**Meeting Minutes**

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| **Subject** | **Outreach CEST WG** | **Date** | **7/22/10** |
| **Facilitator** | David Dean | **Time** | 10:00AM – 11:00AM |
| **Location** | Admin II, Rm. 101 | **Scribe** | Ellen O |
| **Attendees** | David Dean (Sustainability Office), Kelly Brackett (Dining), Ellen Orabone (Sustainability Office), Nate DaGraff (College), Erin Champion (Environmental Science), Scott Braswell (Housing), Alison Carpenter (Transportation), John Martin (OIT), Tracey Peake (News Services), Laura Karpf (Campus Rec), Shannon Helm (Solar Center), Natalie Hampton (Ag & Life Sciences), Kevin Martin (MAE), Tim Peeler (Athletics), Analis Fulgham (WRR), Tracy Dixon (Sustainability Office), Donna Stankus (Solar Center) | | |

|  | | Key Points Discussed | | | | |
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| No. | Topic | | Summary | **Action Item(s)** | **Owner** | **Target Date** |
| 1 | Introductions | | Went around the room |  |  |  |
| 2 | **Agenda Overview** | | **Quick summary** |  |  |  |
| 3 | Name survey – for the sustainability plan | | **Top Rankings:**   1. **University Sustainability Plan** 2. **State of Sustainability** 3. **Sustainability of State (SOS)**  * **#2,3: More to play with** * **Make sure that this is connected with NC State, not the state of North Carolina** * **Use #1 as a sub-title** * **Don’t refer to as “SOS” – sounds like a sinking ship** * **“State” invokes the present, not future planning** * **(to an outside source, possible idea to make more clear – “State of Sustainability: University Sustainability Plan”)** | **WINNER:**  **“STATE OF SUSTAINABILITY”** |  |  |
| 4 | Key Messages | | * **“Do one thing”** * **“Don’t be a drip”** * **“Little changes, big impact”** * **“Break for transit/transportation”** * **“Make IT green”** * **“Reduce your paw print”** * **“Make a climate connection”** |  |  |  |
| 4 | Thoughts on narrowing down these messages | | * **One over-arching idea needed; then have one for each department/sector** * **“Little changes, big impact” – for the beginning of the year to then expound upon?** * **Change Your State – don’t want to use “change” in the smaller message as well (Little changes…)?? – not specific enough (weight loss?) – also restrictive to only making little changes vs. bigger actions as well** * **Reduce your paw print – do students really understand the connection with carbon footprint (do they know what a carbon footprint actually is?)** | **Poll students (and faculty and staff…) to see what messages hits the hardest, which makes the most sense** |  |  |
| 5 | Competitions (side note) | | First phase between some residence halls as well as Admins I, II, and IIIFuture plan: all residence halls |  |  |  |
| 6 | Sustainability Overview | | * **Definition of sustainability** * **ACUPCC = American College and University Presidents Climate Commitment – Requirements overview** * **AASHE = Association for the Advancement of Sustainability in Higher Education** * **Climate/Carbon Neutral – no greenhouse gas emissions** * **Tangible actions: LEED silver commitment, energy star partner, public access to transportation** * **Greenhouse gas (GHG) inventory = quantifies your campus “carbon footprint” in metric tons per CO2 (Jeff Hightower, Facilities Operations, reported the inaugural GHG inventory)** * **CEST = Campus Environmental Sustainability Team (admin advisory council appointed, 8 working groups)** |  |  |  |
| 7 | Strategies vs. Tactics: Break into groups | | * **“Strategies” = the big picture** * **“Tactics” = how we will accomplish strategies** * **Brainstorm strategies that will lead us into taking this to campus** | **Come up with strategies on your own** | **Everyone** | **Aug 5, 2010: Complete and finalize all strategies** |
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