CULTIVATING STUDENT-LED ACTION and LEADERSHIP

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Smart and Sustainable Campuses Conference
March 31, 2015
AGENDA

LEARNING OBJECTIVES

OVERVIEW AND CASE STUDIES

Virginia Tech
University of Virginia

DISCUSSION
LEARNING OBJECTIVES/CONCEPTS

- Understand different approaches and underlying philosophies on the goal of training future sustainability leaders

- Describe the nuts and bolts of replicable models dedicated to sustainability action on campus and/or in the larger community

- Articulate strategies for building partnerships beyond the boundaries of departments and with the larger community
Virginia Tech: An Overview

AT A GLANCE

• Located in Blacksburg, Virginia
• Nine colleges and graduate school
• 31,000 full-time students
• Main campus includes 135 buildings, 2,600 acres, and an airport
• Computing and communications complex for worldwide information access
• Ranked 38th in university research in the United States
• Has adjacent corporate research center
Virginia Tech Climate Action Plan

• 14 points laying out VT’s Sustainability Goals
• “BE A LEADER IN CAMPUS SUSTAINABILITY”
• VTCAC&SP represented in Strategic Plan
• Sets GHG emissions targets
• Energy, water, waste reduction
• LEED Silver+ for new construction and major renovations
• Maintain a Sustainability Office
Two Approaches

- Internal: Student Internship Program
  - Engaging students in on-campus issues and solutions
- External: Sustainability Week
  - Engaging students with the surrounding Town and their efforts

VT Student Engagement Programs won 2015 Governor’s Environmental Excellence Award
Internship Program

- Year-long, cohort-based program
- Professional Development training
- Sustainability engagement and education programs

- Recycling Outreach
- Energy Outreach
- Resident Outreach
- Communication Team
Professional Development

• Event Planning
• Resume/Cover Letter writing
• Interviews
• Networking
• Social Media Basics

Leadership Experiences
Professional Decorum
Formal and Informal Interactions
Outreach Events

• Turn Down for Watt (Energy Competition)
• America Recycles Day
• RecycleMania
• Spring Cleaning
• Earth Week Events
Sustainability Week

• Started in 2007
• Green Partnership with Town of Blacksburg, VT, Sustainable Blacksburg (citizen’s group)
• Highlight projects and programs in town and on campus
• Won 2008 Governor’s Environmental Excellence Award
• Won 2014 USGBC Best of Green Schools Award

Students work with local volunteers
Students attend talks with local experts
Students get to know town beyond the bars
2014 Highlights

• Campus and town tree planting events
• Pecha Kucha event
• Farmer’s Market Sustainability Expo
• Downtown Blacksburg Inc. Susan Garrison Fundraiser
• Stadium Woods Cleanup
• Community Meal
Connect with Us

Sustainability at Virginia Tech

@VT Sustainable

sustainability@vt.edu
OVERVIEW - SUSTAINABILITY AT U.Va.

- Office for Sustainability Student Programs
- Environmental Stewardship Subcommittee
- Founded by TJ in 1819
- 14,600 undergrad, 6,300 grad
- 13,000 faculty and staff
- 11 schools
- 525 buildings
- 16.5 million square feet
- 1600 acres
- UNESCO World Heritage site
- Health System – 604 bed hospital, trauma center, 750,000 outpatient visits
reduce annual greenhouse gas emissions 25% below 2009 levels by 2025

reduce nitrogen footprint 25% below 2009 levels by 2025

reduce building energy use intensity 20% below 2010 levels by 2020
CASE STUDIES - SUSTAINABILITY AT U.Va.

- Office for Sustainability Student Programs
- Environmental Stewardship Subcommittee
MISSION: The UVa Office for Sustainability, within Facilities Management, supports university-wide collaborative governance, leadership, and implementation of sustainability across Grounds by partnering with students, faculty, administrators, and staff to infuse and develop a culture of environmental, economic, and social stewardship in alignment with the educational, research, health care and public service mission of the University.
OUTREACH AND ENGAGEMENT

Sustainability literacy, engagement, action, and collaboration

Intent: Foster a culture of sustainability through close collaboration, partnership-building, training and support of student, faculty, and staff sustainability interests and initiatives to build social and operational norms around sustainability.

- Ongoing Engagement Programs
- Outreach Campaigns and Events
- Sustainable Existing Events
- Outreach Tools
OUTREACH AND ENGAGEMENT

**Ongoing Engagement Programs**
- Green Workplace Program
- Sustainability Student Employees
- Sustainability Advocates
- Sustainability Partners

**Outreach Campaigns and Events**
- Energize U.Va.
- Dorm Energy Race
- Game Day Challenge Football
- UVa Sustainability Days
- Recyclemania
- Zero Waste Athletics
- World Water Day
- Earth Week
- Chuck it for Charity
- U.Va. Saves Hour
- SustainaMondays

**Sustainable Existing Events**
- Reunions
- Zero Waste Suites
- FM Fall BBQ
- Pancake Breakfast

**Outreach Tools**
- Zero Waste Guide
- Green Living Guide
- Green Working Guide
- POWER Careers in Sustainability
OUTREACH AND ENGAGEMENT
Sustainability Student Employee Program


• Changes to the structure – student teams (2011)
  • Recycling
  • Energy & Water
  • Promotions
  • Student Outreach
OUTREACH AND ENGAGEMENT
Sustainability Student Employee Program- Team Structure

- Focus on outreach campaigns and events
- Teams of 3-4 students
- Team leader, usually 4th year
- Students hired for ideally 3 years
- Work 4-20 hours/week
- Mandatory weekly staff meeting
- Weekly team meetings
OUTREACH AND ENGAGEMENT
Sustainability Student Employee Program - Team Projects

• Game Day Challenge
  • Football
  • Basketball
• Recyclemania
• Chuck it for Charity

• **Sustainability Advocates**
  • Advocate Leaders

• **Energize UVa**
  • Dorm Energy Race
  • World Water Day

• **SustainaMondays**
  • Event Promotions
  • Sustainability Forum
  • Earth Week
## Earth Week 2015

**April 19**
- **Community Garden Big Spring Thing**
  - April 19
  - 9:00 am, O’Hill Community Garden

**April 20**
- **Sustainafood**
  - April 20
  - 6:00 pm, Green Grounds

**April 21**
- **Sustaina-Banquet**
  - April 21
  - 7:00 pm, Newcomb Hall Ballroom

**April 22**
- **Earth Week Expo**
  - April 22
  - 11:00 am, Newcomb Hall Ballroom

**April 23**
- **Global Sustainability Film Screening & Panel**
  - April 23
  - TBD

**April 24**
- **Spring Fest**
  - April 24
  - The Lawn & McIntire Amphitheatre

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**For Schedule of Events Visit:** [www.virginia.edu/sustainability](http://www.virginia.edu/sustainability)
OUTREACH AND ENGAGEMENT

U.Va. Sustainability Days

THURSDAY 13TH
NITROGEN FOOTPRINT TOOL WORKSHOP
9:30AM
ODUM ROOM

GLOBAL SUSTAINABILITY POSTER COMPETITION
1:30-3:30PM
ERIN COMMONS

CLIMATE FILM SCREENING & DISCUSSION
5:30-7:30PM
RUFFNER

FRIDAY 14TH
ZERO WASTE INNOVATION WORKSHOP
9:00-11:00AM
WILSON

AMERICA RECYCLES DAY
11:00-2:00PM
SOUTH END OF THE LAWN

HOOS TALKING GREEN
12:00-2:00PM
NEWCOMB

ZERO WASTE
FROM THE GROUNDS UP
FREE FOOD

2014
FOR SCHEDULE OF EVENTS VISIT: WWW.VIRGINIA.EDU/SUSTAINABILITY

BROUGHT TO YOU BY THE COMMITTEE ON SUSTAINABILITY
OUTREACH AND ENGAGEMENT

PROGRAM IMPACT

Buy-In from Administration

- Personal Pledges
- Better Buildings Challenge
- BOV Carbon & Nitrogen Reduction goals

Community Education

- 300 Expo attendees
- 150 UVa Sustainability Days Attendees
- Zero Waste Athletics
  - 14,000 Basketball
  - 43,000 Football

Collaborative Engagement

- 130 volunteers
- 55 Sustainability Advocates
- 10 Advocate Leaders
- Committee on Sustainability Subcommittee members
ENVIRONMENTAL STEWARDSHIP SUBCOMMITTEE
ENVIRONMENTAL STEWARDSHIP SUBCOMMITTEE

Purpose
Promote and enable environmental stewardship via student, staff, and faculty engagement and direct action on Grounds.

Goals
- Engage a wide range of students, staff, and faculty in sustainability discussions that advance sustainability, both within the subcommittee and across Grounds
- Enable students, staff, and faculty to take action by implementing stewardship projects on grounds
- Advance university-wide stewardship goals and strategies

Objectives
- Implement stewardship projects within each of the working group categories
- Demonstrate measurable progress in each area of stewardship represented by the working groups
- Convene stakeholders to contribute expertise and energy to document and advance university-wide stewardship visions, goals and strategies, in support of a larger U.Va. Sustainability Plan
Materials Working Group
- Ashley Badesch, CLAS ‘13, Batten ‘14 (Co-Chair) - Pictured
- Jessica Wenger, Environmental Projects Manager—Facilities Management (Co-Chair)
- Sonny Beale, Recycling Program Superintendent—Facilities Management
- Callie Houghland, CLAS ’17
- Scott Conklin, CLAS
- Love Johnson, CLAS ’16
- Abby Lunstrum, Science CLAS Graduate Student
- Megan McDaniels, CLAS
- Amy Muldoon, Technical Coordinator—Weldon Cooper Center
- Tara Razjouyan, Batten
- Andrea Trimble, Director—Office for Sustainability

Waste, Recycling, & Composting: Graphics and Standards Task Force
- Sonny Beale, Recycling Program Superintendent—Facilities Management
- Vibha Buckingham, Associate Director for Building Services—Facilities management
- Andrew Greene, Sustainability Planner—Office of the University Architect
- Richard Hopkins, Landscape Superintendent—Facilities Management
- Reginald McGhee, Housekeeping Zone Manager—Facilities Management
- Nina Morris, Sustainability Outreach and Engagement Manager—Office for Sustainability
- Christopher Stevens, Sustainability Manager—Dining Services
- Andrea Trimble, Director—Office for Sustainability
- Jessica Wenger, Environmental Projects Manager—Facilities Management
- Helen Wilson, Assistant University Landscape Architect—Office of the University Architect

Zero Waste Athletics Task Force
- Ashley Badesch, CLAS ’13, Batten ’14
- Matt Boegner, SEAS ’14 (Pictured)
- Ford Whitticar, CLAS ’16
- Blake Foster, CLAS ’15, Batten ’16
- Sonny Beale, Recycling Program Superintendent—Facilities Management
- Christopher Stevens, Sustainability Manager—Dining Services
- Jessica Wenger, Environmental Projects Manager—Facilities Management

Styrofoam Task Force
- Lucas Alcantara, SEAS
- Brandon Allen, CLAS
- Love Jonson, CLAS ’16
- Amy Muldoon, Technical Coordinator—Weldon Cooper Center
- Jennifer Natzalak, Environmental Science ’16
- Christopher Stevens, Sustainability Manager—Dining Services
- Laura Szczurba, CLAS
- Alyssa Tsantes, Environmental Thought and Practice ’14
Impact Report: STORM WATER

Projects Developed and Implemented

Students conducted a survey to identify accessible rooftop downspouts that are directly connected to the storm sewer system to determine which downspouts may be modified to drain to a storm water management practice in order to reduce the university’s total storm water discharge.

In order to promote storm water related events, projects, and best management practices, the task force created its own website. Additionally, the task force created a Flickr page and a Facebook page.

The task force is currently developing rating curves for Distillery Run, which will allow discharge at multiple points to be continuously measured. This will help determine which areas produce the most discharge and will provide relevant information for engineering projects currently being planned to improve the stream.

The SWTF applied for a Grounds Improvement Fund (GIF) grant to address erosion, accessibility and safety issues around the Clark Hall Nook, including installment of storm water management features. Grant money was not received, but the task force will pursue other funding options.

In November 2013, the SWTF and other students helped Facilities Management plant over 1,000 Panicum virgatum ‘Shenandoah’ grass plants in the buffer zone surrounding the newly daylighted and improved tributary to Meadow Creek next to Carr’s Hill Field.

The task force designed bus ads to educate UVA students on storm water.
Projects Developed and Implemented

As part of the Office for Sustainability’s annual celebration for America Recycles Day, the Student Employee Recycling Team crafted aerial art out of dorm recycling bins for the second year in a row.

In collaboration with U.Va. Green Dining, the recycling team conducted a waste audit of Pavilion XI, leading to the decision to expand composting services to the location.

The Game Day Challenge served as a full scale pilot for Zero Waste Athletics at the U.Va. Football game versus Georgia Tech. Student volunteers helped to sort compost and recyclables.

The Waste Recycling & Composting: Graphics and Standards Task Force installed a BigBelly solar compactor and recycling bin in front of Alderman Library. BigBelly’s receive less contamination and require fewer trash pick-ups than traditional units, according to a waste audit conducted by the recycling team.

The Student Recycling Team engaged faculty and staff during the Duplex Derby, an inter-departmental paper reduction competition.

Student Employee Recycling Team increased awareness of non-intuitively recyclable items with signage, like these “Unusual Suspects” posters.

For the first time ever, the Office for Sustainability and Zero Waste Athletics participated in a Game Day Challenge.

The Litterati campaign encouraged students to utilize social media as a tool against littering.
Projects Developed and Implemented

Social Bicycles will be the vendor for U.Va.'s Bike Share in the Fall, featuring on-board electronics to park anywhere within a set region or temporary region for game days.

The group placed Bike Hang Tags on bikes outside of Clark to advertise Earth Week and provide a 10% discount on a helmet at Blue Ridge Cyclery or Bike Factory.

During Sustained Mobility, students discussed bus routes in the Central Grounds and South Lawn area.

Discussion on bike infrastructure during the Sustained Mobility workshop yielded a call to fix deficient designation along Em-
QUESTIONS/DISCUSSION

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