the map nationally.
- Committee members agreed that we should follow through on Rinker and the President’s offered sustainability luncheon. WMU should be the pioneering group that is helping to drive a regional sustainability dialogue.

To close, the committee decided to send any further opinions to Harold, who will compile the comments to share with Wendy B. and Bobby H, by the March 19 deadline.

4. **Paper Study (Casey Barrons):** Three printers in the College of Arts were identified for additional follow-up for personal/small office printers, which were not previously included in the study. Harold is currently working with Casey to write review and analyze the existing data. The only potential issue that has been identified to date is a Ricoh printer in the Office of Research (Casey and Harold will continue to follow-up on this and may perform a retrial). According to Lowell, WMU has been clear with businesses that we need printers and copiers that can handle recycled paper. Harold commented that our efforts have spurred Jim Nicolow (principal at Lord • Aeck • Sargent) to push his architectural firm to use our information to ratchet up their effort to purchase 100% PCW paper.

5. **Research Collaboration (Harold Glasser):** Barb and Harold have been meeting to explore options for a more strategic, focused campus sustainability research effort. To date, we have not exploited the potential for collaboration between the WMU Development and Research Office on sustainability initiatives. Harold and Barb will be developing a short two-page “white paper” to help highlight this opportunity as well as discuss implementation and structural hurdles. The goal is to share such a
Document with Greg Rosine, Bud Bender, President Dunn, and the Provost and the WMU community in general to help stimulate discussion on creating a more focused and strategic sustainability research effort. The committee agrees that having a Sustainability Director or someone with formal authority to meet with foundation directors and donors directly is crucial to the success of this effort.

Discussion on the Future Role and Responsibilities of the PUSC:

Harold explained that the PUSC Sustainability Report has been made public since the Sustainability luncheon, and that we are currently waiting for a larger effort from the President’s Office to help facilitate distribution. Harold gave a presentation to the SLT in January, but we have not had a formal response or subsequent feedback from them. Harold also presented the Report to CPFC in February, which had GSAC and WSA representation as well, so campus governance organizations have been made aware of the Report and have had opportunity to comment. Lowell explained that he and Diane Anderson have the responsibility to move those agenda items along, and the PUSC has a role in helping to encourage this to happen.

Action Plan:

Lowell will ask Cheryl to get approval from the President and send a letter to the heads of each organization to read the report. Lowell and Harold will continue to work on strategies to facilitate distribution and discussion of the Report—PUSC members are also asked to share and promote the Report with the colleagues and constituencies.

Question: What sort of feedback structure should we develop for the report? (We need to continue this discussion).

PUSC Initiative Idea Discussion:

• Anand suggested having a regular “Green Corner” in the WMU Herald with a rotating list of contributions. The corner could consist of newsworthy items regarding sustainability along with details on “What are we doing?” and What can you do?” sections. Casey will meet with Herald representatives and report back at the next meeting.
  Follow-up: We may also need to form a publicity/information dissemination subcommittee—this could be a topic for future discussion.

• David is working on a draft review of the Campus Master Plan in light of sustainability considerations. He also reported that we are moving forward on planning for the Sangren renovation and that the PUSC has been named as a stakeholder for programming and development. For the time being his office does not need assistance from the PUSC.
  Follow-up: We will shoot for April 9th meeting to have a discussion on David’s review.

• Pete suggests that we should continue to look for internal and external resources for energy efficiency campaigns. He would like to see a more strategic, focused effort to develop and evaluate energy conservation initiatives.
  Follow-up: This is an important topic for regular PUSC updates and discussions—what role should we be playing in this process?
• Anand feels we need to push to have a sustainability channel on the home page in order to increase the utilization of the new Sustainability website. Harold is currently working with a student to create a sustainability channel on GoWMU.

• Pete would like to see us draft an agenda for quarterly community sustainability meetings. One idea would be to have each organization draft a top list of its best practices in a handout and give each organization 5 minutes to present them during the lunch meeting. **Follow-up:** We need to clarify the PUSC’s role in the planning and development process of the proposed quarterly Community Sustainability Luncheons.

**Next meeting:** April 9th at 3 pm. Harold will send further information on location.