**Meeting Minutes**

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| **Subject** | **Outreach CEST WG** | **Date** | **8/5/10** |
| **Facilitator** | David Dean | **Time** | 3:00PM – 4:00PM |
| **Location** | Admin III, Rm. 301 | **Scribe** | Lindsay B |
| **Attendees** | David Dean (Sustainability Office), Joe Hice (VC for Communications), Jonathan Casper (Prof, CNR), Kelly Brackett (Dining), Erin Champion (Environmental Science), Scott Braswell (Housing), Alison Carpenter (Transportation), Tracey Peake (News Services), Tim Peeler (Athletics),, Tracy Dixon (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 | **Update to Planning Time Line** | | **Tracy explained the time line is being extended a bit to shoot for presentation of overall plan to BOT in April 2011 (meeting is on Earth Day)**  **Tactics will not be due for several months but strategies are due this month. Should know more by the next meeting (Aug. 26th)** | **-Everyone should check the updated meeting calendar** | **David** |  |
| 3 | Meeting Update | | **August 12th and August 19th meetings cancelled.**  **Strategies created up to this point reviewed to give our guests some background.** | **-Group will next meet Aug. 26th, to finalize strategies.** |  |  |
| 4 | Joe Hice Presentation | | * **UF saved $1.7 million in the first year of an outreach campaign focused on publications and printing** * **Compiled lots of different publications into a few – (good examples in PP)** * **Think Before You In (program was a part of CAP)** | **View PP on CEST meetings page.** |  |  |
| 4 | Joe Hice (con’t) | | * **Scope included: Printer Certification – Print to Web – Copy Management – Mail & Deliveries – Focus on Local** * **FL Legislature approved a local purchasing provision in bidding process to encourage keeping money in community** |  |  |  |
| 5 | Jonathan Casper Presentation | | Decision making is need driven **Six Major Principles:**   * **Reciprocation – give-a-ways** * **Commitment & Consistency – volunteer campaign, investment** * **Social Proof – peer pressure** * **Liking – peer to peer education** * **Authority – having important people giving the message** * **Scarcity – encourages quick behavior** | **View PP on CEST meetings page.** |  |  |
| 6 | GROUP NEXT STEP | | **Come with one new strategy developed using the techniques implemented at UF and the six principles of decision making. Both PPs can be found:**  http://www.ncsu.edu/sustainability/cest\_meetings.php |  |  | **Aug 29, 2010: Strategies due for University Sustainability Plan** |
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