President’s Universitywide Sustainability Committee (PUSC) Minutes
Minutes of April 21, 2011
Room 205, Bernhard Center

Members Present: Kate Binder, Cari Delong, Judy Gipper, Harold Glasser, Matthew Hollander, Patricia Holton, Carolyn Noack, Paul Pancell, Christopher Pzik, Mary Peterson, Joel Raveloharimisy (Ex Officio), Lowell Rinker (Ex Officio), Anand Sankey, Peter Strazdas (Ex Officio), and Andrew Targowski

Guests: Penny Bundy, Keith Hearit, Scott Hennessy, and Donna St. John

PROCEDURAL ITEMS

APPROVAL OF AGENDA

Motion by Paul Pancell to approve the Agenda as presented; seconded by Patricia Holton; Agenda approved.

APPROVAL OF MINUTES

Motion by Lowell Rinker to approve the Minutes as presented; seconded by Andrew Targowski; Minutes approved.

ANNOUNCEMENT

HAROLD GLASSER: ARBOR DAY CELEBRATION

Celebrate Arbor Day as part of the University’s 3rd Tree Campus USA designation. Anyone who would like to attend, the event will be held on Friday, April 22nd at 10:30 in front of the College of Engineering & Applied Sciences Building.

I. DISCUSSION

CLIMATE SAVERS COMPUTING INITIATIVE

Anand Sankey and Harold have been working for the last couple of years on the Climate Savers Initiative, a policy to reduce computing related energy consumption. Prior to the meeting, PUSC committee members received an email attachment with WMU’s proposed new policy to support implementation of the Climate Savers Computing Policy. Lowell expressed that President Dunn is behind the initiative and wants to make sure that the following three bodies—Integrated Technology Group, Faculty Senate Council and the Stake Holders Initiatives—have an opportunity to provide input before moving forward. This document is not simply geared toward academic departments. It needs to be circulated beyond the seven Colleges to all units on campus. During discussion prior to voting on approving the policy, Andrew brought up the idea of identifying a point person to be in charge of “enforcing” the policy, possibly a “Dean.” However, the word “Dean” would only apply to academic units and does not translate to every division on campus. Because the policy would need to be enforced university-wide to be more effective, PUSC committee members agreed to replace the word “Dean” with a word or phrase that applies to the entire University.

MOTION by Andrew to support the policy with the amendment of a point person; seconded by Matt, Climate Savers Document approved.

II. DISCUSSION

PENNY BUNDY, KEITH HEARIT, SCOTT HENNESSY, AND DONNA ST. JOHN: ADMISSIONS, HOW IT WORKS

Keith, Donna, Penny, and Scott from Admissions explained how Admissions works and discussed opportunities for collaborating with the OIS to facilitate incorporating sustainability into the admissions process. We were told that parents
and students frequently ask members of the Admissions Office about what WMU is doing to advance sustainability on campus. The Admissions Office shared that they would like advice from the OfS regarding how to promote a positive sustainability message mass mailings and printing are still the primary source of communication (not currently using recycled paper and soy-based inks either). Mass emails, Web News Highlights, and teleconferencing are also being used, but they are not seen as viable replacements for hard copy admissions materials at present. The Admissions Office is also faced with several other sustainability conundrums, such as extensive travel (especially rental cars).

**QUESTION:** Anand Sankey asked about best-practice on other campuses regarding sustainability both in terms of Admissions practices and telling the story of these campuses sustainability features and initiatives. Anand also asked, “what are we missing”?

**ANSWER:** Penny and Keith from the Admissions Office explained that some universities are using paperless applications, but this causes issues for prospective students that may not have internet access. Some other universities do a better job telling their campus sustainability stories. Our Admissions staff is currently challenged when it comes to promoting sustainability due to lack of information.

The visual aspect of seeing all the paper and postage usage in the Admissions Office also hurts the sustainability message. They have discussed going paperless, but are not prepared to do so yet. Physical mail is still seen as the most effective way to get out admission information to prospective students and their parents. One way that they believe WMU can use to help convey our seriousness about sustainability is to use recycled paper.

**III. DISCUSSION**

**OfS Perspective**

The OfS’s vision is to use this meeting as a starting point for beginning an ongoing conversation and collaboration with the Admissions Office. The OfS would like to assist with marketing and distributing information about its initiatives and find a way to help facilitate communication with prospective students. WMU has taken a leadership position by signing the Talloires Declaration, the ACUPCC, and joining AASHE. It appears that recruitment and retention efforts are increasingly tied to campus sustainability activities and leadership. We believe that a more robust and collaborative effort to make sure that incoming students are aware of WMU’s many and varied sustainability efforts has a great potential to enhance our recruitment and retention efforts.

**IV. DISCUSSION**

**Collaboration Between OfS and Admissions**

The Admissions Office highlighted some activities that they are currently doing to incorporate sustainability into their activities and then the group discussed other potential strategies for better integrating sustainability into their activities in the future.

**Current**

- **TOURS ON CAMPUS** - Show perspective students visuals pertaining to sustainable efforts, like the electric maintenance vehicles, electric charging stations, tray-less cafeterias, and recycling.
- **ELECTRONIC BASED AND PRINT MEDIA** – Send out mass email messages and the Web-News Highlights.
- **APPEARANCE ON CAMPUS** – Show student and parent tours participants that new buildings are associated with sustainability and academic performance. Seeing the older buildings with window air conditioners, old windows etc., can be a major turn off to prospective students, especially when they have to move into the residence halls.

**Future Collaboration**

- **SUSTAINABLE MESSAGES**—Incorporate “subliminal messages” within the two videos shown before tours, revise tours to include the LEED certified buildings and other sustainability-oriented landmarks, add sustainability messages and photos to the pre-program PowerPoint slides and the Admissions Welcome Center.
- **ELECTRONIC BASED AND PRINT MEDIA** — Include sustainability in Web-News Highlights and add sustainability content to the Viewbook (Admissions’ information booklet).
- **OPEN HOUSES, GOLD PRIDE AND MEDALLION RECEPTIONS**—Incorporate sustainability in these events and have someone from OfS give a talk regarding sustainability.
- **STUDENT AMBASSADOR PROGRAM AND ADMISSIONS COUNSELORS**—Give the student ambassadors and counselors, who take phone calls and give tours, more detailed information regarding campus sustainability activities.
- **ELECTRIC VEHICLE**—Work with Admissions in the near future to identify options for a hybrid or electric vehicle for
travel and recruiting efforts. The cost to benefit ratio of such options need to be further examined.

V. DISCUSSION

CONCLUSION

Harold will set up a time in the next few weeks to meet with Scott and Donna from Admissions about the following topics:

- Discuss, in detail, what materials the Admissions Office produces so the OfS can provide sustainable content (photos, text, and possibly video) as necessary and appropriate.
- Identify strategies for building the capacity of admissions counselors to discuss campus sustainability commitments, activities, and initiatives.
- Provide details on how campus sustainability activities can be built into the Campus Tour (Matt will coordinate with Scott to take Tour first).
- Explore developing a training program for Student Ambassadors to discuss campus sustainability activities and initiatives.
- Identify strategies for how the OfS might participate in Open Houses, Gold Pride, and the Showcase Event.
- Brainstorm about strategies for bringing sustainability content into telecounseling programs.

Meeting adjourned 4:35 p.m.
Upcoming Meeting: Bernhard 205, Thursday, May 19, 2011

Meeting adjourned 4:35 pm

**Upcoming Meeting:** Bernhard 205, Thursday, June 16, at 3 pm.