

University Sustainability Committee – President’s Conference Room

8/18/2016 – 2:02 p.m.

In attendance:

Dr. James Bridgeforth
Dr. William Guess
Kelly Rush
Victor Cohen

Todd Culp
Rachael Bolden
Alexander Moylan
Cecelia Martin

Catherine Buttrey
Sabrina de Jong
Valeria King*

Old Business

- Dr. Bridgeforth announced that Sabrina de Jong, Sustainability Council President, will be replacing Angela McGaugh on the committee.
- Dr. Bridgeforth asked Alexander to reach out to Dr. Borchert and Justin Roberts regarding July meeting minutes.

Staff Position – Dr. Guess

- Dr. Guess reported that a position request form was submitted to Dr. Smith but that the request may be moved to next year’s budget cycle for approval.
- Other pertinent notes regarding the staff position include:
 - Dr. Guess ensured that his ideas for the staff position’s job description and that of the committee’s meshed well with each other
 - In filling this role a national, versus regional, search should be considered given the potential benefits of a larger candidate pool
 - Whoever fills the position should support operational and educational benchmarks of sustainability mission at South
 - The position will not replace committee, but instead work with the committee

Dream Machine Removal

- Dr. Bridgeforth reported that he was contacted by PepsiCo who have discontinued their Dream Machine project nationwide after citing that it was no longer feasible.
 - PepsiCo reached out with different collection bin options to replace the Dream Machine
- Rachael Bolden added that the Student Center staff was pursuing alternative methods for continuing their Recycling Frenzy competition.
 - Previously, the Dream Machine counted participants’ bottle and can deposits
- Ms. Bolden recommended that the committee consider the 10 bottle-shaped bins due to their volume, size, low weight, and ability to be more easily weighed, as compared to the other options from PepsiCo, with the scale they are planning to use for future competitions
- Dr. Bridgeforth then questioned whose responsibility it would be to receive and handle these bins, to which Todd Culp suggested the Student Center take that responsibility, mainly for the purpose of the competition.
 - Both Ms. Bolden and Dr. Bridgeforth agreed

Opening Weekend Recycling

- Dr. Bridgeforth reported that Opening Weekend was a success across the board, especially in regards to recyclable materials being recovered and collected for recycling rather than discarded as trash.
 - Dr. Bridgeforth also mentioned that the efforts of several student organizations and departments were responsible for helping the weekend be a success
- Mr. Culp reported that official weights have not yet been recorded, but estimates regarding the cardboard collection are in the thousands of pounds.
 - That said, the University has already passed the monthly average in collection figures after less than three weeks into the month

Pilot Program Installation

- Mr. Culp reported that the first batch of bins arrived on Tuesday, August 16th, for the first building in the pilot program (the Administration Building).
 - Additional recycling containers should in the following weeks for Shelby Hall and the Communications Building
 - Once bins are in place within all three buildings, Mr. Culp suggested that additional buildings will be included in the larger program
- Dr. Bridgeforth then suggested that creating a strategy plan for the pilot program's continuation was preferable; one that would specifically identify which buildings should be added next.
 - Dr. Bridgeforth thought the plan should be finalized by January with updates every six months
 - These updates would allow for evaluation of whether the program is progressing optimally and how to best handle additional costs in the future
- Cecelia Martin then questioned how the committee will assess if the program is working or not.
 - Dr. Bridgeforth suggested that the following be considered: how much is being collected; are there any gaps in collection for any reason; are bins being used; what is the best model/procedure for future collection across campus?
- In response to the possibility for pushback from members of the campus community when the pilot program begins, Dr. Bridgeforth suggested that the committee respond by sharing the University's mission regarding sustainability with those who have not yet supported the sustainability-driven efforts in their buildings
 - "...do it because it's the right thing to do, not because they [students, faculty, staff] have to..." – Dr. Bridgeforth
- Mr. Culp then mentioned that the Goodwill (GW) Easter Seals is trying to re-evaluate their current procedures for getting a truck to campus more often as volume from the campus has superseded their expectations.
 - Mr. Culp and Dr. Guess then mentioned possibility for building-expansion, specifically referring to the recycling center on campus
 - Mr. Culp mentioned that Sara Boccardo is trying to figure out how to address the pick-up issues they're facing, specifically in reference to their drivers
 - GW Easter Seals can handle the volume, but retrieving it is a different story
- Mr. Culp wants to investigate how much money is being saved through the sustainability efforts, for example, how much is being saved in transportation costs and other garbage disposal fees, and if some of those funds can be reallocated to the sustainability initiatives.

- Ms. Martin suggested that an assessment plan could use different data-tracking programs and survey software to evaluate student, faculty, and staff opinions, behaviors, and motivations for pursuing sustainable practices.
 - Ms. Martin then mentioned that she sits on the campus master plan committee and asked whether or not the committee should seek being involved
 - Dr. Bridgeforth suggested that Ms. Martin ask the committee during their next meeting how/whether sustainability can be incorporated into their plans, and how sustainability-driven practices could be implemented within their desired infrastructure

Signage

- Official signage will be in place soon, temporary signage involving the new recycling center is in place now.
 - Kelly Rush then questioned whether the recycling center is on the interactive map or not and after discussion that suggested otherwise, Ms. Rush suggested that she could take care of this
 - UPDATE: On August 19th, Ms. Rush notified the committee that the recycling center was officially on the interactive campus map

AASHE Conference Attendance

- Dr. Bridgeforth questioned whether any staff person was interested in attending the 2016 AASHE Conference, which will be held in Baltimore, MD.
 - If a staff person was interested, then there is a possibility registration and the cost of attendance could potentially be covered
- Catherine Buttrey then mentioned that a student representative, via SGA, could possibly be sent to attend the conference with SGA funding

Open Floor Discussion

- Ms. Bolden used the open floor to question why a logo hasn't yet been created for this committee.
 - She suggested that a logo would allow for better recognition and unification across campus for the committee's on-going projects
 - Ms. Martin then suggested, based on prior experience, that a strategic communications course within the Communications department be utilized to perhaps work on the development of this logo as a project
 - This topic will be discussed again in the following meeting

Meeting adjourned approximately 2:45 p.m.

The next meeting is set for September 15th, 2016, in the President's Conference Room.

*proxy for Dr. Borchert