

UA Sustainability Council

Meeting – 07 January

2014



Arkansas Union
Ozark 102
Tuesday
07 January 2014
3:30-5:00

Minutes

1. Call to order
 - a. Carlos Ochoa began the meeting at 3:30 Pm with a call for introductions.
2. Approval of Minutes
 - a. Minutes were approved
3. Approval of Agenda
 - a. There were no additions to the agenda for today's meeting.
4. Co-chair updates
 - a. Executive Director, Office for Sustainability – Marty Matlock presented on a framework of goals for the university. He unpacked proposed aspirational goals and committed to sending out a draft of these goals for committee review, feedback, and editing by Friday, January 10. He stated that while the area of ecosystem has been justifiably focused on, the areas of economics and community now need to be further developed. He then summarized the history and current outlook of the Carbon Action Plan. He recommended that we strike the option of purchasing carbon credits to attain carbon neutrality, which is currently included for the long term. He reported that the current carbon sequestration from our urban forest is not a factor that will bring us significantly closer to our goals. The possibility of the university purchasing and managing Arkansas timberland for this purpose was discussed. We will have the new Strategic Plan in place by June 2014.
 - i. Dr. Matlock announced that Carlos will be contacting the workgroups soon to engage in scheduling meetings for the semester.
 - b. Associate Vice Chancellor for Facilities – Mike Johnson updated the council on the combined heat and power goals, which have a goal of becoming operational by spring 2015. This will significantly reduce (25,000-30,000 metric tons CO₂E) our emissions. This is because our energy is primarily derived from coal and natural gas. Commuting and solid waste will over time become a greater proportion of our portfolio, as heat and energy are reduced. He touched on the campus landscape design manual, which is in its final

drafts. A section detailing a plan for our urban forest will be completed in the next 60-90 days.

- i. A question was asked about woodland gardens. Mike Johnson stated that the manual does not include this but does include research and technology, as well as the athletic department. He mentioned that we do use drip irrigation for trees planted, although we try to avoid irrigation on other plants (shrubs, ground cover, etc...).
 - ii. Mike Johnson also apprised the council of the Transportation Master Plan update, with specific focus on transit and implementation of policies, and including avenues such as carpooling and low-speed electric vehicles. There is also a lot of opportunity to work with the city on solid waste reduction.
 - iii. Athletics was recognized for their recycling programs and increased visibility, as well as for winning the Game Day Challenge for the SEC.
- c. ASG Representative – Elizabeth Hood announced that she is working on a sustainability speaker series. She is particularly looking at the idea of a panel discussion. Dates are yet to be decided. She offered ASG’s willingness to support the Sustainability Council in any way it can. ASG is hosting a meet and greet with Tusk on Tuesday, January 14th. The ASG executive board has decided to support the idea of a Sustainability Revolving Fund on campus.

5. Workgroup Updates

- a. Built Systems – no updates
- b. Managed Systems – no updates
- c. Social Systems – (Kate Shoulders announced a new program called FAST Hogs (Fostering A Sustainable Tomorrow), in which each semester will have a theme that different initiatives on campus can focus on. The goal is to increase the campus community’s knowledge and awareness of sustainability. The theme for spring 2014 is “Campus Life, Community Life: Together We’re Better.” This involves reaching out to and working with various community organizations to achieve synergy in our sustainability efforts. The theme for fall 2014 will be “Rethink, Reduce, Reuse, Repair & Recycle.” This will focus on helping people care for and recycle their materials. In pursuit of collaboration through local discounts, the group has gone through the Chamber of Commerce, LEED certification, Fayetteville Public Library to reach out to many local sustainable businesses and organizations. Follow-up has been very low. Michelle Halsell then brought up the group’s ongoing development of a sustainability certificate for UA employees, which would comprise one two-hour required course and five electives chosen from around ten offerings. They need people to sign up to teach these sessions based on areas of expertise. This has already been approved by Human Resources. The Council co-chairs had suggestions regarding credential value and partnering with the Alumni Association.
- d. Natural Systems – Kathleen Lehman reviewed the plan for the community garden behind Sustainability House. This has the potential to be used as a pilot project and educational tool.
- e. Academic Systems – no updates

6. Key Performance Indicators – These were addressed during the co-chair updates.
 - a. Carbon
 - i. Sequestration
 - ii. Profiles
 - b. Electricity
 - c. Water
7. Survey Results – Jeff Miller presented the Ag Communications Experiential Learning Lab’s Campus Sustainability Survey, conducted for the UA Office for Sustainability. The Experiential Learning Lab (ELL) involves employing undergrads to do small communications tasks for the campus community. They have written various Newswire and traditional media articles. The goal of the survey was to assess students’ perceptions of sustainability efforts, goals, and preferred methods of receiving information. 2,969 students responded. There was high concern for the future of natural resources and the future of food security. There was a high level of interest in protecting the environment. There was low awareness of sustainability programs on campus, sustainability-related careers, classes that are offered, and low to uncertain interest in taking sustainability-related classes. Key takeaways were that students care about sustainability but need more communication and guidance from campus programs in order to become active. Basic career education related to sustainability is also a strong need.
 - a. The council was particularly interested in the high student preference for email communications and whether and how emails can be effective.
 - b. The first-year student cohort from the survey will be tracked going forward.
8. Engagement Opportunities ASC – Michele Halsell met with Scott about engaging faculty, staff, and graduate students in office settings around sustainable behaviors. She is not sure how much more we can gain from building efficiency, but sees untapped potential in conservation behaviors. Faculty and staff on campus will be surveyed this spring to determine attitudes towards conservation on campus. Interventions and measurements will hopefully be implemented in the fall semester. Mike Johnson cited the need to create a culture of engagement and commitment, which is what the first round of assessment will look at. He also referred to indoor air quality that prevents wasteful behaviors such as space heater use.
9. Good-of-the-Order – Soup Sunday is coming up Feb 23 at 2:00 Pm, it is a fundraiser, it needs volunteers.
10. UASC Scheduled Meetings
 - a. 4/8/14 Union 503
 - b. 7/8/14 location TBA
 - c. 10/14/14 location TBA
11. Adjourn—Meeting was adjourned by Carlos Ochoa at 5:00 Pm.

Attendees

1. Elizabeth Hood
2. Marty Matlock
3. Mike Johnson

4. Carlos Ochoa
5. Catherine Shoulders
6. Tahar Messadi
7. Jeff Vinger
8. Norm DeBriyn
9. Jim Rankin
10. Michele Halsell
11. Scott Turley
12. Vaughn Skinner
13. Kathleen Lehman
14. James Brown
15. Jeff Miller
16. Molly Boyd
17. Noah Pittman
18. Melodie Straughan
19. Cassandra Gronendyke
20. Curt Rom