

Collective Impact

Inspiring Change for our whole community

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The quarterly newsletter of our

Sustainability Initiative

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"Social Entrepreneurship in Action: Launching a Green Living Magazine for Tompkins County" - a Spring 2011 IC² demonstration course - created Fresh Dirt magazine.

Fall 2011 Green Office Challenge Results Announced



During the first round of our *Green Office Challenge*, we encouraged participants to think about the ways they can incorporate sustainability thinking and practice in their work life. Participation in this competition is open to any employee, faculty, staff or student worker. The online survey covers the broad range of sustainable workplace practices, from awareness of related college policies and programs, to conserving energy and water, recycling and reducing waste, making smarter decisions about buying "green" products and planning sustainable events, and commuter transportation choices. In the Fall 2011 round, ending October 31st, 26 *Green Office Challengers* fully completed the online survey form and, after their scores were adjusted to account for non-applicable areas, these were the *Green Office Challenge* awards: no Gold (80% or above); 2 Silver (70-79%); 5 Bronze (60-69%); and 18 Participating (59% or below). The Office of Legal Affairs earned our first *Green Office* award, with more than 50% of its staff participating. All participants received an award certificate, reflecting their respective earned score level.

The Spring 2012 *Green Office Challenge* is now underway. All those who participated last Fall are encouraged to strive to break into the next level. Encourage others in your area to take the challenge as well and perhaps you too could earn a *Green Office* award. Access the survey before March 18th at https://ithaca.qualtrics.com/SE/?SID=SV_4I2i7vmM5pDbD0w

Alum offers advice on landing a 'green' job

In November, **Dan Smolen '83** shared insights from his book, *Tailoring the Green Suit: Establishing a Bright Green Career in a Dull Gray Economy*. Dan discussed desirable qualities in the recruits he seeks in his headhunting firm, *The Green Suits*. (See Alumni Profile, pg 4). Dan suggests that graduates become "brazen careerists" who care about making a company profitable, but also about making their firm both environmentally and socially responsible. Other strategies Dan shared during his public presentation:

Establish your value proposition. Assess your talents, strengths, interests, passions and motivations, and identify the specific skills you can bring to the workplace.

Acquire education and training. Set up Google alerts, using the "sustainability" and "green" filters for career posts and for free training webinars. Look for companies producing *Corporate Social Reports* (CSR); they value sustainability and seek knowledgeable, skilled employees that support their efforts.

Gain work experience. Even in an entry-level position, develop a 30-, 60-, and 90-day plan. Develop challenging metrics to track your professional development and outperform your goals. Get great supervisory reviews for your "fire in the belly" attitude. For those waiting to land their first paying job, check out sites like *ecoapprentice.com* where one can pursue skill-based volunteerism. Record and publicize your volunteer actions on sites like *myimpact.org*. Consider becoming an eco-entrepreneur, "bootstrapping" your great sustainability idea into a career.

Build professional networks. LinkedIn is a great networking tool, especially the green/CSR industry group.

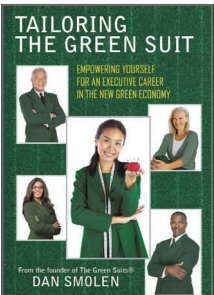
Create your own advisory board. Ask folks you respect and whose judgment you value to become a mentor for your career. Connect with Ithaca alumni working in the fields you want to break into and leverage those relationships. Dan even offered himself: dan@thegreensuits.com

Craft a Great Resumé. Have a strong mission statement, and use positive metrics for your job performance. Pass the "25-second employer scan": use the upper 1/3 of the front page of your resumé to sell yourself quickly to a potential employer. Check out the resources and support of the Office of Career Services to create that great resumé.

Create Your Own Green Job. Seize every opportunity to make whatever job you are in "green [er]" and promote those efforts.

Perfect Your Elevator Pitch. Be prepared for that face-to-face opportunity to sell yourself. Know how to succinctly and forcefully answer the question, "Why are YOU the one to do this job?"

"Walk the Walk, Talk the Talk." Learn about "green" as it relates to your organization and industry. Stay current and speak up when you see things that could be/should be changed.



Collective Impacts

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Sustainability WIKI

Past IC student sustainability research projects are posted at: <http://sites.google.com/a/ithaca.edu/sustainability-projects-at-ic/>
Add *YOUR* research to this site so we don't duplicate past work.

Seabird Conservation Course: May 14-June 29 - Join *Project Puffin* for a 7-week, hands-on course on puffin population restoration. You'll live in tents and cabins on remote islands in the Gulf of Maine. 4 credits; no pre-requisites. Non-biology majors are encouraged to apply.



Microtopias

March 25th-April 1st

<https://www.ithaca.edu/fleff/>

Watch for the Microtopias art installation – to be created by FLEFF interns - on the Quad.

Tricia Santelli '12 has had her writeup of the Spring 2011 *Climate Action Research Team* class published as a case study on the *National Wildlife Federation's Campus Ecology* website.

The "Education, Oppression and Liberation" class created a video titled "Exploring Community Partnerships", available on YouTube.

Business School is PRMEd for sustainability education

Dean Mary Ellen Zuckerman announced that the school recently committed to integrating the *Principles for Responsible Management Education (PRME)* initiative, the mission of which is to inspire and champion responsible management education, research and thought leadership globally. *PRME* has six stated principles:

Purpose: develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Values: incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Method: create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Research: engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Partnership: interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Dialogue: facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Media for Social Responsibility to Focus on Climate Change

The third annual *Media for Social Responsibility (M4SR)* mini-course weekend will take place from Thursday, March 29 – Saturday, March 31. *M4SR* brings in industry professionals, alumni and faculty who present case studies and coach teams of students as they participate in an immersive "challenge" related to this year's course theme of climate change. The intensive 12.5 hour *M4SR* mini-course will explore how media handles coverage of natural disasters. Key issues covered include media's ethical responsibilities, business priorities, sensitivity to multiple cultures, how social media has changed - and will continue to change - how the speed, flow and nature of communications about natural disasters unfold. The *M4SR* mini-course weekend will kick off on March 29th with an evening public presentation by *ABC News* Weather Editor and "Good Morning America" Weather Anchor, **Sam Champion**. Registration for the *M4SR* course (*GCOM 20000 - 01*) is open to all students, in any major.



A Time of Waste



Students in two classes, "Principles and Practices of Sustainability", "Environmental Crisis", along with residents of the Sustainably Conscious Living Community, worked to reduce waste generated during the *Cortaca Jug* football game in November. This special waste-reduction event was part of the *Game Day Challenge*, an EPA Waste Wise program-sponsored competition among 75 participating universities nationwide. Our students provided convenient recycling and trash containers and handed event attendees color-coded garbage bags labeled with recycling information, educated spectators on what is recyclable, and made sure any waste was collected and disposed of properly. These volunteers also helped clean the stadium after the game, collecting, sorting and weighing all waste materials and recyclables. Due to their effort, Ithaca College reported a 69.48% diversion rate for the game, earning us the #1 ranking within New York State institutions for both waste minimization and waste diversion; we ranked #8 nationally in waste diversion. *Yay Team!*

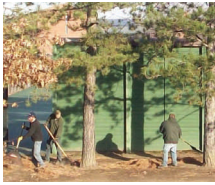
We're positively certifiable...

It's been two years since the Office of Graduate and Professional Studies launched our online professional certificate in *Sustainability Leadership*, which taps into our relationships with industry experts to offer sustainability practitioners with opportunities to add to their skillset. To date, we have awarded ten *Level 1* certificates and one *Level 2* certificate. We have had 175 total registrations among the twelve seminars, and 68 different participants. Three series seminars have been approved by the *US Green Building Council* for continuing education credit for *LEED Accredited Professionals*; we will soon apply for "fast track" approval for the rest of the seminars.



Get "Spotted"! Reuse your beverage mug or bag, compost and/or recycle properly, and go "trayless" and you may be handed a "Spotted" card to reward you for your support with a free beverage refill.

More Sustainable Decisions



Facilities groundskeepers raked up needles under the pines near the tennis courts, part of the team's *Integrated Pest Management* practice to naturally manage diseases afflicting Austrian pine trees. Along with pH soil monitoring, and judicious trimming of limbs where inspection shows signs of disease, they have been successful in preserving many of our campus trees.

Zimride.Ithaca is now up to 800 Ithaca College community users of this social networking system, finding ride matches for commuting, rides home for weekends or break periods, and for running errands around town.

G/PRO In December, Ithaca College collaborated with the *US Green Building Council - New York Upstate Chapter* to host the 1-1/2 day *G/PRO Green Professional Building Skills Training Workshop*. Attendees learned the *Fundamentals of Building Green*, and continued on to become certified in either *Construc-*

tion Management or *Operations and Maintenance (O&M)*. Facilities Master Mechanic George Lampila completed the O&M certification.

Facilities contracted with *Finger Lakes ReUse* to "deconstruct" and completely remove an old barn structure on College-owned property on Coddingtong Road.



Dining Services held their annual "Food Frenzy" on February 2nd in Emerson Suites. This popular event, open to the entire campus community, offered information on campus dining programs and showcased healthy menu items. Local vendors provided tasty samples.



The Office of Human Resources announced the *Mind, Body, Me* employee wellness program. IC received a grant to participate in a national study of the effects of wellness coaching in an employee population. Participants will be closely monitored and supported by staff and trainers at the Wellness Clinic during this wellness program.

News Briefs



Watch for "Green Thumbs-Up" citations in the Kudos section of *Intercom*. Make sure we know about YOUR new innovations or activities that support campus sustainability. You could earn a "Green Thumbs-Up"! Read archived versions of each citation on our webpage under *Community Outreach*.

Check out *FUSE* for articles on campus sustainability from student points of view: <http://fuse.ithaca.edu/tags/sustainability/>

ICView also tags sustainability stories: www.ithaca.edu/icview/tags/sustainability/

View campus building energy use : www.ithaca.edu/metering

IC maintains an institutional membership in the Association for the Advancement of Sustainability in Higher Education. All members of our community can access to AASHE's helpful resources for curriculum, operations and student organizations. To register, go to www.aashe.org

Watch for *Installments*, sustainability information flyers posted on the inside of bathroom stall doors, in academic and administrative buildings and res halls.

Look for new hydration stations – drinking fountains with special sanitary spouts for easily filling reusable water bottles – which will soon be installed in the Campus Center and other locations.

Check out our Facebook page: The Sustainability Initiative at Ithaca College



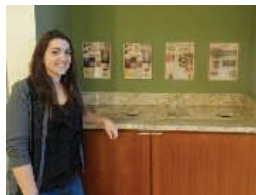
In a collaboration among PPM Homes, a major South Hill landlord and property management company, staff from Cornell Cooperative Extension's energy group, and IC sustainability staff, we are working to pilot a tenant sustainability training program, focusing on creating community among residents and saving energy and money in off-campus housing.

Cookin' up major savings in dining energy

The comprehensive dining energy project team recently gave a progress report to senior administrators on this on-going project, the first of its kind in any Sodexo contract operation. This cross-functional team of College employees includes representatives from Facilities Maintenance, the College Energy Manager, Dining Services management, Campus Center and Events, and the sustainability coordinators from Dining Services, Facilities and Academic Affairs. This collaborative project is entering its fourth year of reducing energy and water use in all campus dining operations. 47 pieces of kitchen equipment have been replaced with more energy-efficient models, most of them *Energy-Star* rated to use substantially less energy than the original models. Among the many items replaced have been the bakery oven, and several reach-in refrigerators, convection ovens, and toasters. The group plans to replace nearly thirty more pieces of equipment in the next year. Projections are for these replacements alone to reduce annual carbon emissions in the dining operations by close to 400 tonnes of eCO₂. Other project-related efforts include continued training for dining staff on proper use of all equipment to maximize energy efficiency, and implementing a more comprehensive preventive maintenance schedule for equipment to keep everything running at peak efficiency.

Waste not...

In December, the School of Business launched its "Carry In/Carry Out" program to help streamline waste collection and recycling process by utilizing the custom-made CRT (Compost/Recycle/Trash) stations located on each level of the building. Trash cans and paper recycling bins were removed from all classrooms in order to encourage the proper separation of waste using the CRT stations in the common areas. The main goals of this campaign are improved waste separation and overall reductions in the amount of collected waste.



Become a RecycleManiac!

RecycleMania 2012 is underway. This 8-week long, friendly competition among college and university recycling programs encourages reduction of waste and increased recycling and composting rates. We are currently in the pre-season data collection period; Sunday, February 5 marks the kick-off of the *RecycleMania 2012* competition, running through the last reporting day on Saturday, March 31. Our annual average recycling rate campus-wide is about 50%. This year, let's kick butt! – or kick the can... or kick the bottled water habit... or, well, you get the idea... Let's recycle or compost



Change is inevitable. Growth is optional. Positive growth is intentional.

Take a(n Alternative Spring) Break...



Alternative Spring Break, during March 10-18th, will provide service opportunities at a variety of sites across the eastern U.S. Spring breakers provide direct assistance to organizations addressing a variety of forms of social, economic, and environmental injustice, and develop new perspectives on civic engagement, place-based learning, and diversity by working in new and challenging environments. This year's alternative break sites are: Gulf Coast ecosystem restoration in Pensacola FL; Allegany Native Peoples Territory in Salamanca NY; a service site in Washington DC; disaster recovery building projects in Joplin, MO; and an examination of mountain top removal coal mining in Beckley WV.

Ithaca recognized for "Signs of Sustainability"

Sustainable Tompkins acknowledged the following individuals or programs at Ithaca College for "Signs of Sustainability" in December. Complete citations for these can be found at www.sustainabletompkins.org:

The U.S Green Building Council granted LEED Platinum-level certification to the Peggy Ryan Williams Center. Students from the Biology department assisted the Finger Lakes Land Trust to renovate the Mary's Woods community walking path. Students from IC attended Power Shift 2011 in Washington DC, and IC students helped to organize and participated in a local Youth Power Summit. Other students, in a campaign called "Unfriend Coal", protested Facebook's use of coal-powered facilities. Labor Initiative Promoting Solidarity worked with IC administrators, Sodexo, and the Workers' Center to get all dining employees paid at least the local living wage. Sandra Steingraber briefed congressional aides on the practice of hydraulic fracturing for natural gas extraction. Sandra also released her newest book, "Raising Elijah: Protecting our Children in an Age of Environmental Crisis", and was also recognized for receiving a \$100,000 Heinz Award for her environmental activism, which she has pledged to use to combat hydrofracking in this region. Facilities hosted "Educational Energy Day" to explore energy topics ranging from renewable energy solutions to energy purchasing strategies. When IC hosted the NCUR conference, we added a "sustainability studies" category and integrated many sustainability features into this major national academic event. Environmental Studies and Sciences created the position of Experiential Learning Coordinator and Dining Services created a new position of Sustainability Coordinator. Professor Tommy Dunne's "Social Entrepreneurship in Action: Creating a Green Living Magazine for Tompkin County" created the "Fresh Dirt" magazine (see photo page 1). The Committed-to-Change program helped develop the Building Bridges project to link economic development and ecological sustainability efforts. Cynthia Henderson from Theatre Arts and Performing Arts for Social Change, along with Theatre Arts actors, supported the "Zumbathon" fundraiser. WICB raffled off an electric guitar and amplifier during Grassroots to benefit Loaves and Fishes. IC achieved an AASHE STARS Gold rating for our comprehensive campus sustainability.



Ithaca Carshare offers special IC rates. There is a \$15 one-time application fee. Student "It's My Car" plan: \$5 in free driving credit. \$4.95/hour; 20¢/mile IC faculty and staff members receive \$50 in free driving credit. Visit: www.ithacacarshare.org



TCAT and our ID office encode bus pass permissions right onto your ID card. Student unlimited ride semester passes: \$110; monthly passes: \$30; 15-ride passes: \$15. TCAT passes are sold on-line at: www.tcatbus.com

Zimride Ithaca, our free social networking ride-matching website, can help you find a ride or passengers for local shopping trips, weekend/break trips home, or for daily commuting. Sign up at: www.zimride.com/ithaca/

Check out EcoDump for a unique take on campus and community sustainability efforts: <http://theithacan.org/blogs/ecodump/>



To learn about campus and community events and activities of interest, and to facilitate discussion among members about sustainability topics, join our "sustainability friends" listserv. Simply send an email to: majordomo@lists.ithaca.edu with this text in the body of the message: *subscribe sustainability*

REMP intern Margaret Keating '12 updated the "124 Simple Actions You can Take to Save the Environment" guide, adding more great tips to the "only" 80+ suggestions offered in prior years. Access it at: http://www.ithaca.edu/remf/docs/Simple_Steps/



Alumnus Will Mathewson, Green Corps Field Organizer conducted a training workshop on Grassroots Organizing in January. Workshop participants learned how to craft a compelling campaign story that recruits and activates others, how to develop and communicate campaign messaging, how to recruit and manage volunteers, run effective meetings, and attract media attention.



Alumni Profile: Dan Smolen '83, a Park School grad, has become an "empowerer" of global green business executive talent. Dan is a nationally recognized executive recruiter, serial entrepreneur, direct and interactive marketing specialist, environmental and public policy activism, former chairman of a large regional political organization, and a green business writer who brings a fresh perspective to green business executive employment. Originally from New Haven CT, Smolen spent his adolescence in rural Montgomery County, Maryland, where his lifelong involvement with environmental issues began. He now lives in the northern Virginia suburbs near Washington DC. (See related story page 1). ~Kyle Allen

News Brief

The Call for Presentations (CFP) this year's AASHE conference in Los Angeles in October 14-17th will open on February 21st. A complete Submitters Packet with instructions will be available for download when the CFP opens. Watch www.aashe.org or sign up for the Sustainability Friends listserv or "like" the Sustainability Initiative at Ithaca College Facebook page to get a reminder.

We're on the Web!

A pdf version of this newsletter can be downloaded from the Sustainability at Ithaca website at www.ithaca.edu/sustainability

This newsletter has been produced on recycled paper.