Collective Impact
Inspiring Change for our whole community

Volume 3 ● Number 1

ITHACA COLLEGE
The quarterly newsletter of our Sustainability Initiative

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Our Climate Report Posted
We met our first-year reporting obligations under the American College and University Presidents Climate Commitment by making public our most recent greenhouse gas emissions inventory of 32,000 metric tons of carbon dioxide equivalents. Major emissions sources are building energy and transportation, including our fleet, institutional travel, and commuting to work and classes.

$500,000 HSBC Grant for Environmental Studies

Ithaca’s leadership in environmental and sustainability education and operations received a significant boost with the assistance of a three-year, $500,000 grant from the HSBC in the Community USA Inc. Foundation. Awarded to the Environmental Studies Program, the grant will fund a number of new initiatives. The foundation is the philanthropic arm of HSBC, one of the world’s largest banking and financial services organizations.

“This grant is an acknowledgment and affirmation of Ithaca College’s status as a front-runner in the areas of environmental studies and sustainability,” said Ithaca College President Thomas R. Rochon. “It will allow us to take some important next steps in enhancing the academic component of these programs and further develop our partnerships and other outreach efforts with like-minded organizations and institutions locally, regionally, and nationally.”

Programs funded by this grant will include:

- Scholarships to attract incoming students from diverse backgrounds with a passion for social and environmental change, and a fellowship program to recognize and reward students engaged in exemplary environmental or sustainability projects while in college.
- An internship and research fund for supplies and materials, student and faculty stipends, and travel to conferences to deliver presentations on projects.
- A Scholar-In-Residence Program to bring in a exceptional speakers in order to provide students and faculty with diverse perspectives and ongoing inspiration to act on behalf of the environment.
- A program that uses Ithaca College natural lands as the focal resource for education, research and experimentation, including outreach to local K–12 schools.
- Development of a new sustainability major and minor with a broad curriculum that unites the environmental, economic, social and health aspects of sustainability through advanced systems thinking and interdisciplinary training.
- Expansion of local, regional and national outreach efforts through workshops on sustainability curriculum development that serve faculty from other institutions and development of an online certification program for sustainability coordinators in higher education and other sectors.

“In researching institutions that have a demonstrated record of leadership in this area, Ithaca College stood out,” said Heather Nesle, first vice president of community and philanthropic services for HSBC. “Ithaca’s proposal dovetailed perfectly with our Commit to Change program, which supports efforts designed to promote conservation, sustainable development, environmental education, good environmental practices and increased environmental public awareness.”

Park Center Gets Platinum!

The Park Center for Business and Sustainable Enterprise has been certified Platinum, the highest rating of high-performance sustainable design by the U.S. Green Building Council. The project received 62 points out of a possible 69 points. The building is designed to use 37% less energy than a code-compliant building. The Gateway project, still under construction, is also tracking to be Platinum rated!
For their semester project, four students in the “Sustainable Communities” course chose to work as a Student Board of Directors for SewGreen, a local non-profit organization devoted to supporting “refashioning”, teaching sewing skills, and encouraging environmentally sensitive clothing choices. The students are learning about the governance of non-profit organizations. The student board works exactly as a regular board would, with each student accepting the responsibilities of his or her elected office.

“The student board’s input and guidance is invaluable. As a team, and as individuals, they have brought new insight and energy to the organization,” says SewGreen Coordinator Wendy Skinner.

The Chemistry Seminar in November featured a presentation on “Green Chemistry”, and the Physics Café featured a presentation on Climate Action Planning.

Students in Dr. John Hopple’s Ithaca seminar class were sent on a Sustainable Campus “Treasure” Hunt to locate some of our sustainable features like the organic garden, the three green roofs, the building with dual flush toilets, and those using passive solar heating. Students also learned about campus operations like food waste composting and our use of recycled-content toilet paper.

Another learning activity was a “Dumpster Dive” led by Mark Darling, Recycling supervisor. Students tabulated the contents of the collected trash to identify recyclables.

A research paper titled “Emphasizing Sustainable Health and Wellness in Health Education” by Dr. Srijana Bajracharya, professor of Health Promotion, will be featured in the American Journal of Health Education. Bajracharya’s work was supported by a sustainability curriculum development minigrant.


Students Guide Local Non-Profit

For more information about the Sustainability Initiative at Ithaca College contact:

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Show off for fun and profit

The People Speak, a program of the UN Foundation, is challenging students to raise their school’s green grade on the Sustainable Endowments Index report card (see page 4). Pick a factor that affected Ithaca’s mark and submit a proposal for an on-campus project that will increase our score. There are prizes for the top 10 entries, including a $500 project stipend, two-day training in Washington D.C. from top climate change experts, and an on-campus workshop from SEI. Submission deadline: December 12th. www.thepeoplespeak.org/climatecrews

Chill Out is looking for the best campus-based projects aimed at curbing carbon emissions. Win grant money, prizes, and national publicity. Submissions can be either a 500-word essay describing your school’s efforts or a 3-minute original video. Deadline for entries is November 30. www.campuschillout.org

Chill Out: Campus Solutions to Global Warming

Spring 2009 International Opportunities:
Two courses examining Health Care and Culture are being offered for Spring 2009, one offering an international field experience in the Dominican Republic in late May to study socio-cultural context in the delivery of health care and rehabilitation services.
**More Sustainable Decisions**

As part of the site preparation for the Athletics and Events Center project, Facilities Grounds crews planted more than 400 new trees. Many of these trees, fast-growing native species grown locally by RPM EcoSystems, grace the medians in new parking areas.

Towers Dining Hall has gone trayless following a successful pilot of a series of Trayless Tuesdays. Students responded favorably to the elimination of trays, a practice that markedly reduces food waste and promotes healthier eating by encouraging the consumption of smaller food portions.

Bill Bartnik, Facilities Maintenance supervisor and head of our electricians, reported on the replacement of the light fixtures in the Fitness Center gym over Thanksgiving break. Our professionals replaced the original metal halide lights with T-5 fluorescent fixtures. These new lights reduce energy use by 60%, from 19,000 watts to under 8,000 watts. Because these new fixtures provide double the lumen level—offering a brighter light—electricians entirely removed half of the fixtures. Bartnik calculates that the job—the cost of the new lights plus our own staff’s labor—should pay for itself in electricity savings in under 10 months with a $7,000 savings each year after.

**Giving New Lighting a Workout**

Tom Torello from Marketing Communications announced that the next update of the Campus Directory will only be made available on-line. PDF versions may be downloaded if desired.

Next Generations, the College’s new vending machine company, has introduced the Vitalities program to highlight more nutritious vended food products. Look for the green labels on these products to find healthier food products, products with lower calories and no trans-fats.

**News Briefs**

Watch for “Green Thumbs-Up” citations in the Kudos section of Intercom. Make sure we know about YOUR new innovations or activities that support campus sustainability. You could earn a “Green Thumbs-Up”!

Check out FUSE for articles on campus sustainability from student points of view: http://fuse.ithaca.edu/tags/sustainability/

ICView also tags stories covering campus sustainability: www.ithaca.edu/icview/tags/sustainability/

TCAT Bus Passes are sold at the Bookstore. The College underwrites about 30% of the price of these student passes.

- 10-ride pass: $10.50
- Unlimited monthly pass: $31.50
- Unlimited student semester pass: $120.00

The Park Center was featured in an article in the Ithaca Business Journal titled “IC’s Platinum Shade of Green”.

Dining Services convened a Sustainability Committee with representatives from each of the board dining units and the retail operations to share strategies to make dining even more sustainable.

Roger Casterline, Nick McCabe, and Morgan Swanhart from Facilities Grounds and Transportation are participating in a regional Green Fleets consortium looking to purchase biodiesel for our vehicles.

View campus building energy use: www.ithaca.edu/metering

**THAT was easy!**

Staples Business Advantage, the School of Business, and Sustainability at Ithaca co-hosted a special learning opportunity featuring a presentation by Mark Buckley, Vice President for Environmental Affairs for Staples. Following a sustainable lunch catered by IC’s Dining Services, Buckley presented on Staples’ extensive corporate commitment to sustainable operations to Business faculty and students and staff from the Purchasing office.

**A Successful Challenge**

Sixty-five members of our campus community used a variety of alternative transportation modes to commute to campus during the month of October: walking, biking, riding the bus, and car pooling. Collectively, we reduced our commuting-related emissions by more than 4 tons of CO2. IC came in #4 overall in the:

**Fall Campus Challenge!**

Change is inevitable. Growth is optional. Positive growth is intentional.
Get Involved

Here are just a few of the many sustainability-related campus groups that will welcome your involvement:

**Students for Sustainability**  
www.ithaca.edu/biology/sfs  
Promotes principles of sustainability through education and action on campus and the community.

**Ithaca College Environmental Society**  
www.ithaca.edu/ices  
Promotes environmental awareness and responsibility on our campus through education, activism, and stewardship.

**Business Sustainability Ambassadors**  
www.BusinessSustainabilityAmbassadors.com  
Aims to foster sustainable enterprises through real world discovery and the sharing of information.

For more organizations to join, visit the **Center for Student Leadership and Involvement**.  
http://www.ithaca.edu/involvement/

Every Friday, student volunteers with **Stop Wasting Ithaca’s Food Today** (SWIFT) salvage and repackage cooked but unserved food in the Towers Dining Hall and deliver it to food pantries in Freeville and Danby. Contact Katie Venetsky at kvenets1@ithaca.edu if you want to help the weekly effort.

Watch for **Intercom** announcements of this fall’s exciting and enlightening **Sustainability Café** series.

**News Briefs**

We hosted a special luncheon for a delegation from the famed Thirteen Indigenous Grandmothers in October.

We have consulted on campus sustainability to a number of area campuses: Cornell University, University of Rochester, SUNY Brockport, SUNY Geneseo, Finger Lakes Community College, and Alfred University.

**Campus Sustainability Day**

On Wednesday, October 22, join us for a full day of exciting programming that celebrates the contributions of the departments, programs and organizations on campus that help make ours a more sustainable campus. All events—which are free and open to the public—take place in the Emerson Suites in the Campus Center.

**IC received an overall score of B– on the Sustainable Endowment Institute’s Green Campus Report Card. We scored an A for student involvement and scores of B for various aspects of our campus operations. Like most other institutions SEI reviewed, Ithaca did not score as well in specific areas in which SEI seeks to spur change, like socially responsible investing and shareholder engagement.**

Read the entire report:  

**We’re on the Web!**

A pdf version of this newsletter can be downloaded from the **Sustainability at Ithaca** website at  
www.ithaca.edu/sustainability

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