

# 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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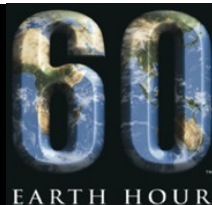
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This year's Earth Hour will be observed starting at 8:30PM on Saturday, March 27th. Power down and join in this international event. [www.earthhour.org](http://www.earthhour.org)

### Ithaca Becomes A Charter Member of AASHE STARS

Ithaca College has enrolled as a charter member in the Sustainability Tracking And Rating System (STARS) developed by the Association for the Advancement of Sustainability in Higher Education (AASHE). Through this new STARS program, we plan to objectively measure and chart our progress in a whole host of campus sustainability areas, including Education and Research (including curricula, co-curricular education and faculty/staff development); Operations (running the gamut from buildings, dining, energy and climate action, grounds, materials management, recycling, purchasing and transportation); and our Administration and Finance (which includes reviewing sustainability infrastructure, community relationships, diversity, human resources, and investments).



Over the coming months, we will be compiling our information in all the tracking areas to submit to the STARS program for a campus rating. Doreen Hettich-Atkins in Student Affairs contributed to the development of STARS metrics for co-curricular education; Mark Darling, recycling and resource manager, was part of the Solid Waste metrics team.

### Sustainability Experts Share Their Knowledge on Campus

We have been richly blessed with visits from several internationally-renowned sustainability experts in recent months. In December, the Sustainability Initiative joined forces with the Roy H. Park School of Communications to bring **Michelle Bernhart**, CEO of True Blue Communications, to campus to meet with classes and deliver a public presentation titled "*Brand, Reputation and Responsible Business: Leveraging Best Practices to Communicate Sustainability.*" Bernhart also met downtown with members of the new Sustainable Enterprise and Entrepreneurs Network (SEEN) and offered them advice on sustainable branding. ~MMB



In February, the *Commit-to-Change* program partnered with the Sustainability Initiative and the Finger Lakes Permaculture Institute to bring **Dave Jacke** to Ithaca. Jacke, author of "*Edible Forest Gardens*" and internationally recognized permaculture expert, spoke to a standing-room-only crowd on "*Ecology, Design, and Agriculture: A Synthesis.*" ~MMB



In February, the Sustainability Initiative partnered with the Economics department to bring to campus **Sir Partha Dasgupta**, Frank Ramsey Professor of Economics at Cambridge University. Dasgupta, knighted in 2002 by Queen Elizabeth II for his contributions to economics, enlightened his audience with a discussion of "*The Economics of Sustainable Development.*" Over 100 students showed up to the lecture eager to hear from this internationally respected economist. ~Becky Webster



Also in February, IC's Park Center for Independent Media invited Distinguished Scholar in Residence **Sandra Steingraber** to speak about her landmark book "*Living Downstream*" and other topics in a presentation titled "*The Importance of Journalism and Independent Media in an Age of Ecological Crisis.*" Author, biologist, and journalist, Steingraber sat for a Q&A session with Park School of Communications faculty and students before her presentation. ~Becky Webster



**Advance notice:** The film version of "*Living Downstream*" will premiere locally in a special event at Cinemapolis on April 3 at 7PM. Sandra Steingraber and the filmmaker, Chanda Chavannes, will both be in attendance at this mustn't-miss evening.

## Collective Impacts

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

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## Students Learn By Doing

Teams in *Sustainability Principles and Practices*, taught by anthropology lecturer Paula Turkon, are again this semester working on campus sustainability projects. Marian Brown presented to this class on the college's sustainability commitments, and Mark Darling told them about specific campus sustainability efforts underway. Project teams will research solutions to various sustainability issues.

Students in Anne Stork's *"Sustainable Technology"* class heard from Facilities HVAC Master Technician George Lampila and Marian Brown on how the College manages and minimizes its energy use. Students will work on energy-related projects on campus, including assessing the impact of our ubiquitous computer use, especially in SMART classrooms.



Students in two Business classes: *"Sustainability Practices in Operations and Technology"*, taught by Joe Sprangel; and *"Social and Non-Profit Marketing"*, led by Scott Erickson, are working with Ithaca-Tompkins Regional Airport staff and planning consultants to develop recommendations for sustainable airport upgrades as part of their sustainable master planning process. This is the first such plan to be undertaken by a U.S. airport; the FAA hopes this will be a template for other domestic airports. Visit: [www.sustainable-ITH.com](http://www.sustainable-ITH.com)

A student team in Elan Shapiro's *"Sustainable Communities"* class is working with the Williams Center *"Green Team"* to create educational programming for building occupants.

## Sustainability WIKI

Past student sustainability research projects can be found posted here:

<http://sites.google.com/a/ithaca.edu/sustainability-projects-at-ic/>

Please add *YOUR* research to this site for others to review so we don't duplicate past efforts and tackle *new* campus challenges instead!

## Watch Out for the SHARK



Chemistry professor Akiko Fillinger and student researcher Josh Thomas '10 (in photo) presented their work on the *SHARK* (Solar Hydrogen Activity Research Kit) at the National Science Foundation Center for Chemical Innovation. Fillinger's lab investigates the potential to use sunlight to split water to generate hydrogen gas, offering an environmentally friendly way to produce renewable fuel.

## Ithaca Studied as an Example

While our sustainability challenges offer myriad research opportunities for our own students (see above), our success is being studied by students at other institutions. Last Fall, two students in a Cornell *"Facility Management and Planning"* class analyzed our two LEED Platinum buildings. This semester, Laney Widener, a student from the University of Rochester, is studying the integration of sustainability at Ithaca, especially in dining services.

## Sustainability Certificate Program



The Division of Graduate and Professional Studies recently unveiled its on-line professional Sustainability Leadership certificate program. Working with the Sustainability Initiative and internal and external experts, the program is designed to provide sustainability practitioners the opportunity to fill

gaps in their knowledge base and skills set. Seminars include:

- ◆ *A Systems Approach to Sustainability*
- ◆ *The Sustainability Coordinator as Organizational Change Agent*
- ◆ *Designing Effective Communication Media*
- ◆ *Establishing Sustainability as an Organizational Brand*
- ◆ *Market Research Methods*
- ◆ *Marketing Sustainability Initiatives*
- ◆ *Tools and Techniques for Planning and Managing Sust. Projects*
- ◆ *Using Evaluation to Craft the Business Case for Sustainability*
- ◆ *How Green is Your Organization? Sustainable Infrastructure*
- ◆ *How Green is Your Organization? Sustainable Policy and Practice*
- ◆ *Communicating the Organization's Sustainability Efforts*
- ◆ *Integrating Sustainability in Training and Curriculum*

Visit: [http://www.ithaca.edu/gps/professional\\_programs/](http://www.ithaca.edu/gps/professional_programs/)

## "Commit-to-Change" Funding Offers



The *"Commit-to-Change"* program announces its spring round of funding. Any full-time Ithaca College student is eligible to apply for *"Commit-to-Change"* programs; application deadline is April 1<sup>st</sup>.

**Fellowships** of \$500-\$3,000 reward students or teams of students who have been engaged in projects that advance sustainability on campus or in the community. Funding is available for stipends to pursue **internships** and research experiences on or off-campus with established community partners. **Student project funds** support IC students pursuing research or demonstration projects, individually or in groups. View application guidelines for each program at <http://www.ithaca.edu/hs/depts/envstudies/commit2change/>



Applications for the **Sustainably Conscious Learning Community** in Terrace 2 will be accepted thru February 22<sup>nd</sup>. Residents in this affinity housing option come together to learn about sustainability.

Residents have academic requirements and are expected to host campus educational programs. Community members cook communal meals and learn how to live within their means. Learn more: <http://www.ithaca.edu/reslife/specialty/sustain/>



Get **"Spotted"**! Reuse your beverage mug or bag, compost and/or recycle properly, and go **"trayless"** and you may be handed a **"Spotted"** card to reward you for your support with a free beverage refill.

## More Sustainable Decisions

The Office of Campus Center and Event Services, which offers TUESDAY TIPS through Intercom, recently provided info on five easy ways to “green” events:

- paperless event advertising
- serve tap water instead of bottled water
- skipping handouts in favor of e-posts
- specifying local and organic products
- reusing materials for repeat events



In January, Career Services hosted a webinar on “Low-Carbon Careers” for young professionals.

The Office of Information Technology’s redesigned website now features a sustainability page with information on the technology renewal program and specification of Energy Star equipment. ITS “myth-busts” common computing misconceptions and offers tips for sustainable computer use. Go to: <http://www.ithaca.edu/its/general/sustainability/>

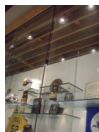
Dining has expanded the ‘You Have Been Spotted’ program to reward those seen using reusable bags and water bottles, going tray-less in dining halls, properly recycling and composting, and using reusable beverage mugs. All those ‘spotted’ receive a free drink refill at any campus retail location. ~Nicole Hartman

Peter Kilcoyne, Print Services Manager, has designed a new sustainability index system, rating print service providers on their sustainability efforts. This offers our graphic designers a means to assess the sustainability of College publications.

Students in the Fall “Sustainability Principles and Practices” course designed a new hangtag for resident rooms, including proper recycling tips. A second team designed a poster to discourage residence hall paper towel use, featuring President Tom Rochon as the “poster boy” for using cloth towels.



The recent Dillingham Center renovation included installation of dual-flush toilets. Studies show that dual flush systems can reduce water consumption by up to 67%. ~Nicole Hartman



Check out the LED lights in the display case in ICSquare. These new 28-watt lights replace 200w incandescent bulbs!

Facilities Services formalized its Green Cleaning guidelines, detailing their commitment to green cleaning practices. ~Nicole Hartman

## 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/)

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

IC maintains an institutional membership in the Association for the Advancement of Sustainability in Higher Education. All members of our community can access to AASHE’s helpful resources for curriculum, operations and student organizations. To register, go to [www.aashe.org](http://www.aashe.org)

We arranged with Cooperative Extension of Tompkins County to make available their “Energy Savings in the Home” CDs. The CD is packed with low- or no-cost tips to save energy. Pick up your free CD at the Human Resources reception desk in the PR Williams Center.

Check Intercom for information about upcoming Sustainability Cafés this Spring. Presenters are still being scheduled.

The upstate NY chapter of the American Institute of Architects will hold its March meeting on campus, with tours of and presentations about the Park Center for Business and Sustainable Enterprise and the Peggy R. Williams Center.

In December, Ithaca College convened a meeting with various stakeholders from the state, county, city and South Hill to discuss strategies to improve pedestrian and bicycling safety on South Hill.

## Driving Up the Value of Alternative Transportation



This winter, Ithaca College increased its underwriting support for student bus use. Beginning January 15, unlimited ride semester passes - sold direct by TCAT - are reduced in price to \$110. Monthly passes now cost \$30, and new 15-ride passes cost \$15; these passes are sold at our Bookstore. Another great innovation is the integration of Ithaca College ID cards for validation of student semester passes as well as free rides for faculty and staff. Route 11 service to campus has been improved, with most runs offering a “one-seat ride” to those interested in traveling to the Shops at Ithaca Mall. In February, Ithaca began a pilot to support commuting on TCAT for employees living in Schuyler and Tioga Counties.

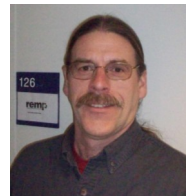
## Dining Serves Up Innovations

Dining Services held its annual Sustainable Luncheon in February, featuring local and organic foods and opportunities to win prizes. Another Sustainable Luncheon will be held on March 25<sup>th</sup> in Towers DH. Dining Services, in their *EcoDining* newsletter, announced that compost collection bins have been added to all the Campus Center meeting rooms to facilitate source separation. Best of all, the plastic lids for all single-use coated paper coffee cups are now compostable. If you don’t use a reusable mug, please toss your whole cup into the compost bin when you’re done with your hot beverage.



## New Support for Campus Sustainability

As a result of internal reorganization, the Office of Facilities has named Mark Darling, formerly supervisor of Recycling and Resource Management, as its new Coordinator of Sustainability Programs within Facilities. In this expanded role, Darling will help focus efforts to integrate sustainability into campus operations. Darling will continue to oversee the work of EcoReps in the residence halls and Resource and Environmental Management Program interns. The Office of Facilities is also hiring its first Energy Manager, a position recommended in the College’s Climate Action Plan.



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

## Sharing What We've Learned

In November, Mark Darling, Marian Brown and a group of REMP interns met with a delegation from St. Bonaventure University, to share our most successful campus sustainability strategies.

In January, Mark Darling, recycling and resource management supervisor, provided consultation on beginning an effective recycling program to a team of students and staff from Alfred University. Mark also provided phone consultation to Houghton College representatives interested in starting a composting program.

In January, Marian Brown met with representatives from SUNY Cortland about effective strategies for Earth Week programming. We are in active conversations with Cortland State about holding a Cortaca Jug-style competition this Spring to encourage members of our respective campuses to reduce their carbon emissions. Stay tuned for info on how you can help whup Cortland's "carbon butt"!

On February 10<sup>th</sup>, Mark Darling, recycling and resource manager, and Jeff Scott, director of dining services, were featured presenters in a webinar on "Zero Waste", offered to Sodexo's new national Sustainability Education and Expert Development (SEED) management program. The SEED program seeks to share experiences and best practices for eco-efficiencies among Sodexo's employees and its 6,000 clients throughout North America.

Mark Darling has also been consulting to Finger Lakes ReUse Center about the development of an electronic waste and computer recycling program. The E-Center, Finger Lakes ReUse's newest enterprise, is projected to open in mid-April.



The Finger Lakes Environmental Film Festival is changing up its format for 2010, while its co-directors are both abroad on sabbatic leave. The FLEFF

Open Space alternate reality game is an interactive web-based exercise in collective storytelling. Participants shape the action and the outcome of the story. Sign up to play the FLEFF Open Space game at <http://openspace.ulisesmejias.com/>

The "Commit-to-Change" program sponsored a student **environmental art award contest** to attract artists inspired to create a site-specific sculpture installation on campus. The sculpture should demonstrate the Cradle-to-Cradle design approach to creating a waste-free system. The winning team will share a \$1,000 Student Environmental Art Award and have access to up to \$500 dollars to execute their installation. Watch for the winning art installation to appear on campus this spring.



~Nicole Hartman

Looking to get involved? Check out these student organizations: Ithaca College Environmental Society, Business Sustainability Ambassadors, Nutrition Club, Park Sustainability Club, Slow Food organization, and many other organizations at: [www.ithaca/csl](http://www.ithaca/csl)



### News Brief

In March, Marian Brown will join David Lieb from Cornell Transportation Services at the *Smart and Sustainable Campus Conference* to co-present on the two institutions' leadership of community-wide transportation solutions, including the development of Ithaca Carshare and a new community rideshare program supporting commuters, student rides home, and ride-matching to meet others' shopping and appointment needs.

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

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



**Welcome to Olena Borysova** of the Kharkiv Academy of Municipal Economy in Ukraine. Dr. Borysova was selected to be a Fulbright Scholar within Environmental Sciences and Studies. Olena's research areas include environmental impact assessment, sustainable business practices, and regional sustainable development. She is teaching "Environmental Issues in the Former Soviet Union" this spring.



Check out Tristan Fowler's blog called EcoDump, for his unique take on campus and community sustainability efforts. <http://theithacan.org/blogs/ecodump/>

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 the show producers 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



**Sean Vormwald '01, MS '07**, combined his academic background in Environmental Studies and Communications to found *Sustainable Transitions*, a consulting firm that helps clients improve their sustainability performance. As an undergraduate, Sean led the IC Environmental Society and drafted the college's Comprehensive Environmental Policy. After graduating, Sean worked for the New York Public Interest Research Group before returning to IC to work in Alumni Affairs. Sean has helped the City of Ithaca implement its local action plan to reduce carbon emissions and also helped develop the new Finger Lakes Climate Fund. Sean will become Onondaga Community College's first Director of Sustainability in March. Good going!

### 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.