

Minutes

March 6, 10:30 – 12:00
Administrative Services Complex III, Room 301

Attendance

Jeff Hightower, Jessica Thomas, Mike Kapp, Clay Giese, Jack Colby, Sean Fokes, Lisa Maune, Tracy Dixon, William Winner, Lisa Johnson, Claudia Powell, Robert Davis, Analis Fulghum, Dick Bernhard, Jeanette Powell, Charles Brown, Ashley McCraney, Liz Bowen, Lindsay Batchelor, Walt Robinson

Welcome – Bill Winner

Meet a Net Impact leader - Clay Giese, VP Finance & Operations, Graduate Net Impact Chapter
Net Impact is comprised of 60,000 students and professionals nationally. One of the organization's primary objectives is to help students learn about impact careers. Clay Giese is the VP of Finance and Operations. There are both graduate and undergraduate chapters at NC State. Together they host a Lunch and learn series, networking with community business leaders in small groups, sponsor documentaries, travel to the Net Impact national conference, and provide sustainability consulting services to the community with Students for Sustainable Solutions. Net Impact would like to continue to expand collaboration across different colleges. One of Clay's major takeaways from his involvement with Net Impact is that you do not need title of Chief Sustainability Office to create change in the workplace. Instead, you can make a change from whatever position you are in. The sustainability consulting services project is very exciting. Students will be helping HQ Raleigh with B Corp certification, which shows they are dedicated to triple bottom line. B Lab uses a point system framework with 80 points being certified. 400 students are engaged on the Net Impact NCSU mailing list, and an average of 30-40 show up for events.

Sustainability progress comparison to peer institutions - Ashley McCraney, Pack Link project lead (see presentation)

Ashley is a student in the Climate Change and Society Professional Master's Program. She has been working with University Sustainability Office on an AASHE STARS benchmarking project. Self reporting through STARS allows transparency and for tracking improvement year to year. After 3 years, report becomes inactive. In 2011, NC State reported to AASHE STARS 1.0, but did not apply for a rating. Total metrics compared include: Scope 1 and scope 2 total emissions, emissions reductions, local food, total energy use per square footage (MMbtu), waste diversion %, gallons of water, #LEED buildings, #LEED EB buildings. NC State is falling below peer institutions in reporting and metrics to STARS but overall, NC State is on track to be competitive with our peers.

2016-2020 SSP planning and discussion- Jack Colby (see presentation)

Thinking through the next five years of the Sustainability Strategic Plan. We reviewed the suggested follow up questions from Change Management project, and would like to give an opportunity to everyone to answer each question. This process of questioning will help determine where to put our efforts. Answers will be used to consider a process to approach next year's planning. Five common themes: operational and academic issues, barriers, collaboration, grassroots and top down, clarification on roles. The plan is to revisit each question in more depth at a future CEST meeting. Below are the responses to each question.

Change Management Question and Answer Exercise

1. **What are the themes/major focus areas for the next 5 years on which we should be forming our 5 year goals?*** **Are there some areas that need more emphasis in the next SSP? Less emphasis?** * The current

CEST focus areas are: Academics & Research, Engaging the Community, Energy & Water Conservation, Green Development (Buildings & Land Use), Purchasing & Waste Reduction, Transportation

- More emphasis: existing building operations and maintenance and using space more efficiently and effectively
- More emphasis: “Living Lab” – students improving campus and involve in experiential learning
- Emphasis on innovation
- Look at putting in more campus gardens, more cisterns, more building compost areas (with fences). More “in your face” evidence of going green
- CEST should continue developing the use of metrics and data to increase analytical capacity for advancing sustainability
- We should report academic program success/involvement should be highlighted or celebrated. Give metrics, what jobs they get, what grad programs they go on to
- Maintain operational successes (water, energy, etc.). Expand focus on membership to balance faculty and research.
- Energy – carbon emission reductions. The next 20% will be more difficult.
- More emphasis – academics and research, student engagement, wellness, food, connecting academics, research and students and our campus (Living Lab)
- More emphasis on really engaging the community (currently many are not being reached at all in ways to which they can pay personal attention)
- More: academic curriculum incorporating sustainable concepts, community engagement
- More water efficiency, reuse, storm water
- More behavior change
- Need more connection, more collaboration between existing themes. Need to bring down/find connections between the themes/silos
- More emphasis on outreach and publicizing goals and accomplishments
- Reporting and ranking to support program goals through peer comparison
- Watch out for areas becoming silos. E.g. integrate transportation into energy conservation.

2. Are the current CEST organizational structure and appointments adequate to carry out strategies for the next 5 years?* If not, how should structure and membership be different? * CEST is charged with setting the direction for sustainability through strategic planning, creating working groups that allow participation in the decision-making process by anyone on campus, and providing monitoring, communication and accountability for adherence to the SSP. Current structure is 2 co-chairs – one from Facilities and one from Academic Program, 17 appointed members with working groups in which anyone can participate.

- Structure should be broader, more engagement from colleges and other academic units. This model matches that of leading universities in sustainability.
- Revise membership to integrate operations with academics
- We need more faculty/research representation. Also consider a dean to represent academics
- Change to standing committee with appointments by VC Finance and Business and Provost
- CEST needs to be a coordination point for sustainability efforts across all of NC State’s mission areas
- Connect more to the City of Raleigh/Wake County around transportation infrastructure needs of campus
- Need to bring in research enterprise
- No – the new CEST structure needs to be more representative of a progressive definition of sustainability as well as include representatives from all major areas of campus and each academic college
- More representation from students and academics

- Encourage more involvement of “upcoming” staff members who have energy and time and ideas
- Create/shape CEST as the NC State sustainability team that includes operations, academics, research, etc.
- More outreach to implementation partners over time – outside of working groups and team structure
- Good structure. Do working groups need to be reinvigorated?
- Yes, CEST is meeting the goals of the Hunt Executive Order of 1999 which is the mandate for CEST

2. If one of the goals is to better coordinate and collaborate sustainability efforts between Academics and Facilities, what specific steps can we take to make academic and facilities partnership the norm?

- New name (remove “campus” and “environmental”) from committee name
- Organization of CEST
- Promote/run CEST as the NC State Sustainability Committee (not the Facilities Sustainability Committee). Create new appointments to match.
- Post online videos, interviews, prezies, etc. that capture what different groups on campus are doing – “YouTube” generation
- Building dashboards
- Building or college level “conservation captains”
- Encourage more faculty to get involved. Allow time in design of campus projects.
- Is Facilities represented on grant committees? Facilities can help if we know more about research needs sooner.
- More opportunities to use the campus as a living laboratory. Identify classes and faculty open to such an idea.
- Need to bring sustainability to research enterprise from the top (VC Research). Representative on CEST.
- Incentives for collaboration
- Host student interns with faculty advisors
- Look for areas to use NCSU as a “living sustainability laboratory.” Need money to do this.
- Formal communication structure through the future CEST committee
- Create a process for improved communication between academics and facilities around sustainability
- Build relationships through networking activities. Academics/research/facilities staff
- Formalized process
- Brainstorming, incentives, outreach
- Incentives. Keep adding energy sub meters in buildings and reward occupants for reductions. Incentives could be just a pat on the back.

3. If one of the goals is to provide a holistic approach to sustainability and support a culture of sustainability for our students, what are specific ideas that provide needed student resources?

- Grow the Think Outside the Brick and Sustainability Fund
- Ask SGA president
- Volunteer opportunities
- One stop shop for information and resources that points to all of NC State’s efforts
- Students need more information and easy access to information about sustainability, e.g., dashboards
- Scholarships in sustainability for undergraduates. GTSs and GRAs for graduate students. Money for supporting student travel to events and academic programs
- Research opportunities
- A virtual hub where students can see in one place all the academic, research, experiential, career and other opportunities

- Create an opportunity for every student to be exposed to sustainability through experiential education and/or service learning
- Incorporate sustainability issues and participation into environmental course work
- Funding for research and innovative ideas (new technology)
- Funds to support activities of student organizations and clubs
- Integrate campus life with academic content
- Encourage more living lab courses
- Confront conflicts between culture of sustainability and campus commercial marketing to students (e.g. vending)
- More living and learning groups
- Push alternate spring break into the “highly suggested” category for students (undergraduates)
- Freshman orientation week should have programs on recycling that will make engagement expected and fun

Tactic updates (carried over from previous meeting) – Bill Winner

- **Academics and Research** – Bill Winner
Not addressed at this meeting due to content running long.
- **Land use** – Lisa Johnson
The update to the campus physical master plan is published online and can be viewed using “flipping book” software. The strategic focus at this time is space management. The goal was for the colleges to identify 86,000 square feet that was underutilized and the response totaled 107,000 square foot. This fiscal year, we have renovated 56,000 of that underutilized space, which if not renovated, would have required the construction of a 90,000 square foot building. The next step in this effort is “tagging people to space” which is currently underway. This is done through a utilization survey, and this will eventually allow for running space reports by college. We are giving colleges and departments a chance to report through a Peoplesoft integrated database. Office space has been finished, and now research and classrooms are underway. Stormwater has a good start, but the working group needs a stormwater champion moving forward. So far, the university has funded regional stormwater studies, but it is time to determine how the university should plan for stormwater over the next 5 years. There is an opportunity to work with Geospatial Analytics academics group, which should be able to provide tangible tools to analyze stormwater. One idea for improving stormwater is to require total building renovations to divert 50% of stormwater to a regional device (BMP).

Announcements – Bill Winner

Information Items

- Robert Davis is the 2015 Earth Month chair
- March 11 & 12 NCAPPA presentations: Bringing Net Zero to NC State (Mike Kapp), Integrating Sustainability into Facilities Operations (Ada Baldwin, Steve Baxley, Tracy Dixon, Rodney Holmes), Pizza Box Composting (Lauren McKinnis)

Next meeting: Mar. 27

Standing meetings are Fridays at 10:30 every 4-6 weeks