Introduction:
In the second semester of working at the Office for Sustainability, the main project that I set out to address was the continuation of the redesign of the trifold brochures. In the semester prior to this (Fall 2015), I had been working on the beginning of this project. Different people have designed all the current brochures that exist at this time. This lead to the style of the brochures not matching, as well as containing outdated information and photos. Another project that I worked on this semester is redesigned the greeting cards. There had not been new cards made in awhile, and thus the new cards have a fresh layout and imagery. These projects are relevant because they promote the OFS, and show the projects and goals that the Office is involved in.

Methods and Results:
One of the main things that I worked on for the continuation of the trifold brochures included looking at the past brochures to see how they were successful, as well as how they were not successful. The main underlying issue with the old trifolds is that they don’t follow any system, use similar colors, or similar type layouts. The only visible connection that they have is the WeSustain identity. The new brochures all have a set layout. Each brochure has a title of the content thats included inside, written on the cover. All of the trifolds utilize the visual identity program for typography that has already been established by WMU. They all use the WeSustain identity, with different colors for each one. The color, taken from the process colors given with the WeSustain identity, helps differ the brochures. By establishing a system for these brochures, they are seen as part of the whole, not separate pieces.

The other major project that I worked on over this semester was the creation of new greeting cards. These cards are meant to show the best and most important aspects that the Office is involved in. There are three cards, each containing different photos. The layout has changed so that it is more straight-forward, in the way that both the address of the Office is written, the photos are shown, and the WeSustain identity placed directly in front of the viewer. On the front of each card, they feature one photograph, with the WeSustain identity placed directly underneath. On the back of each card, it features two alternative photos with the OFS contact information placed under on the right hand side. There is also an area that is set aside for the FSC information, which shown is a way to show that the cards are printed with responsibly used paper. The printer adds this information when the files are sent to them to print.

Alternatively, to these two projects, I also worked on many projects where I updated existing posters that were created before I arrived at the OFS. Examples of these projects would be the poster, smaller posters, and online banner made for the Student Sustainability Grant, as well as other various online banners advertising the internship opportunities that the OFS offers. I updated various posters that went up around campus for this as well.
Graphics, Charts, & Pictures:

Outdoor Education Space
The Living Building Challenge-inspired portion of the Gibbs House is being designed to achieve net zero status by utilizing solar photovoltaic panels, rainwater collection, composting toilets, and responsibly sourced materials. The space will be open to the public for community gatherings, K-12 and college lectures, farm volunteering, and workshops, and seasonal celebrations. Construction documents are being crafted for a future build date during the summer of 2017.

Harvest Fest
Harvest Fest is an annual GIS open house to showcase the ongoing work and projects at the Gibbs House and celebrate the collaborative efforts that take place at WMU and in the community.

The Gibbs House
The Gibbs House serves as a living laboratory for students to implement their sustainable design solutions and projects. The historic 365-year-old house serves as a home for the Gibbs Fellowship Program, borders the expansive Ashland Lake Preserve, and features a developing permaculture landscape full of engaging projects and resources to get involved with. Please check out our webpage or contact the Office for Sustainability if you would like to learn more and get involved with the Gibbs House.

Property Master Plan
The Gibbs House Permanent and Education Sites offering a tremendous opportunity for WMU to work towards creating a living laboratory for sustainable living research and projects. Students live on site and work together with staff to carry out projects that explore and advance the idea of what it means to live sustainably.

Annual Gardens
The annual garden beds at the Gibbs House are the test beds to explore the idea of what it takes to plant, plant, weed, water, and harvest the annual fruits of our labor at the Gibbs House. A team of students work with staff to learn the intricacies of managing an urban farm complete with a food forest, hoop houses, and a range of student research projects. Two 36’x36’ hoop houses are used to extend the Michigan growing season for an assortment of greens and produce while expanding interdisciplinary research opportunities for student projects such as vermiculture, aquaponics, compost hot water systems, and more.
Ecomug

The Ecomug from WMU’s Office for Sustainability is more than just a sustainable means of being able to carry a beverage, it’s an item.

Since 2009 over 20,000 Ecomugs have been distributed to students, faculty, and staff.

The Ecomug Program is a way to show how something so small can stand for so much more.

It’s a community builder, it’s a lifestyle, it’s an innovative model for introducing modern to our campus sustainability commitments and for stimulating long-term meaningful behavior change.

Embraced by WMU and the Kalamaus community, the Ecomug program is waste reduction at its finest.

The following local businesses offer discounts when customers bring an Ecomug:

Rugel’s Commons
(10% off any beverage)
812 S. Westnedge Ave. (269) 385-4000

Caffe Nonn
(25% off any coffee or espresso drink)
120 E. Kalamazoo St. (269) 385-4126

The Den Party Store
(10% off any beverage)
120 E. Kalamazoo St. (269) 385-4126

North Coast Cafe
(10% off any beverage)
816 S. Westnedge Ave. (269) 383-0202

The Grilled Cafe
(10% off any beverage)
7278 W. Michigan Ave. (269) 459-8801

Kalamaus Nature Center
(10% off any beverage)
7000 N. Westnedge Ave. (269) 381-1374

Piner’s Pizza
(10% off any beverage)
1401 S. Drake Rd. (269) 337-7762

Somethings Brewing
(10% off any beverage)
120 W. South St. (269) 385-1255

Watershed Coffee Joint
(10% off any beverage)
314 E. Water St. (269) 373-2880
3937 Oakland Dr. (269) 488-8081

Partners

Be a part of a growing community of local businesses that support the Ecomug Program.

By offering Ecomug discounts, your business will be promoted to over 20,000 students each year.

Participating in this program is a simple and practical way to demonstrate your commitment to sustainable business practices.

Trifold: Ecomug and Ecojug
Trifold: Sustainability Fee

Green Jobs

The OSU’s Green jobs provide valuable work opportunities to over 36 students per year to contribute to important projects and programs that include campus planning, recycling, bike maintenance, aquaponics, organic gardening, graduate research, and more.

Supplemental Funding

The Sustainability Fee funds one sixth of the staffing and administrative area of the Office for Sustainability. The remainder of the office's staffing, office equipment, supplies, and other financial needs are supported by WMU’s General Fund.

Survey Implementation & Ongoing Projects Fund

This fund is used to implement new sustainability projects and initiatives on campus, as well as maintain existing programs. This fund is used for equipment and infrastructure: funding the Student Sustainability Grant, and wages for part-time employees, independent contractors, and consultants.

Western Michigan University is proud to be Michigan’s first university to adopt a sustainability fee. Students convinced the Board of Trustees to create the $F per semester, $4 per summer session fee in 2006, and since then it has funded these distinct accounts: Survey Implementation and Ongoing Projects Fund, Supplemental Funding to the Office for Sustainability, and Green Jobs.

Survey Implementation and Ongoing Projects (SOP) Fund

- Survey Implementation and Ongoing Projects (SOP) Fund
  - 57% Supplemental Funding
  - 24% Green Jobs
  - 19% Student Sustainability Grant

- A $75,000 is available annually from the Survey Implementation and Ongoing Projects fund to support student-authored proposals that promote a campus culture of sustainability and potentially benefit all students. Selection is through a two-tier review process by undergraduate and graduate student peers from all seven colleges.

- There are very few programs in the world that include this level of student involvement. Instead, most grant decisions are made by committees composed mostly of faculty and staff. All funds from the SSG that are not allocated within a given fiscal year roll over to the SOP Fund.
Mission
The mission of the Office for Sustainability is to guide and assist the Western Michigan University community in fulfilling and growing its sustainability commitments. Through building a diverse and flourishing learning community around sustainability, we will continually explore and develop new opportunities to create a culture of sustainability and improve quality of life for all.

Goals
- Make Western Michigan University a national higher education sustainability leader
- Identify and help implement innovative and cost-effective strategies for reducing WMU’s carbon footprint
- Facilitate interdisciplinary and cross-college collaboration, research, and inquiry around sustainability
- Encourage and support learning, sustainability and climate change education into existing curricula
- Assist in the development and implementation of new undergraduate and graduate sustainability courses, curricula, and degree programs
- Support active learning and real-world problem solving through sustainability research, internships, and co-curricular activities
- Graduate knowledgeable, open-minded, well-prepared, and engaged planetary stewards
- Serve as a resource and advocate for sustainability on campus and in the community, region, and state
- Collaborate with all Offices and Colleges across campus to secure resources for these efforts
- Report regularly and transparently on both our achievements and shortcomings in these endeavors

Initiatives, Programs, & Projects
The Office for Sustainability runs several initiatives from its campus office and design studio and works in collaboration with students, faculty, staff, and community. Initiatives are broad and several programs are highlighted in this brochure. Numerous projects are ongoing or in development including: an annual Student Survey, bike and pedestrian-friendly campus research, EcoMojis, Climate Action Plan implementation, Sustainability Across Research & Teaching, Community Sustainability Incubation, and a new Learning for Sustainability Graduate Certificate Program. The Office tracks and reports regularly on all university-wide sustainability efforts.

Internships & Green Jobs
The Office for Sustainability employs students to strengthen and grow the campus community and work to create a culture of sustainability at WMU. A semester-long, western internship develops and supports student leaders from all academic disciplines through hands-on learning and a deep exploration of WMU’s approach to sustainability. “Green Jobs” students conduct research, test new ideas, and run campus sustainability projects designed to continuously improve all of WMU’s sustainability policies and practices.

Student Sustainability Grants
Competitive student sustainability grants are available for students who are seeking financial support for independent sustainability ideas. Students who pay the Sustainability Fee are eligible, and their proposed projects must support the growth of a culture of sustainability for the benefit of all students. Proposals are selected through a blind review process of student interests and must be safe, legal, and consistent with all university policies and procedures to qualify.

Gibbs House Fellowship & Property
The Gibbs House Fellowship is a year-long, residential cooperative program for students who work with the Office for Sustainability while living at the historic Gibbs House property. Fellows design, test, and implement sustainability policies or practices at the house and across campus. The Gibbs House Permaculture Research & Demonstration Site borders the Auminum Lake Preserve and serves as a community resource center for the research, education, and practice of sustainability.

Trifold: WeSustain, Office, Overview
Zero Waste World

“A zero waste world begins with you! Zero Waste is much more than the traditional 3R’s of reduce, reuse, recycle. It encompasses a holistic approach to help manage the movement of materials through society. It is more than simply recycling; it is a new lifestyle where nothing is wasted and nothing goes unneeded.”
—City of Palo Alto

Learn more at: http://www.cityofpaloalto.org/pw/agri/pdfl/ anon117/whatistherewaste/a.pdf

What is Zero Waste?

“Zero waste is a goal that is ethical, economical, efficient and necessary. It guides people in changing their lifestyle and practices to stimulate sustainable natural cycles, where all discarded materials are designed to become resources for other to use. Zero Waste means designing and managing products and processes in systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them.”

—Zero Waste International Alliance
http://zwi.org/standards/zero-definition/

How to Reduce Your Waste

• Printing:
  - Ask yourself if you really need to print.
  - If you do, print double sided.

• Use EcoMugs and EcoLips on campus. Reusable bottles and mugs are great for around campus too.

• Using bottled water is expensive and creates waste. We have safe drinking water, use your reusable bottle instead.

• Donate any clothing or shoes you do not want and drop off at their stores.

• Think about the wrapping your sandwiches use. Ask yourself if the plastic bag used to carry your sandwich is needed.

• Use reusable containers when packing your lunch.

• Refuse hardware from businesses or at conferences, fairs or parties. You are creating a demand to make more.
  • If you do take a handsout, make sure to recycle it when finished
  • Try to shop before purchasing a new item. It may be cheaper to fix it.
  • Bring reusable bags to grocery stores to eliminate plastic bag use or don’t use a bag at all.
  • Buying in bulk allows you to buy more at once and reduces packaging.

• Use cloth towels or handkerchiefs instead of paper towels.

• In the cafeteria, remember you can always go back for more. Make sure your first portion is small so you are not wasting food.

Waste Hierarchy

WASTE HANdULATION

REUSE

ENERGY

DISPOSAL

MOST

LEAST

Trifold: Zero Waste
ONLY YOU
CAN DECIDE WHERE YOUR MONEY GOES

PLEASE TAKE THE STUDENT SUSTAINABILITY SURVEY
AND HELP SHAPE CAMPUS SUSTAINABILITY

MARCH 1 — MARCH 31

http://wmich.edu/sustainability/events/survey

Student Sustainability Survey, poster and online banner
LEADERSHIP  SUSTAINABILITY  EXPLORATION

Invest in your future.
The Wesustain Internship Program is a highly competitive, semester long, paid, exploratory internship that infuses leadership for sustainability into your student experience at Western Michigan University.

Applications can be found at:
wmich.edu/sustainability/opportunities/internships
Submissions due April 25, 2016 at 5 pm to
wmu-sustainability@wmich.edu
Commentary, Reflection, and Next Steps:
I am excited to see the next steps of the brochure project unfold. Although the project is around halfway done, I made a lot of progress on a project that was just an idea last semester. I think that when this project is done, it will be a beautiful example of design that shows the best aspects the OFS has to offer. The completion of this project relies on finishing the layout for the text and images. The layout for the text has been decided on for the most part, but can be adjusted with slight changes. I believe that at this time, the photos that will go into the finished set will be a combination of both old materials, and new photos that will be staged.

The other next step that I have been working on is organizing the files on the server. For all jobs that have been completed, the files are packaged. By packaging the file, it puts all fonts and links (photos, vector images, etc) into one place so that they don’t become lost. It also creates a PDF. All other files are sorted so that they can be easily found and worked on. By organizing the files to the best of my ability, it will be easier for the next designer to work with them in order to finish what I started.