

Illinois State University
Green Team Report
Executive Summary
April 2002

On Earth Day 2000, President Victor J. Boschini endorsed the creation of an Environmental Task Force (ETF) to move Illinois State University toward environmental sustainability. More than an environmental movement, “sustainability” embraces an array of economic policies, projects, and behaviors affecting higher education. Six subcommittees were identified and given responsibility for developing action items consistent with the concept of environmental awareness and also in support of *Educating Illinois*.

The Subcommittees were charged with a primary goal of providing relevant data from a comprehensive perspective. To that end, campus wide and national data was reviewed, methodologies of peer institutions were examined, and applicable programs, policies and contracts were investigated. It is through the implementation of the recommendations of the ETF that Illinois State will become an environmentally sustainable university of the future.

One specific recommendation of the ETF was the creation of a Green Team. The Illinois State University (ISU) Green Team has representatives from all four vice-presidential areas so that information can be shared easily and cooperation can be enforced. The Team has met every other week to seek ways to examine the overall usage of resources, to look specifically at university procedures, and to propose recommendations to the President and the appropriate Vice Presidents and for the enhancement of the University's use of resources from purchasing to recycling to information sharing.

The recommendations from each of the committees engaged in the Green Team, Solid Waste & Recycling, Energy Conservation, Vending, and Communications, have been identified on the following pages. Their specific recommendations have been separated into three categories:

- 1) Short-term recommendations – those activities that should be implemented as quickly as possible, ideally before the Green Team 2003 Annual Report.
- 2) Intermediate-term recommendations – those activities that, while containing components that may be implemented quickly, also contain components that may take several years to implement effectively.
- 3) Long-term recommendations – those activities that will probably require at least several years to implement effectively, but should be considered now in order to develop appropriate future plans.

The Green Team anticipates a long-term commitment toward environmental sustainability on the campus of Illinois State University. The continuation of this process will ensure university development in support of the original charter given to the Environmental Task Force.

Illinois State University
Green Team Report
Solid Waste and Recycling Plan
April 2002

The University is committed to meeting, and exceeding, the mandates of the Solid Waste Management Act of 1989, in the shortest time feasible. To this end, the ISU Green Team has developed a set of seven recommendations to improve ISU's compliance with State solid waste requirements and strengthen the University's existing commitment to environmental responsibility. The specific recommendations regarding Solid Waste and Recycling are as follows:

1) Short-term:

- Establish and maintain coordinated, innovative, and creative leadership of existing campus recycling programs.
- Develop, implement, and evaluate valid, reliable, and accurate data collection systems concerning solid waste generation and recycling efforts, upon which future informed decisions should be made.
- Increase the choice of options for disposal of solid wastes to emphasize recycling as the responsible consumer choice (e.g., investigating the current number and distribution of recycling containers, beverage container vending machine choice options [aluminum, glass, plastic], and ultimate disposal options).

2) Intermediate-term:

- Increase the scope of recycling commodities and opportunities for the University community to recycle (e.g., recyclable commodities not currently included by or University events not currently covered by either University recycling program).
- Investigate the interconnection of solid waste management and recycling activities with existing and future contractual agreements (e.g., soft-drink beverage vending and solid waste disposal contracts).

3) Long-term:

- Improve the application rate of ISU recycling programs for external funding opportunities to support solid waste reduction and recycling efforts (e.g., grant proposals).
- Address the needs for space requirements to improve solid waste reduction and recycling efforts (e.g., storage and separation spaces such as loading docks and areas devoted to recycling activities).

History

The 1988 Illinois Solid Waste Management Act required all institutions of higher education in the state of Illinois to reduce landfilled solid waste by 40% by the year 2000. Activities required by the Act to meet this goal included addressing waste volume and composition, collection and disposal costs, waste reduction and recycling, and development of specific waste reduction goals.

In 1989, ISU established a recycling program for student residences, funded and administered through the former Office of Residential Life (ORL), currently the University Housing program

(bond revenue funding). This program, (hereafter referred to as “student housing recycling”), initially established recycling of two recyclable commodities, later including other recyclables, as well as participating in novel recycling programs such as a food waste recycling and related promotional education programs.

In 1993, ISU established a pilot recycling program for educational and administrative support service facilities (hereafter referred to as “facilities recycling”), established and funded through ISU Facilities Management (general revenue funding). This program initially established recycling of two commodities (paper and aluminum) in 13 buildings, later extended to eight commodities in 48 buildings.

Both the student housing and facilities recycling programs have been involved in a variety of activities to educate the University community and to reduce solid waste generation and promote recycling (e.g., the annual National Recycling Month and America Recycles Day celebration). Recently, the two programs have worked together as a part of the ISU Environmental Task Force to more effectively coordinate their efforts and develop common goals. The ISU Green Team hopes to promote these cooperative efforts.

Illinois State University
Green Team Report
Energy Conservation Plan
April 2002

Most Illinois State University facilities were built 40 to 50 years ago and have not had major upgrades to their operating systems. As a result, the University is in need of a comprehensive infrastructure improvement program. The infrastructure of the university utility systems include, but are not limited to, distribution of steam, chilled water, plumbing, and electricity. Also included are the independent building mechanical systems and the Power Plant itself.

The development of a Utility Infrastructure Improvement Plan has recently been completed. It's primary objective is to ensure system reliability so that the facility infrastructure systems create an environment consistent with excellent academic programmatic requirements. The purpose of the plan is to "improve the University's energy management and utility infrastructure in order to increase energy conservation, reliability and efficiency."

The primary components of this plan are energy conservation, infrastructure improvement, energy procurement, funding, and energy management. Though each area has individually defined problem, objective, and action statements, this plan has a common focus: "To reduce energy consumption and procurement costs, creating utility savings to be used to improve the reliability of university utility infrastructure systems, thereby reducing deferred maintenance, improving the campus environment, and creating additional savings for future energy management initiatives."

While many of the concerns identified are with distribution of utilities, most of the problems are within a specific facility itself. The various air handling units, pumps, condensers, electrical capacity, etc., have reached the limits of their capacity or are beyond their useful life and can no longer adequately serve the occupants within their respective buildings.

Specific recommendations are as follows:

1) Short-term:

- Identify and initiate projects with a quick return on investment. Based on the premise that the University's utility bills are higher than they could be, several energy conservation projects have been selected on the basis of low cost, high-energy payback, deferred maintenance, and improvement to the physical environment of the facility. Example projects include light fixture replacements and repairing leaking steam traps. The conservation plan is the primary means of acquiring funding for the infrastructure improvements needed on campus. As the utility bills are reduced the plan calls for allocating the savings into additional conservation and infrastructure improvement projects that will address the reliability of the mechanical systems.

2) Intermediate-term:

- Future projects include replacing and consolidating several independent chilled water systems, completion of the central quad chilled water loop, and expansion of the current power plant. Expansion will be utilized to house future auxiliary mechanical systems such as electrical generators, central air receivers, and heat recovery systems. Steam system efficiency and/or capacity will be increased through a combination of re-powering and/or replacing of one or more boilers. Other improvements include installing back-up

fuel burners, and the replacement and/or upgrading of plant auxiliary equipment as necessary to support campus expansion and improvements. The intent of this work is to implement a modernization program that will adapt to future changes and load growth and maximize efficiencies.

3) Long-term:

- If the savings are substantial and long-term, the plan calls for acquiring loans for up to \$15 million to be serviced by the conservation savings. Eventually, the plan calls for reallocating utility savings back to the campus departments that conserve the energy.

Illinois State University
Green Team Report
Vending Plan
April 2002

Illinois State University has administered beverage and snack vending machine contracts for several years. The contracts have varied in scope and delivery of consumable products. They have also varied in terms of how revenues generated are distributed. The specific recommendations of this report are as follows:

1) Short-term:

- Based upon discussions held with various campus contract administrators and the constituencies they represent, it is recommended the University consider the feasibility of developing a Request For Proposal for one, single vending contract. Benefits of a single contract include consistency in delivery of service and consumable products, a consistent term of all vending rights on campus, as well as the opportunity to strengthen the relationship with a single source. Costs of a single contract include a reduced selection of consumables for the campus customer and the potential loss of competitive bidding. A single contract would also require an auditable tracking mechanism ensuring that revenues generated by each venue are distributed to the appropriate University department. An exclusive contract must be in the best interest of the University and all operating units before it is implemented.
- Regardless of the contract, or contracts, that are negotiated, it is the recommendation of this committee that the successful bidder demonstrate the ability to continuously improve environmental performance through the vending contract. Many options are currently in existence on other campuses. Some examples include options of creating or marketing recycling programs, while others include the supply of recycling containers to the campus. The committee recommends further review of options available.

2) Intermediate-term:

- Time and/or temperature monitoring devices, compartmentalized machines that cool smaller numbers of drinks, and other technologies exist. Another recommendation of this committee is to consider the use of energy conserving technologies as they relate to vending machines.

3) Long-term:

- While significant research is still required to determine the best course of action for the University and specific operating units, it is the opinion of the committee that it is critical the vending contractor(s) maintain an overall sensitivity to University recycling concerns and goals. The vendor(s) must also incorporate financial support into their contract(s), either through education and marketing campaigns or by providing the University with tangibles such as recycling containers and/or energy conserving equipment.
- Work with vending contractors and require them to continually reduce the total life cycle costs of vending, both in terms of costs to the University as well as the impact on the environment.

History

Athletics, Campus Dining Services, Chartwells, University High School, University Housing Services, and Facilities Management administer existing contracts. The following list indicates vending contractors that provide service to the university and current contract expiration dates.

- Athletics maintains a nationally negotiated pouring rights contract with Pepsi Cola and is served by General Bottlers. The contract expires 7/31/04.
- Campus Dining Services utilizes a pouring rights contract with Coca Cola. The contract is serviced by Central States Coca Cola and expires 6/30/03.
- Chartwells pouring rights contract is also serviced by Central States Coca Cola. Their contract expires 6/30/03.
- University High School maintains a contract with General Bottlers and Pepsi Cola. The contract expires 6/30/03.
- University Housing Services administers the vending contract in all Residence Halls. The contract is with Canteen and expires 6/30/03.
- Facilities Management administers the vending contract in all General Revenue and Academic Support Facilities. The contract is with Canteen and expires 6/30/03.

**Illinois State University
Green Team Report
Communications Plan
April 2002**

This plan takes an Integrated Marketing Communications (IMC) approach. IMC is a comprehensive, coordinated, institution-wide effort to communicate mission-critical values and messages in ways that audiences notice and understand.

This IMC plan defines our audience broadly—the campus community. However, it also recognizes that secondary audiences may include the Bloomington-Normal-McLean County-Central Illinois communities, as well as colleagues at other campuses who are interested in environmental policy issues as they relate to the operations of colleges and universities.

This IMC plan billboards a key message—or a vivid descriptor—to accurately communicate the importance of the Green Team’s report. The key message touted by this communications plan is:

*Illinois State University has a long-term commitment
to environmentally sensitive stewardship
of resources in its operations.*

The goal of this IMC plan is to offer target audiences specific information about how the University is achieving the above-stated goal so as to educate and broaden the understanding of important on-campus constituency groups about environmental issues. Consequently, an important focus of the IMC plan is the report’s four recommendations dealing with an environmental assessment of the campus, energy conservation, the upcoming vending machine contracts, and this communications plan.

The heart of the IMC plan is its recommendations for a media mix to deliver the Green Team’s key messages.

Therefore, this communications plan recommends these specific actions:

1) Short Term:

- **News Release.** A news release should be developed, in cooperation with News Services, outlining the report’s key recommendations, focus, background, status of projects, goals, and accomplishments. This document should be released at the time the report is made public. The news release should be circulated to print and radio/television news organizations on-and off-campus. The “Green Team” should designate a spokesperson to respond to inquiries received by News Services from news organizations about the report.
- **ISU Report.** An article about the Green Team report should be drafted for the ISU Report and members of the Green Team should be interviewed for the story. The story should highlight the Green Team website as a source of additional information that will be updated periodically. This story also could be adapted for use in other appropriate on-campus publications.
- **Vidette, WGLT, WZND.** The *Vidette* should be encouraged to do a story about the Green Team report on the print side and WGLT/WZND should be likewise on the radio side. This effort should be coordinated through News Services.

2) Intermediate-term:

- Website. The Green Team should meet with Institutional Web Support Services for the purpose of constructing an attractive and informative website, profiling the report and its conclusions and recommendations. The website should include the verbatim report. Mechanisms should be established to ensure that this website is updated on a periodic basis as progress is made on appropriate projects. Development of the website should at first, be a resource, a location for sharing of information. As the University becomes more aware of environmental sustainability, the website should evolve to a more persuasive, site which will guide and aid people toward behavioral change.
- Poster. Included in the overall marketing plan, the Green Team should develop a 'Greening of the Campus' poster.

3) Long-term:

- Environmental Award. The Green Team should investigate the feasibility of creating an Environmental Award for the individuals on campus that make the greatest impact on sustaining the campus' green environment. This traveling trophy should be proudly displayed at a prominent location.