Environmental Caucus Meeting
Wednesday, October 6, 2010, 12-1:30 pm
ARD Large Pod

Attendees:

I. **Announcements:** See [www.green.nau.edu](http://www.green.nau.edu) for information about events, courses, and other information listed briefly below.

- Bike repair event as part of overall 10-10-10 events.
- Susan Thomas announced CM499 – LEED certification course
- Heather Farley announced that NAU received an award from Oracle Corporation for Franke College of Business’ innovative use of thin clients.
- Kristen Bullard announced that the EcoPass is now available to ALL NAU student employees to ride Mountain Line buses free, 24/7.
- Peter Friederici announced that NAU is hosting the Annual Conference of the National Association of Science Writers in Fall 2011. Contact him if you want to be involved.
- Rom Coles announced the 10/10/10 Global Work Party and the need for volunteers on Saturday, 10/9, to canvass homes.
- Sodexo has a full-time sustainability specialist position open. Contact Casey. Fisher@nau.edu.
- George Koch announced the Kick-off event for the Master’s in Climate Science and Solutions program, Oct 21, Velocity of Climate Change, Christopher Field, 7 pm. He invited the EC to a reception at 5 pm at High Country Conference Center with Dr. Field. RSVP to Sally.Evans@nau.edu.
- Blase announced an upcoming Faculty forum on implementing Global Learning, Oct. 20, 3-4:30 pm in DuBois. Contact Faculty Development.
- President Haeger was elected to the ACUP Climate Commitment Steering Committee.
- Campus Sustainability Day at NAU, Wed., 10/20, part of ACUP Natl. Event:
• EAARTH (by Bill McKibben) book discussion, 4-5 pm.
• Course Expo! 5:00-6:00. See GreenNAU and Heather Farley’s announcement by e-mail. Opportunity for tabling by Student Action Research Teams, contact Heather.
• Student EC campus clean-ups.
• Campus Dining events. For tabling/marketing opportunities, contact Casey Fisher.

II. Environmental Caucus Business:

1. Update on Sustainability Positions – SESES & SUS
   • Director of SESES, national external search has been approved.
   • Assistant Professor in Climate Science, SESES, has been approved.
   • SUS will hire an Interim Director (internal search) by spring semester.

2. Green Fund Committee Formed (Kevin Ordean)
   • First official Green Fund committee selected. Bios of the six student committee members will be shared soon, looking at projects for this year/semester.
   • Paid Internship — looking for a student with an accounting background. Marketing internship has been filled.

3. Green NAU Website Update
   • Portal for green campus info, initiatives, courses, research, etc.
   • Google analytics – August=1289 unique visitors, 1676 total visits, 31% from NAU campus; September=1761 unique visitors, 2390 total visits, 44% NAU campus. Increasing usage! 49 states 33 countries. Since July, 57% come from the About NAU page. This page was just revamped and looks great, but the prominent Green NAU button is no longer there. Working to remedy a better link to Green NAU.
   • If you want to link your departmental website to Green NAU, contact intern Maggie McKeever at green@nau.edu.

4. Update on City’s Rainwater Harvesting Task Force (Karin Wadsack)
   • Karin Wadsack, EC representative to the City’s Task Force on Rainwater Harvesting, announced that the Task Force has decided to integrate rainwater harvesting into the existing codes focused on water conservation. Proposing that the city also lead by example. The Task Force will present this to city council, date to be announced to EC.
III. Presentation: “Keep it Clean” – Recycling Fall 2010 – Jan Kerata, Merriam Powell Center for Environmental Research

- Revision and updates to the campus recycling education program. Leave Green campaign for move-out. President’s Innovation fund grant for Keep It Clean campaign. Main message is to keep wet waste out of the recycling.
- Decals and signs available. Students wearing bright green vests will visit buildings and place them. Goal of whole campus signage by end of semester.
- Jan showed posters for additional messages about green practices.
- Green Fund – hope to work with on signage for containers in public locations.
- Creating a comprehensive picture of the material leaving campus, not just an audit of what is taken to recycling/trash by city trucks. This will include some of the less obvious materials – like sensitive documents carried separately to Municipal Recycling Facility (MRF) and shredded.
- Custodians are collecting recycling separately – bagging the wet stuff so it can be easily removed from the clean items.
- Memo coming from Rich Bowen, Office of Sustainability.
- Building Managers meeting – concerns about dark colored bags, at the processing center they typically don’t open very heavy bags because they assume high contamination. Not totally accurate – they will open bags that they are unsure about.
- Last year we had a 20% increase in contamination. We need to decrease this number. Audit this year will continue to monitor this.

IV. Discussion: Building a Plan to Grow Visibility of the University’s Sustainability Efforts – Lindajean Western and Sandra Kowalski, University Marketing

- University Marketing soliciting assistance on marketing sustainability. What NAU stands for – identify the audience and the messages that we want to convey about who we are. Started this process with research, logo design,
- Still need to work on what is distinctive about NAU. Sustainability is one of those areas of distinction.
- Started by working with the EC Steering Committee to identify key audiences - current and future students, faculty/staff, alum and donors, publications and press outlets, legislature (current and future), school boards.
- What are the key speaking points/messages we want to deliver? How do we want to position it and deliver it to create buzz. A great example is the ERI spot. Background and substance in a meaningful way. Packaging and messaging that is coherent.
- Outlets include Extended Campuses and NAU TV, Office of Public Affairs.
- Creating a message map that designates the types of messages and the specific audience.
• Events, Grants, and other press releases. How do those get shared with marketing? Programs should still work directly with Public Affairs to create press releases and marketing for events, programs.
• This process is creating a marketing plan for branding us in relation to sustainability. Creating the content, speaking points up front so that we are positioned for proactive messaging and reactive to opportunities.
• 5 areas University Marketing working on as priorities:
  o Sustainability
  o Tomorrow’s math & science teachers
  o University architecture
  o Native American issues
  o Allied health.
• Interested in the student reaction to the sustainability video shown during orientation.
• The EC Env Identity Action Team and an EC Working Group defined sustainability as environmental, economic, social.
• Kathy Maloney working with Heather on imaging for the Climate Action Plan. Currently seeking approval. Next step is to define the specific messages.
• Harkins video commercial outlet? That is a perfect example of one way the plan could be implemented. Send ideas like this to the ECSC. ERI paid for their spot (~$10-20k). Because of the tight budget we need to plan far in advance.
• Maximize on student talents!
• Send all recommendations for sustainability marketing messages, outlets and other ideas to Sandra Kowalski, Lindajean Western, and the EC Steering Committee (found on EC Website under “Contact Us”).

V. Action Team Check-ins
1. ACUP Climate Commitment (Lindsay Wagner and Heather Farley)
2. NAU’s Environmental Identity (Kathy Maloney)
3. Student Environmental Caucus (Kevin Ordean)
4. Transportation Action Team (Kristen Bullard)
5. Water Action Team (Tamara Ramirez)
6. Sustainable Environmental Practices (Paul Gazda, Patrick Pynes)
7. Curriculum and the Environment/Ponderosa 2.0 (Blase Scarnati)

Next monthly Environmental Caucus meeting:
Thursday, November 4, 2010, 12:00 – 1:30 p.m., ARD Large Pod
Presentation: Richard Toeniskoetter, Franke College of Business
“Sustainable Computing at NAU”

Thanks to Kristen Bullard for taking notes!