**Meeting Minutes**

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| **Subject** | **Outreach CEST WG** | **Date** | **7/15/10** |
| **Facilitator** | David Dean | **Time** | 2:30 – 3:30 pm |
| **Location** | JVC Multipurpose Room 153 | **Scribe** | Ellen O |
| **Attendees** | David Dean (Sustainability Office), Bill Davis (Energy Management), Erin Champion (Environmental Science), Kevin Martin (MAE), Kelly Brackett (Dining), BJ Attarian (OIT), Paul McConocha (Energy Management), Nate DaGraff (Dean’s Office), Tim Peeler (Athletics), Ellen Orabone (Sustainability Office) | | |

|  | | Key Points Discussed | | | | |
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| No. | Topic | | Summary | **Action Item(s)** | **Owner** | **Target Date** |
| 1 | Introductions | | Went around the room |  |  |  |
| 2 | Discuss name of over-arching plan | | Digestible overview that includes all of the sustainability efforts on campus (energy, CAP, etc). Survey sent out about the name of the “master” sustainability plan.Top rankings: State of Sustainability, University Master Plan of Sustainability - UMPS (might get confused with the Physical Master Plan, probably out), PawPrint, University E3 | **Re-send survey with new name suggestions and existing top ranked** |  | **By next meeting** |
| 3 | Chew on This – Key campaign messages and phrases | | **Went through all of the key messages that were chosen (and the who, what, where, when, why). Narrow messages to 3-5, decide placement. All messages of “Change Your State”.**  **“Make a connection. Reduce your paw print.” “Don’t be a drip.”**  **“Don’t let your future go down the drain.”**  **“Make IT Green.” (OIT – Jude has top 10 tips, and How Green is your IT dept.)**  **“Little changes, big impact.” (rotating theme)**  **“Break for transit/transportation.”**  **“Say Watts?”**  **“Paws across campus.” (look into Wolftrails)** | **Narrow down messages (in survey)** |  | **July 29** |
|  |  | |  |  |  |  |
| 4 | Building Competitions (side note) | | **Building competitions – measure the percentage change in water usage (depends on metering). Start with only resident halls and then branch out (Lee & Sullivan, Tucker & Owen, Greeks).** |  |  | **Initial Roll-out: Fall**  **Rest of dorms: Spring**  **All (staff): 2012** |
| 5 | Social Media… but what else? | | **Facebook, Twitter, YouTube, posters, texting campaign (text in to report a sustainable action that you saw, text in your carbon footprint, would not be real-time), foursquare??, tail-gating with WE Recycle, green the student section at a sporting event (maybe not this up-coming season), green a game (offset power usage of scoreboard), sports announcers talk about green acts or green dorms/depts for alumni**  **Something interactive!** | **Narrow down tools (in survey)** |  | **July 29** |
| 6 | Message Timing/Spacing | | **If messages change, need to be able to sustain previous messages (if start with water and change to energy, water shouldn’t go back up); add onto each other (think 12 Days of Christmas song); need to not lose focus on earlier topics; every 6 weeks to change your habits** |  |  |  |
| 7 | Energy Charge Summary | | **CEST will gain progress and buy-in for 5-year plan, and then out of that policies will be created (procurement, Energy Star, building occupancy, space utilization, temperature, etc)**  **All working groups info is on the sustainability site (7 other groups) – some are setting hard numbers and goals. We will then support that and explain to the community (outreach!)** |  | **Paul** |  |
| 8 | Next Steps | | **Survey will be re-sent with plan name, messages, and tools.**  **Continue to brainstorm the logistics of what we choose.**  **How much impact each will have, are they measurable.**  **Prioritize – timing of each in the academic calendar, seasonality.** |  |  |  |