

April 15, 2003

President Victor Boschini  
Illinois State University  
Campus Box 1000  
Normal, IL 61790-1000

Dear President Boschini,

I am pleased to present you with the Illinois State University Green Team 2003 Annual Report. This report provides you with a summary of the efforts initiated by the Green Team and subcommittees during the past year. We have aligned ourselves with the goals articulated in *Educating Illinois*; by attaining individual subcommittee goals, the Green Team continues to move Illinois State University toward environmental sustainability.

The subcommittees, Solid Waste & Recycling, Energy Consumption & Conservation, Vending, and Communications, have approached environmental sustainability by identifying several short, medium, and long-term goals. The following pages provide you with information valuable in making decisions that have an environmental impact on our campus.

It is my hope that you find this Green Team 2003 Annual Report to be a useful resource. The intent of all Green Team members is to serve Illinois State University as the environmental stewards of campus. Through the efforts of all campus constituencies, we will continue to be the higher education institution of choice.

Sincerely,

Chuck Scott  
Chair, Green Team

Cc:	Interim President Designee Al Bowman	Green Team Members:
	Provost John Presley	Bob Aaron
	Vice President Steven Bragg	Tom Bierma
	Vice President Susan Kern	Richard Dammers
	Vice President Helen Mamarchev	Ron Kelley
	Academic Senate Chair Lane Crothers	Tim Kelley
	AP Council Chair Chika Nnamani	Danielle Lindsay
	CS Council Chair Martha Burk	Chika Nnamani
		Chuck Scott

**Illinois State University Green Team Report**  
***Executive Summary***  
**Chuck Scott, Chair**  
**April 2003**

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, environmental sustainability embraces an array of economic policies, projects, and behaviors affecting higher education.

Upon recommendation of the ETF, during the summer of 2001 a team of representatives from each Vice Presidential area was named to review environmental issues related to current university procedures. This group has met each month and created subcommittees to look specifically into procedures relating to solid waste and recycling; energy consumption and conservation; existing vending and pouring rights contracts; and appropriate mechanisms for sharing environmental information with the campus community.

The first annual Green Team Report was submitted to President Boschini on Earth Day, 2002. Each of the subcommittees provided lists of short, intermediate, and long-term recommendations. This second annual report provides detailed status reports for each of the goals of the subcommittees. A brief summary of each subcommittee's short-term recommendations is listed below.

It is through the creative initiative of Green Team members and the implementation of these recommendations that Illinois State University will become a model institution relating to environmental awareness, environmental impact, and environmental sustainability.

- **Solid Waste & Recycling**

Two distinct and separate recycling programs exist on the campus of Illinois State University. They target different markets as well as generate different types of recyclable commodities. Discussions have begun relating to the reduction of duplication of services and greater communication between the two programs in order to increase recycling participation and reduce solid waste that is landfilled.

Direct sampling waste audits of the solid waste streams were completed in academic and support services facilities, as well as in housing and dining facilities. Results indicate additional work needs to be done to involve more participation in the various campus recycling programs.

The University Recycling sidesaddle program has expanded to include more academic and support units. This pilot program provides the individual waste generator a choice to recycle or to discard solid waste.

- **Energy Consumption & Conservation**

Several energy conservation projects have been initiated, with some nearing completion. Among these projects are lighting upgrades, steam trap replacements, and insulation of various steam pipes and mechanical systems. These projects were selected for their quick return on investment. The university is already experiencing reduced consumption of energy in these project areas.

In an effort to further reduce energy consumption, new operational procedures have been implemented. Procedures involving electrical demand and consumption during times of University closure have resulted in lowered utility costs while simultaneously minimizing impact to the campus community.

- **Vending**

Significant changes have been made in the vending Request For Proposal for Campus Dining Services. Environmental language was developed and adopted by the subcommittee and will be included in all vending and pouring rights contracts for FY04 and beyond.

The subcommittee has made progress on investigating the feasibility of incorporating all vending and pouring rights into one singular contract. Additional review is still underway.

- **Communications**

A new website [www.greenteam.ilstu.edu](http://www.greenteam.ilstu.edu) was developed and serves as a clearinghouse for all environmentally related issues on campus. It is also linked to numerous other environmental sites throughout the country. Additionally, a news release was published in the *ISU Report* to detail the background of the Green Team and its initiatives. The Green Team will sponsor a booth at Earth Day activities on April 22, 2003. The booth will display and emphasize the website and its capabilities.

**Illinois State University Green Team**  
***Solid Waste & Recycling Plan***  
**Tim Kelley & Tom Bierma, Subcommittee Co-Chairs**  
**April 2003**

The Green Team set several Short-, Intermediate-, and Long-term goals for Solid Waste and Recycling efforts at Illinois State University in 2002. During fall, 2002 and spring 2003, various combinations of the Solid Waste and Recycling Subcommittee members met approximately seven to ten times to discuss implementation of these goals. During the first and second meetings, Subcommittee members generally agreed that these were realistic, achievable goals and that the Subcommittee members should develop strategies for their implementation. Subcommittee members also generally agreed that the implementation of the second and third short-term goals would demonstrate progress towards achievement of the first.

Short-term Goals:

- Establish and maintain coordinated, innovative, and creative leadership of existing campus recycling programs.

*Two distinct and separate recycling programs exist on the campus of Illinois State University. They target different markets as well as generate different types of recyclable commodities. Discussions have begun relating to the reduction of duplication of services and greater communication between the two programs in order to increase recycling participation and reduce solid waste that is land filled.*

- 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.

*The progress made toward achieving this goal was the completion of direct-sampling waste audits within the three primary campus areas: 1) University classrooms and offices, 2) University Housing, and 3) Campus Dining Services. These audits were coordinated and implemented primarily by the faculty subcommittee members and students with support provided by appropriate subcommittee members in other campus areas. These accomplishments represent the first step efforts towards development, implementation, and evaluation of valid, reliable, and accurate data collection systems concerning ISU campus solid waste generation and recycling efforts.*

*Data generated from these audits supports that there is a substantial loss of potentially recyclable materials to solid waste that is ultimately land filled. This costs the University in two ways: 1) by the loss of materials that could generate revenue for the University (e.g., aluminum cans) and 2) by increasing the amount of waste that the University pays to have land filled. For example, it is estimated*

*that the loss of University revenue from aluminum cans discarded from classrooms and offices exceeds \$1,000 per week (approximately \$40,000 per year). If only a portion of this loss could be recovered, it could potentially be used to fund significant improvement in campus solid waste management, including recycling efforts.*

- 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).

*While there was some brief discussion of this goal in initial Subcommittee meetings, no progress has been made towards achieving this goal (please also refer to Intermediate-term goal bullet #2 below).*

#### Intermediate-term Goals:

- 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).

*While there was some brief discussion of this goal in initial Subcommittee meetings, no progress has been made towards achieving this goal.*

- 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).

*Through a coordination of goals of the Solid Waste and Recycling and Vending Subcommittees, there is work on the part of the Vending Subcommittee to generate revenue for campus recycling through negotiation of a vending contract that would supply funds for campus recycling activities. The final 2003 vending contract is currently being negotiated with the vendors.*

#### Long-term Goals:

- Improve the application rate of ISU recycling programs for external funding opportunities to support solid waste reduction and recycling efforts (e.g., grant proposals).

*No progress has been made toward achieving this goal.*

- 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).

*No progress has been made toward achieving this goal.*

**Illinois State University Green Team**  
***Energy Consumption & Conservation Plan***  
**Ron Kelley, Subcommittee Chair**  
**April 2003**

Unprecedented high energy costs, volatile energy markets, power shortages, aging utility infrastructures, and an escalating demand for energy has created an urgent need for the development and implementation of a University-wide energy conservation program. Illinois State University's consumption of electricity alone has increased 35% since FY1995. Utility consumption may increase over the next several years due to:

The Center for Performing Arts completion  
The new College of Business building  
Res./Net Computer Systems for University Housing  
Continued load growth on campus

Much of the energy that is used by ISU can be conserved either by repairing, improving, or replacing current inefficient equipment and mechanical systems or by improving consumer practices on campus.

Since the publishing of the energy management plan in 2002, it has been a University goal to develop energy usage guidelines, policies, and practices that encourage prudent use of energy and the wise selection of energy efficient equipment and fixtures.

Short-term Goals:

- Identify and implement projects with a quick return on investment.

*Several energy conservations projects were selected and completed in FY02 and FY03. Primarily these included lighting upgrades, steam trap replacement, and the insulation of steam pipes and mechanical systems. In addition, air curtain doors were installed in selected facilities and water meters were installed on cooling towers.*

- Additional goals were identified during the course of Subcommittee work. They are as follows:
  - Develop Utility Conservation Policies and Procedures.

*Several policies and procedures have been developed in an effort to conserve energy and reduce costs. Most significant are the Electrical Demand Reduction and the University Closure plan. The Electrical Demand Reduction procedure ensures we minimize our electrical charges by reducing the total electrical demand by university facilities. Coordinating the cycling of chillers and the use of standby generators does this. The University Closure plan provides for energy savings during extended periods of closure.*

- Inform and educate the Campus Community.

*In areas that students have the greatest impact, we have been able to start programs in the residence halls by initiating an energy conservation month in April and posting comparisons of energy consumption from month to month and year to year. For a focus on faculty and staff, we have been conducting energy/utility briefings at quarterly facility coordinator meetings.*

- Work with students to evaluate and determine methods to improve energy efficiency and explore energy savings opportunities in the U-Lab computer laboratories on campus.

*Data was collected about current computer usage practices in the U-Labs, computer energy consumption, and alternative energy-efficiency options. Results indicate a potential annual electricity savings of \$15,321 by enabling computer “sleep mode” or a potential annual electricity savings of \$10,664 by turning off computers when U-Labs are closed on weeknights. Even using “off peak” electrical prices, savings would exceed \$6,000 per year. More than 300,000-kilowatt hours of electricity, and 300,000 pounds of carbon dioxide could be saved annually by enabling “sleep mode” on all U-Lab computers.*

- Purchase natural gas, electricity, and water at the best possible prices, minimize storage, transportation and other charges, and ensure appropriate quantities of utilities are brought in daily to sustain the academic mission of the university.

*ISU is under contract with Illinois Power and CMS to provide electricity and gas to the campus. Both contracts are annual and rates are dependent upon market for the following year.*

#### Intermediate-term Goals:

- Identify and perform infrastructure improvement projects that will improve the current heating, cooling, and distribution systems on campus.

*Three additional chilled water loops have been identified and are in study or design phases. These include the NE zone of SLB and East Campus residence halls, SE zone of Watterson towers and Stevenson Hall, and the NW zone of Redbird arena, Horton field house, and West campus residence halls. In addition to the chilled water zones, other mid term projects include re-tubing one of the four boilers, and replacing the chiller in DeGarmo Hall.*

Long-term Goals:

- If savings are substantial and long-term, the plan calls for acquiring loans for up to \$15 million to be serviced by the conservation savings.

*While conservation funds will not currently allow ISU to acquire long-term debt with energy savings as payment, the university is researching alternative funding opportunities.*

**Illinois State University Green Team**  
***Vending Plan***  
**Chika Nnamani, Subcommittee Chair**  
**April 2003**

The Vending Subcommittee is reviewing the multitude of contracts that currently exist on this campus and has been exploring the feasibility of consolidating all six existing vending/ beverage contracts into one single vendor contract. The Subcommittee wishes to emphasize the importance of maintaining the integrity of the various departments that oversee the existing vending operations. Promotional opportunities on campus that would generate revenue for the departments who currently have contracts are being explored.

Short-term Goals:

- Consider the feasibility of creating one, single vending contract.

*The Subcommittee continues to review the viability of a single contract and how that one contract would affect the stakeholders involved.*

- Require the vending contractor to demonstrate the ability to continuously improve environmental performance for the university.

*Environmental language has been incorporated into the dining contract and will be incorporated into vending/beverage contracts in the future. This is a significant accomplishment on behalf of environmental sustainability.*

Intermediate-term Goals:

- Future Requests For Proposals should address the University's desire to look at different types of energy conserving technologies relating to vending machines.

*We are still exploring time and/or temperature monitoring devices, compartmentalized machines that cool smaller numbers of drinks, and other technologies.*

Long-term Goals:

- Future Requests For Proposals should request that vendors maintain an overall sensitivity to University recycling concerns and goals.

*Work has already begun toward incorporation of environmental language in vending and pouring rights contracts that expire during the next fiscal year. The actual language used will be developed after analyzing the experiences we have under the new Campus Dining contract, which contains the following environmental language:*

- *Plastic containers must meet all FDA requirements for such packaging and must be recyclable.*
- *The University expects furtherance of the product lines through marketing, recycling programs, and recycling education plans.*
- *The University is committed to a comprehensive recycling program. A critical component of this mission is to establish alliances and partnerships with vendors who can demonstrate their commitment through past practice and future initiatives. Preference may be given to vendors who can promote full circle recycling.*
- *Illinois State University is committed to waste reduction and recycling. Your Company's proposal should be explicit in how your Company will help ISU fulfill this commitment. There are five areas that the successful supplier will be expected to address:*
  - *Support for Recycling – Planned recycling assistance in the form of containers, publicity, employee training or other services, recycling at special events, direct financial support, or other means. Provide how your company will support recycling programs.*
  - *Waste Reduction – Strategies to decrease the overall waste from operations related to this contract (packaging, beverage containers, reusable/refillable products, etc.).*
  - *Promotional Support – Strategies for promoting/advertising the success of reduction and recycling programs, as well as promoting/advertising the commitment and involvement of the vendor in such programs.*
  - *Reporting – Strategies for measuring reduction and recycling efforts as well as their success. This should include how the data will be collected and reported.*
  - *Supplier is encouraged to explain their efforts at other sites to play an active role in waste reduction and recycling programs.*

**Illinois State University Green Team**  
***Communications Plan***  
**Bob Aaron, Subcommittee Chair**  
**April 2003**

Communications projects administered by the Green Team, a clearinghouse for environmental information with campus-wide representation, takes an Integrated Marketing Communications (IMC) approach to its activities. IMC is a comprehensive, coordinated, institution-wide effort to communicate mission-critical values and messages in ways that audiences notice and understand.

This IMC approach 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.

The group's IMC approach billboards a key message—or vivid descriptor—to accurately communicate the importance of the Green Team's report. The key message is:

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

The goal of this IMC approach 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, the group's communications activities strongly support several areas of Green Team interest such as environmental assessment of the campus, energy conservation, and vending-machine contracts.

In conclusion, the overall goal of these activities is to help create and to promote an **environmentally respectful culture** on campus.

Short-term Goals:

- A news release should be developed outlining recommendations, focus, background, and status of projects, goals, and accomplishments.

*A news release was developed announcing the Green Team's new web site. The news release, which was published in Report, explained the web site's features and detailed the background, organization, projects, and goals of the Green Team. The news release was distributed and posted on the University's web site.*

*The Green Team will also sponsor a display and booth at April 22 Earth Day festivities on the quad. The display will promote the group's web site. Bookmarks, promoting the web site, will be designed, printed, and handed out at*

*the booth. Members of the Green Team will be at the booth to answer questions and mingle with students and others.*

#### Intermediate-term Goals:

- The Green Team should construct an active and informational website.

*The Green Team's web site was launched on Nov. 18, 2002. It was designed as a key reference that centralizes information about what the University is doing in major areas of environmental concern such as recycling, energy efficiency and conservation, and vending, as well as providing information about academic programs with an environmental focus. It also includes a calendar of environmental events, maintained by the Student Environmental Health Association. The web site features information about how students can get involved in environmental activities by participating in Earth Day, the Student Environmental Health Association, Student Environmental Action Coalition, the Outdoor Adventure Club, the Green Team, and other groups. The web site includes information about undergraduate programs with an environmental focus, as well as master's-level programs in conservation biology and geohydrology. A related-links page directs users to important environmental information on-and off-campus.*

*A Green Team subcommittee was convened to begin crafting an intermediate and long-range communications plan for the group. Initial brainstorming sessions recommended that existing communications vehicles—e.g., the web site, Report, WZND, TV 10, the Vidette, and others—be used to communicate the Green Team's environmental messages. Additionally, the group discussed the possibility of creating flyers, posters, using other media, and convening evening sessions with students in living units to discuss environmental issues. These activities also might include community-based environmental activists. The group also discussed several ways to become more engaged with students and others in the planning and execution of Earth Day activities. It was agreed that the plan's messages should be repetitious, consistent, simple, and that efforts should be made to build coalitions with various constituencies for validation and third-party testimonials. Key goals of the plan are to change human behavior regarding energy conservation and recycling since individual participation in such activities can net significant positive effects.*

*As part of these activities the group has discussed the possibility of launching a fall 2003 campus outreach initiative focusing on campus energy efficiency. This initiative would target audiences and topics affecting residence halls, classroom buildings, administrative buildings, and others.*

#### Long-term Goals:

- The Green Team should investigate the feasibility of creating an Environmental Award for the individuals on campus who make the greatest impact on sustaining

the campus' green environment. This traveling trophy should be prominently displayed at a prominent location.

*No progress has been made toward achieving this goal.*