

## **Campus Life Breakout Group—Sustainability Retreat 2007 Minutes**

### **Breakout group:**

*Jennifer Butler* – Biology Department

*Kimberlee Chambers* – Environmental and Earth Sciences Department

*Dan Craig* – Facilities Supervisor

*Luke Johnson* – CLA Student

*Kiry Nelson* – CLA Student, Sustainability Council member

*Lucia Norris* – CLA Student

*Scott Shambaugh* – Mail Services

*Khela Singer-Adams (facilitator)* – Director of Community Service Learning,  
Sustainability Council member

*Emily Terrell* – CLA student

### **Morning Session:**

#### **Increase Educational Opportunities**

- Laminated card next to recycling bins telling what you can and can't recycle
- workshop at faculty retreat – do we think about sustainability in everyday life? Helping to make the link to courses. Educating about all 4 Es.
- Orientation for new employees and students – what is sustainability at Willamette?
- Needs to be incorporated with opening days or part of opening convocation-incorporate it with diversity, equity discussions, etc. Not it's own session, but instead a reoccurring theme.
- In Residence Hall leadership structure: change Recycling Rep position to Sustainability Rep position.
- Use community building exercises in residence life as a way to teach sustainable living. Offer training to Res life staff in August.
- Create checklist for decision makers for event planning, travel (conferences, retreats), purchasing-being intentional about why selection is made and what impact it will have.

Brainstorm:

- 1) NO BOX STUFFERS
- 2) No flyers and no emails
- 3) Community meetings
- 4) Link to eco-footprints – incentives for halls to finish first
- 5) Online edition of the collegian – articles involving sustainability
- 6) Reference sheets in dorm halls – where to go for recycling, light bulbs
- 7) Tip of the day on homepage/ link on front page for sustainability council website
- 8) Make sustainability council website updated – influence
  - a. Meet with new VP of admissions Marylyn Rhyner
  - b. New web guy
- 9) Speaker for opening days – big names?
- 10) Kiosk for advertising
- 11) Weigh differences between screens (financially and environmentally) and mailers or flyers (paper) for advertisement
- 12) Professor events of interest on blackboard

- 13) Create themed list serves with preferences – instead of campus wide emails, box stuffers, flyers. Posters, table tents-student self-select for theme based mail groups to receive notice.
- 14) Options for transportation with less impact
  - a. look locally and tie more in with community
  - b. Tie in with Chemeketa and other community partners for ride-share options to PDX, coast, mountains.
  - c. Provide easy calculation worksheets to help determine best transportation to reserve.
  - d. Determine attendance at conferences with consideration for impact.
- 15) Have a sustainability accord
- 16) Get stats for water, electricity, etc. and advertise improvement and advocate accountability.
- 17) Put educational signs all around campus teaching about what great sustainability stuff we are doing (like Kaneko has) to increase transparency.
- 18) Energy saving workshops for sustainability for students and staff

### **Switching incentives (financial disincentives)**

- Free recycling bins for residence halls – but required to be returned
  - Recycling disposable cups and plates
  - Power saving – monitors off, need to talk to wits, sensors?, residence halls, automatic shutoff systems
  - Incentives reversed for more sustainable options-example: increase costs on least sustainable option (such as throw away dishes versus reusable ones)
  - Defaults in our systems to be more sustainable option- example: if you order water the default is to bring pitchers of water rather than bottled water; if you press print it will automatically print double sided unless you intentionally switch it.
- 1) Parking – more expensive for students? Employee parking – especially for lower-income - being less expensive. Sliding scale?
  - 2) Flexcar advertisement
  - 3) Charge for putting up flyers – money go back to sustainability council or something
  - 4) Double-sided printing
  - 5) Automatic shut-off on computers (WITS)

### **Shifting from recycling to reusing**

-No Styrofoam, ban paper cups on campus, supply all students with free mug upon orientation (**free mug idea:** have the Opening Days give away be the sustainability mug as a way to create brand identification with the logo. This way if we put the logo on everything, they are already recognizing it. On the back of the mug list ten easy sound bites for ways to actively conserve).

### **Simplify**

-Simplify recycling and center it to residence halls – recycling training meeting once a week with res halls. Dan Craig is willing to come in and provide trainings. Recycling: Only needs 3 barrels – batteries, glass, and everything else.

-We feel one of the purposes of the council is to take all of the information available and simplify it for easy quick access. We suggest creating checklists, labeling the most sustainable options of campus with the logo (i.e. on the catering menu, put a little logo next to local products), offering an audit for departments followed by a presentation at staff meetings with easy fun ways to lower impact, etc.

### **Other**

- 1) Hall bikes for rent
- 2) Bio swales/ permeable asphalt
- 3) Energy self-sufficiency (solar)

### **Afternoon Session:**

Challenges that face decision making:

- Widespread ignorance of the ecological consequences (ie driving to Safeway and long showers)
- Lack of consciousness of waste, energy use, water use.
- Finding reasonable/feasible representation of the knowledge
- Urgency of people's time/people won't take the extra step
- Limits on spending (Budgets)-Inflation increases but budget does not accommodate
- There's no guidelines in purchasing sustainable products
- Having to always financially justify financial decisions
- Bus from Airport. Get to a point where you can bring your car but "you don't need to".
- Identify alternative ways to get around. Publicize Flexcar and Sharecat.
- Computers on sucks energy.

Solutions:

- Flea market, yard sales, donation to Goodwill available on campus (when students move)
- Sharecat
- EDUCATION
- Guidelines/suggestions in sustainable decisions
- Taking a bike vs. a car.
- Detergent
- Know that all decisions are economically sustainable.
- Incentive on things. Sustainability survey i.e. and free meal on Goudy.
- Asking for a change of mentality. We need to find a free way of marketing it.
- Find new ways of reaching people.
- Check off list to get just what you want in email (themed mail groups).
- Focus on just one sustainability issue at a time.
- Publicity. Checklist. Kiosk. Put the leaf with the WU sustainability logo on the sustainable options.
- Promote the use of china. Charge more for the plastic to cover the cost.
- Bookstore: put the sustainable options in one section. Label with WU sustainability logo.

- Recycling: Instead of having 8 containers having 3 containers.
- Transportation: If you are going to reserve a vehicle to justify why. Same with conference travel.
- In each office. Send a generic email at 4.45pm “save energy, turn your computer off”
- Talk to WITS to set all the computers to print double sided.
- Stickers “Conserve today, preserve tomorrow”
- Opening Days: Opening Days speaker: in Sustainability. The dance can be connected.

To get the message across in Opening Days

Sustainable kit: Revisit old concept. Reusable bags with logo. Notebooks made out of used paper (in one side). Mugs, handbook: 10 easy ways to get sustainable in Willamette.

- Use the communication channels that are already on. It doesn't cost and it works.
  - RA's: i.e. Ask them to put up the 10 tips.
  - Hall Councils
- Awareness of how much more gas is used if driving faster.
- Sustainability website: highlight things that people in Willamette are doing. Brief highlight articles to highlight all that is already happens such as the work Dan Craig does, combined with sidebar of “how you can do this to” quick tips.
- Double flush toilet
- Marketing of Willamette: Doing it sustainable. At least using recycled paper. We don't just want to be the first Willamette University in the West but also the “most sustainable”.
- If things that are done in University get publicized, then students that live off campus could also do. (Article in the Collegian – ask Chris)
- Checklist for WEB: to make it sustainable. i.e. don't use water bottles.
- Recommend justification and accountability.
- Provide choices: Just make it easier for people to choose the sustainable option.
- Identify meetings where can we go to spread information (mandatory student organization meeting every fall, Hall councils, Campus Life directors meetings, fall staff retreats, Res Life staff training in August and January, Opening days leader training in August)
- Everyone can spread the word in the next meeting.
- Promote Residence Halls' tips. We will print them out for them in Recycled paper.
- “Toilet paper” use it through ASWU. 10 tips / Sustainability trivia
- Ask Hall councils to change the Recycling Representative to a Sustainability Representative.

**10 tips (put on mug. Rotate on webmail page so new tip shows each day)**

- Print double sided
- Turn it off when you are not using it
- Ride your bike or walk, long board
- Drink Salem's tap water, it's the nation's best!
- Use Sharecat. Donate usable goods

- Look for the logo.
- Bring your own.
- Spread the word, not paper.

Put this tips up wherever they could be. Website: rotate. Sustainability reference sheet. “Bring your own, where is your mug?” on top of the mugs section or “to go section” in Goudy. Identifying symbol, i.e. in menu choices. 10 ways to be sustainable.