



# Collective Impact

Inspiring Change for our whole community

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## ITHACA

ITHACA COLLEGE

The quarterly newsletter  
of our

ustainability Initiative

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## Peggy R. Williams Center Opens

The 58,200-square-foot Peggy R. Williams Center opened in March, at long last bringing together all the Student Services (Admission, Registrar, Bursar, Financial Aid), and housing a number of senior administrative offices. The college set out targeting Gold certification for this building, but throughout the design process, the project grew into LEED Platinum, matching its next-door-neighbor, the Park Center for Business and Sustainable Enterprise.

Some of the sustainable features of this high-performance facility include:

- rainwater collection for use as gray water for toilet flushing;
- 6,000 square feet of vegetated roof to absorb rainwater that is not collected;
- Building is designed to realize an energy savings of 34% over standard construction;
- a distributed geothermal heat-pump system;
- natural convection ventilation system that pre-cools the atrium by drawing cooler night air across a shade garden;
- daylight harvesting with automatic photocell controls and dimmers replacing artificial light with natural light when available.



Some finish work is still being completed on the interior of the building and exterior landscaping continues. When the Williams Center receives its LEED Platinum certification from the U.S. Green Building Council—expected later this year—we believe Ithaca will be the only organization in the world to sport two LEED Platinum buildings.

In a related note, the newly opened “Link” hallway and classroom wing that now connects Job Hall with Dillingham Center (*at left*), is on track to achieve LEED Silver rating.

## April is Earth Month!

The month of April has been abuzz with “green” activities. On April 2<sup>nd</sup>, the Sustainability Café led off the series of activities with a presentation by Leslie Carrere of RPM Ecosystems, speaking about their work to support “carbon sequestration”. That same evening, the School of Business Sustainability Committee sponsored a presentation by alumnus Kevin Groman ‘92, speaking on his work leading the integration of sustainable business operations in several Fortune 1000 companies.



On April 5<sup>th</sup>, IC SafeWater held a benefit concert with performances by VoiceStream, Premium Blend, and Spit That! Funds raised will support the construction of clean water wells and sanitation systems for a village in Ethiopia through WaterAid, an international charity supplying developing nations with potable water, adequate sanitation, and hygiene education.



On April 14<sup>th</sup>, in honor of National Environmental Education Week, Shawn Reeves from Energy Teachers.org, held a Solar Cookout on the greenhouse patio of the Center for Natural Sciences, demonstrating how to harness the power of the sun for outdoor cooking. Even though the day was overcast, Shawn was still able to “heat some eats.”

Earth Week, starting April 20<sup>th</sup>, was jam-packed with activities. (*see page 4*)



**“Ithaca is ... small enough to have a real impact as a leader, but large enough that the institution itself makes a difference. Ithaca College is right in that sweet spot, where we can make a difference.”**

~ President Tom Rochon, as quoted in an Ithaca Journal article about his inauguration

## Collective Impacts

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

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## Students Learn By Doing



Students in Anne Stork's Conservation Biology class participated in various experiential projects this semester, including support for a forest management plan for EcoVillage at Ithaca. Students identified trees, observed natural habitats, and developed a proposal to maximize biodiversity in a 12-acre wooded area. Other students in the class, led by senior Zachary Cava, worked with the Amphibian Ark program to save a species of frog in Central America. These educational projects have proven to be fulfilling for the students, enhancing Ithaca participation in sustainable, integrative, and hands-on activities. ~Taryn Hubbard

Biology professor emeritus John Confer and his "Amphibian Crew" have been helping spotted salamanders and spring peepers migrate safely across Ellis Hollow Road from the forest into the wet swamp in order to mate. The road bisecting these two amphibian habitats sees high traffic, even on the rainy, 45° nights when these cold-blooded creatures attempt their trek. Confer and professor LeAnn Kanda's research team, including professor Ann Stork and many Ithaca students, tally the numbers of squashed amphibians and survivors whose crossing they facilitate. This seasonal effort supports amphibian births and reduces animal mortality. ~Taryn Hubbard



## Whalen Academic Symposium Includes Sustainability Talks



The annual James J. Whalen Academic Symposium, named for our former president, celebrates the tradition of student and faculty collaboration in research and creative activity. Students are afforded the opportunity to give oral presentations on their senior and honors thesis projects and independent research, and to present their original creative work in the arts. The Whalen Symposium, held this year on Thursday April 16<sup>th</sup> was a featured part of the Inauguration of new President Tom Rochon. More than two dozen presentations were given on sustainability themes, including: "E-Waste and Manufacturer Product Cycle Responsibility", Rachel Roscoe, Legal Studies; "Wasteful Habits: The Culture of Recycling and Garbage Disposal among Middle School and College Students", Casey Scamporino, Anthropology; "Establishing a Campus Shuttle System at Ithaca College", Jeff Goodwin, Management; "Current Status of Biodiesel Accreditation Project at Ithaca College", Miles Crettien and Layne Kasprzyk, Chemistry; "The Grass Is Always Greener: a new hope for biofuel", Jenna Scatena, Writing; and "Ithaca College's Greenhouse Gas Emissions Inventory for 2008", Stephanie Piech, Environmental Studies.

## "Commit to Change" Program Begins to Unfold



The first presentation in the new "Commit to Change" speaker series was from Tom Szaky, CEO of TerraCycle. During Earth Week, on April 23rd, Szaky (at left) spoke about his work to create TerraCycle, a company that manufactures goods from waste products - a firm branded "the most eco-friendly in the country."

In 2006, Szaky was named "The #1 CEO Under Thirty" by Inc. magazine. Szaky signed copies of his new book, "TerraCycle: Revolution in a Bottle", that is available for purchase in our Bookstore.

The Environmental Studies program has also announced the first round of "Commit to Change" fellowships, research projects and summer internships, funded by a major grant from the HSBC in the Community Foundation. According to Susan Allen-Gil, coordinator of Environmental Studies, "what we've been able to do with the grant has been terrific," allowing the Environmental Studies program to become "more global ... and more experiential."

Three fellowships have been awarded for successful sustainability projects: Rose Zonetti '10 for creating the community garden at the

Southside Community Center; Bryan Davis '10 and the SWIFT project for collecting leftover food to redistribute to local food pantries; and Sofia Johnson '12 for the dining services energy audit project.

Funded summer research projects and internships include:

- Allison Ward '10, to intern with New Roots School.
- Emma Hileman '11, to intern with Finger Lakes Land Trust.
- Becky Bowen '09 to intern with the Finger Lakes Permaculture Institute.
- Bryan Davis '10 and Andreava Kasianchuk '11 to serve as teaching assistants for a University of Hawaii online summer course involving EcoVillage at Ithaca.
- Zachary Cava '09 as a field assistant for a San Diego State study researching rattlesnakes—ground squirrel interactions.
- Taryn Hubbard '10 and Emma Hileman '11 to develop a larger-scale, student-managed organic garden on campus.
- Layne Kasprzyk '10 to refine biodiesel from waste vegetable oil to ASTM standards for campus use.
- Stephanie Piech '11 to serve on-campus as a summer sustainable publications intern
- Jeff Goodwin '10 to conduct an on-campus sustainable transportation internship. ~Taryn Hubbard



Get "Spotted"! Reuse your beverage mug for refills of soda or coffee in retail operations on campus and you may be handed a "Spotted" card to reward you with a free refill for your effort to minimize waste.

## More Sustainable Decisions

Roger Casterline, director of Facilities Grounds and Transportation, recently made the decision to purchase B-5 biodiesel to fuel all diesel vehicles and equipment on campus.



Roger represents Ithaca College in a regional, multi-sector partnership to collectively bid on biodiesel and attract suppliers to the Ithaca market.



The Bookstore has started carrying Poo Poo Paper products, made from processed elephant dung. Check out their complete display!

Ithaca College joined the Clean Communities of Central New York organization, a voluntary federal initiative sponsored by the US Department of Energy, that

helps develop markets for alternative fueled vehicles (AFVs). Our participation may open up opportunities for funding to support integration of more hybrid vehicles and other AFVs into our fleet.



Facilities and Purchasing contracted with Finger Lakes ReUse Center to salvage a number of reusable building materials from Job Hall, in preparation for the renovation of that facility this summer.

Hans Milberger from the ReUse Center presented on their new "deconstruction" service for our March 19<sup>th</sup> Sustainability Café. *(Photo: Diane Cohen and Milberger team to remove walnut wall paneling from a Job Hall office).*

## RECYCLEMANIA 2009 Final Standings

The RecycleMania results are in and Ithaca again did quite well. This annual competition between campuses to increase their recycling rates was bigger than ever this year with more than 500 institutions enrolled. Together, the participants recycled over 69 MILLION pounds of material. Ithaca was number 54 nationally, reporting a total collection of 108,520 pounds of recyclables over the 10-week competition.

Among New York State schools, we fared even better. In the Grand Champion Division—in which competitors demonstrate the greatest achievement in both source reduction and recycling, Ithaca College ranked #5, with a cumulative recycling rate of 35.04%. In the Gorilla Prize, where competitors vie for the highest gross tonnage regardless of population, our 108,520 pounds scored at #8. In the Waste Minimization category—who produces the LEAST municipal solid waste—we placed fifth, producing 39.54 pounds of trash per person. In Targeted Material—Bottles and Cans—we placed 8<sup>th</sup>, collecting 2.78 pounds of bottles and cans per person. In Targeted Material—Corrugated Cardboard—we took 9<sup>th</sup> place—reporting 3.86 pounds of cardboard per person. In Targeted Material—Paper, we moved into 3<sup>rd</sup> place, recycling 7.21 pounds of paper per person. We did even better in Targeted Material—Food Service Organics. We ran second in the state with 13.65 pounds per person collected for composting—that high rate ranked Ithaca at #10 nationally!

## New ITS vans are MAG-nificent



Information Technology Services recently purchased two MAG™ cargo vans to deliver equipment. These 3-cylinder gas vehicles get up to 40mpg, and are small enough to drive on sidewalks and get close to building entrances. Yet the C-MAGs have enough interior space to transport 20 computer systems. Having two MAGs on the road—replacing one older, very fuel-inefficient delivery truck—doubles the speed of computer deliveries and greatly reduces emissions.

## Read all about it...

Our Library practiced sustainability long before it was "cool." As Collection and Facility Supervisor John Birk points out, a lending library is the "epitome of recycling." Other sustainable practices are also on the rise: Library staffers save and reuse everything from collected boxes to scrap paper, and encourage sustainable behavior from their patrons. Their website (<http://www.ithaca.edu/library/info/sustainability.php>) lists various other innovations. Our Library partners with local booksellers and the Better World Books program to accept "decommissioned" volumes. Our Library has sent 200 cartons to the latter organization alone, helping to keep 16.3 million pounds of paper out of landfills. ~ Taryn Hubbard

## 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"! Read archived versions of each citation on our webpage under Community Outreach.

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

ICView also tags sustainability stories: [www.ithaca.edu/icview/tags/sustainability/](http://www.ithaca.edu/icview/tags/sustainability/)

Purchase TCAT Bus Passes 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

View campus building energy use : [www.ithaca.edu/metering](http://www.ithaca.edu/metering)

Ithaca Carshare is offering special student rates on a limited time basis. Semester plans are good from now through December 31<sup>st</sup>! \$15 one-time application fee  
 "Just In Case" plan: \$20 membership, \$15 in free driving credit; \$7.95/hour charge  
 "It's My Car" plan: \$70 membership; \$75 in free driving credit; \$4.95/hour charge  
 Faculty and staff members receive \$50 in free driving credit.

More information: [www.ithacacarshare.org](http://www.ithacacarshare.org)

ITS offered a moderated discussion of "Sustainable Computing" during Ed Tech Day on March 26<sup>th</sup>. Sustainability at Ithaca also tabled in the Campus Showcase.

Ithaca is teaming with Campus Compact to host the 1st Summit on Incorporating Social Justice and Service-Learning into STEM Curriculum in June.

Marian Brown presented on "Engaging Students in Climate Action Planning" for the NYAPPA spring meeting in April.

**Change is inevitable. Growth is optional. Positive growth is intentional.**

## Earth Month, *continued from page 1*

On April 20, the Ithaca College Environmental Society (ICES) conducted a panel session explaining Powershift, the youth conference in DC that 28 IC students attended in March.

On April 21, ICES offered a free concert by Long Haul, an Appalachian string band that offered education on mountaintop removal.

On April 22—Earth Day—the place went wild with activity. IC Feminists opened up the Red Tent, a celebration of menstruation and a showcase of alternative, non-toxic feminine products. Dining Services held a CLF bulb exchange in IC Square and celebrated the launch of their new energy audit program with free cake. ICES sponsored a midday screening of the “Planet Earth” series. In the evening, students in Dr. Michael Smith’s History of American Environmental Thought class presented their class projects at a public session at the History Center of Ithaca. Topics presented include: “Water Power and Industry on Fall Creek”; “Transformation of South Hill: From Wilderness to Farm to College”; “The Value of Wetlands: A local History”; “Human Impact on Flood Control: The Legacy of 1935 and the Reconstruction of Waterways in Tompkins County”; “The Typhoid Epidemic of 1903”; and “Boating on Cayuga Lake: From Tools to Toys”. The Park Sustainability Club hosted a screening of “Flow: For Love of Water”, preceded by the Park Sustainability Photo Exhibit. During Late Night at the Towers, Dining Services offered the Earth Day Fair, giving away reusable bags for use by patrons of *In the Bag* and *Grab and Go* instead of disposable paper bags.

On April 23, ICES offered a Community Supported Agriculture (CSA) Fair where growers could explain their offerings to potential customers. The noontime Sustainability Café focused on “Socially Responsible Investing”. In the evening, ICES hosted a Vegetarian teach-in. Dining Services held a “Water Wonderment” taste-test of our college tap water against bottled water products. The “Commit to Change” speaker, Tom Szaky (*see page 1*) spoke on “*TerraCycle: Revolution in a Bottle*” about his company’s “upcycling” efforts. Szaky also participated in Sustainable Management, Operations Management, and Social/Not for Profit Marketing classes.

On April 24, ICES sponsored a screening of “A Drop of Life” with filmmaker Shalini Kantayya, about the personal impact of lack of access to drinkable water.

On April 28, the School of Business held its Fourth Annual Student-Faculty Colloquium called “Sustainability in Action.” Presentations included: “Greening your Business through Simple Solutions to Complex Problems: An Inside Look at the Sustainable Practices of Collegetown Bagels”; “Establishing a Campus Shuttle System at Ithaca College”; “Sustainable Business in Vermont”; and “Social and Non-Profit Marketing: Stream Buffers and Take It or Leave It”.

Ithaca and Sodexo have announced a joint partnership to pilot a comprehensive energy audit of dining services operations. Watch for more details about this ground-breaking effort.

Tatiana Sy '09, Creative Manager for the SGA Fashion and Talent Show held on March 31<sup>st</sup>, “*re-fashioned*” donated garments into hip new clothing suitable for a turn on the runway.

The Health Promotion Committee and the IC Nutrition Club held a “*Real Food*” event on March 23<sup>rd</sup> to promote food consciousness. Greenstar, Wegmans and Sodexo donated food.

In March, Melissa Bruhn '09 and several volunteers educated a troop of local Girl Scouts on climate change. Through a presentation and fun learning activities, Ithaca students taught the participants about the science and effects of climate change as well as preventive steps they could take.

Check out Tristan Fowler’s blog called EcoDump, for his unique take on campus and community sustainability efforts.



Tune in to the “*Your Impact*” radio program each Sunday at 4:40PM on WICB (91.7 FM). Story ideas and production assistance are welcomed. Contact show producer Melissa Bruhn at [yourimpact@hotmail.com](mailto:yourimpact@hotmail.com)



We maintain an active sustainability list-serve to advise members about campus and community events and activities of interest, and to facilitate discussion among members about sustainability topics. Our listserv is open to any and all members of the Ithaca College community. To join our “*sustainability friends*” listserv, simply send an email to: [majordomo@lists.ithaca.edu](mailto:majordomo@lists.ithaca.edu) with the following text in the body of the message: subscribe sustainability

**Kate Sheppard '06** is doing Ithaca College proud in the nation’s capitol as a political reporter for the grassroots publication, *The Grist*. As a student and Park Scholar, Kate edited for *Buzzsaw Haircut*, perhaps shaping her spunky writing style and the strong voice with which she continues to write.



After graduating with journalism and politics degrees, Kate jumped into an internship with *The Grist* at their mothership location in Seattle WA. Kate went on to report for such publications as *The Guardian*, *Bitch*, *Alternet*, and *MSN* before rejoining *The Grist* as their DC-based political reporter. Kate covers a range of issues, from local, congressional, and administrative politics, the environment, labor, to racial and socioeconomic justice. Especially now, Kate is very excited to be writing in this highly charged political and social atmosphere as big changes occur.

~Amanda Frankel

### News Briefs

Marian Brown will moderate a session at the “Women Leading Sustainability” conference sponsored by the Institute for Community College Development in June.

Marian Brown and Doreen Hettich-Atkins from Student Affairs have been invited to co-present on Ithaca’s sustainability efforts for the ACPA Sustainability Institute at Harvard University in June.

### 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](http://www.ithaca.edu/sustainability)**

This newsletter has been produced on recycled paper.