President’s Universitywide Sustainability Committee (PUSC) Minutes

Minutes of January 20, 2011
Room 205, Bernhard Center


Guests: Amelia Stefanac, Darin Howard, Kate Binder, and Will Derouin.

PROCEDURAL ITEMS

APPROVAL OF AGENDA

Motion by Paul P. to approve the Agenda as presented; seconded by Anand; Agenda approved.

APPROVAL OF MINUTES

Motion by Joel to approve the Minutes as presented; seconded by Anand; Minutes approved. Correction to minutes, remind Harold before web posting.

UPDATE

HAROLD GLASSER: OFFICE FOR SUSTAINABILITY

Harold gave a progress update on the upcoming staff changes in the Office for Sustainability. Carolyn Noack, Manager of Recycling & Waste Reduction, will be moving from Facilities Management to the Office for Sustainability. Matthew Hollander is now the Office for Sustainability’s full-time Coordinator of Sustainability Projects. Kate Binder is our new Graduate Assistant and we have seven new interns this semester. Three OfS Interns—Amelia, Will and Darin (Will and Darin are both new!) were in attendance.

- PUSC Introductions to guests

I. DISCUSSION

Short Updates:

- We need to develop a more focused, collaborative effort to “help get the word out” about the Office for Sustainability and campus sustainability initiatives / projects / research / speakers, etc.
- We are waiting on budget details re. the Upholstery Shop renovation
- Alyssa and Harold Glasser gave an update on the status of SSGs and the SSG-Allocations Committee process that will be followed.
- The OfS searchable IDEA database concept was presented. The web-based IDEA database will quickly allow campus members to get a handle on the status of ideas for improving campus sustainability. The database will highlight and give a brief overview of campus sustainability activities from the perspective of IDEAS completed, in progress, not yet implemented.
- Matt gave updates on our new interns (7) and where we are with developing and enhancing the Intern Program.
- Discussion on the utility/electric bikes.

Action Item 1: Matt will prepare a proposal on the wifi triangulated or GPS data for a future Bike Exchange Program.

Action Item 2: Matt will set up a meeting with Tim and Anand to discuss their needs / desires for bikes for facilities & landscaping.
• Amelia gave an update on the very successful Jan. 15 Campus Beet Menu tasting and presented a slideshow of that captured the energy, excitement, and promise of the Campus Beet.

• Will gave a presentation and slide show discussing the Student Garden Organization’s efforts and plans. The PUSC identified a goal of sourcing a meal for the President’s Senior Leadership Team or the Trustees from the SG.

• Matt gave a brief update on the status of the Student Sustainability Survey. The survey is being reviewed and will be sent to HSIRB for review by our next PUSC meeting.

**Action Item 3:** Inform GSAC just before the Student Sustainability Survey goes live.

• Kate Shields presented on the Eco-thon and described the new structure for the combined residence hall challenge. She also discussed the upcoming Ambassador “Do it in the Dark Party” (Feb. 9)

• Kate will write up a paragraph regarding the Recycle Mania update

• Paul is forming a subcommittee of PUSC to develop WMU’s CAP—due Sept. 11, 2011.

II. DISCUSSION

Strategies for Improving Our Marketing / Behavior Change Efforts:

• Alyssa will look into strategies for improving social networking, WSA communications, and posters. Alyssa will also try to identify WSA members that may want to be involved in this re-energized marketing /behavior effort.

• Will will look into “word of mouth” communications, tabling, and communication through improved design

• Joel will try to identify GSAC members may want to be involved in this re-energized marketing /behavior effort.

• PUSC members PLEASE SEND MARKETING IDEAS TO MATT!

• Strategically target audiences. Anand reiterated Joel’s suggestion about working with the SRC on advertising, giveaways and raffles, survey participation incentives, etc.

• Kate/Joel: will explore creating an RSO or working group or subcommittee to facilitate strategic behavior change and marketing efforts—including research.

• Contact Communications, Marketing, and Psychology Departments to find PUSC Marketing / Behavior Change subcommittee members (also marketing)

• Explore hiring two Marketing, Communications, Psychology students, as the OfS did with Maggie and Peter from the Design Center

• Consider / Explore starting with unpaid internships first?

**Action Item 4:** Harold will assign some staff members to head up developing this new Marketing /Behavior Change committee. Members will be charged with preparing a DRAFT Marketing / Behavior Change manual to be presented to the PUSC by next fall.

The January PUSC meeting adjourned at 5:00 pm.

Upcoming Meeting: Bernhard 205, Thursday, February 17 at 3:00 pm.