A whole systems approach:
Tracking history, evaluating progress, modifying approach and refocusing effort.

January 13, 2020
5:30 – 7:00 P.M.
Board Room

Meeting Agenda

1. INTRODUCTIONS
   Guests and Subs

2. APPROVAL OF MINUTES
   From previous meeting

3. PROGRAM
   Muncie Resilience Study, Sarah Murray (Michael Burayidi)

4. CELEBRATE (Reflect, Share)
   Solar District Cup, Partners
   Solar District Cup Feature Story
   Red-tail Land Conservancy Conservation Awards

5. MEMBER REPORTS
   Ken Hall, Melinda Messineo, Klaus Neumann, Ann Clevenger, Chuck Allen

6. FACILITATE (Endorse, Recommend)
   Bracken Lecture Series: Nurit Katz,
   Wednesday, March 18, 7:30pm, Pruis Hall
   2020 Earth Day Celebration: For Planet & People, Dr. Annette Rose

5. ANTICIPATE (Plan, Announce)
   Unity Week, January 20; Brown Bag Lunch Discussions of articles by Dr. Beverly Tatum, this year’s MLK Speaker, Tues, Jan 14, 12:30, AT101G and Wed, Jan 15, 12:00, AT101G

   Call for session Proposals and abstracts for presentation for the 14th ISCN Conference 2020, June 24-26 in Lausanne, Switzerland is now open

   Neighborhood I.D.E.A Conference, March 7, 2020
   Intentional Development and Education for Association Members,
   Ivy Tech’s Fisher Building, Muncie
   Krista Flynn, kflynn@bsu.edu

   Free Screening of “The Reluctant Radical”, Thursday, January 23, 2020
   7-9pm, Unitarian Universalist Church, 4800 W. Bradford Dr., Muncie

7. OTHER ITEMS
   Next Meeting: February 10, 2020
Credit Example: Outreach Campaign
To earn this credit, an institution must demonstrate that an outreach campaign led to a measurable, positive impact on its sustainability performance. In order to measure whether the campaign positively impacted the institution’s sustainability performance, institutions should compare performance before the campaign to results during or after the campaign. Examples of how to measure impacts from various campaigns follow.

Example 1: An on-campus competition
Example University had a residence hall vs. residence hall energy conservation competition in which on-campus residents learned energy conservation tips and tools. To measure the impact of the campaign, the university compared residence hall electricity consumption during the month before the competition to consumption during the month of the competition. (There were no major differences in occupancy or other factors that would influence electricity consumption during either month.) Since electricity consumption decreased during the month of the competition, the institution can demonstrate that the campaign led to a measurable, positive impact on its sustainability performance.

Example 2: A campus-wide challenge
Example Community College participated in RecycleMania, a nationwide competition between colleges and universities to increase recycling. During the competition, the institution conducted outreach and held events about the benefits of recycling. Prior to the competition the institution was recycling 30 percent of its total waste. Following the competition, the institution recycled 35 percent of its waste. (There were no other major events or changes that would have influenced the recycling rate during either month.) Since the recycling rate increased following the outreach campaign, the institution can demonstrate that the campaign led to a measurable, positive impact on its sustainability performance.

Example 3: An outreach campaign
Example College conducted an outreach campaign to decrease the consumption of bottled water on campus. Before the campaign, the bookstore sold about 5,000 bottles of water per week. After the campaign, bottled water sales dropped to 3,000 bottles per week. (There were no other major factors that would have influenced bottled water sales during either month.) Since bottled water sales decreased after the outreach campaign, the institution can demonstrate that the campaign led to a measurable, positive impact on its sustainability performance.