

# **Georgia College & State University Sustainability Report**

**April 2012**

**Georgia College  
Sustainability  
Council**

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## Table of Contents

Executive Summary.....	3
Sustainability at Georgia College.....	3
Georgia College Sustainability Council .....	4
Council Mission.....	4
Council Charge .....	5
Council Structure .....	5
Sustainability Council Priorities for 2010-2011 .....	6
Sustainability Council Accomplishments for 2010-2011 .....	7
Sustainability Council Recommendations for 2010-2011.....	7
Sustainability Council Work Groups.....	9
Alternative Transportation Work Group .....	10
Building and Landscape Design Work Group.....	13
Energy Efficiency Working Group .....	15
Environmental Education Work Group .....	18
Materials Management and Recycling Work Group .....	24
Sustainability Funding Work Group.....	29
Water Conservation Working Group .....	32
Mission .....	32
Goals .....	<b>Error! Bookmark not defined.</b>
Water Conservation Accomplishments.....	32
Recommendations .....	34
Directions for a Sustainable Future at Georgia College .....	36

## Executive Summary

The Georgia College & State University (GC) Sustainability Council was created in April 2009 to help “identify and promote actions and initiatives that will enhance sustainability on campus.”

As part of its charge, the council is required to submit an annual report which assesses campus practices and initiatives and offers recommendations for actions that will move Georgia College toward a more sustainable future.

The Sustainability Council (SC) is made up of dedicated students, staff, and faculty who work together to assess and promote activities related to sustainability issues, but this group is by no means independent of the entire campus; our mission is supported by hundreds of others who engage and promote sustainability in their daily activities. This report attempts to highlight the major accomplishments in sustainability at GC for the 2012 fiscal year, and to offer recommendations to the campus community on the steps we can all take to proceed further toward a sustainable future for everyone.

### *Major Achievements in Sustainability*

As we approach the conclusion of the 2011 school year, the Council has identified several accomplishments that highlight campus activities and set the stage for future improvements in the state of sustainability at our institution. Following are some of the more important achievements in support of the SC mission:

- Development of the annual **Shades of Green** promotion to assist students in discovering careers that promote sustainability
- **Earth Fest 2012**, an annual recognition of campus and community activities to promote and develop environmental education
- Institution of the **Student Green Fee Symposium**, an annual educational event to promote and encourage sustainability
- Installation of **Water, Gas, and Electricity Meters** in 37 of the 88 campus buildings
- Participation in the **Campus Recycling** program, dedicated to reducing institutional waste
- **Reporting** of Georgia College achievements to national sustainability ranking organizations, including the National Association for the Advancement of Sustainability in Higher Education (NAASHE) and the Princeton Review

## Sustainability at Georgia College

The growth of sustainability at GC in the last five years has been truly remarkable. More faculty are teaching sustainability classes, more students are engaged in sustainability projects, and

more staff are conscientious of the need to become a sustainable campus. Recent budget cuts, driven by reduced tax revenues, has actually inspired our campus to focus more on saving resources, including cutting back on electricity and water use, eliminating wasted paper, and recovering some of the material resources that used to go into the garbage can. Our institution has rapidly embraced the principles of sustainability and made enormous progress, yet we are well aware of the need for constant improvement.

The Princeton Review, a service designed to help students select colleges, has included sustainability questions on its annual survey for the past four years. The 2011 Review ranked 832 Green Colleges according to ten criteria<sup>1</sup>:

1. The percentage of food expenditures that goes toward local, organic or otherwise environmentally preferable food.
2. Whether the school employs a dedicated full-time (or full-time equivalent) sustainability officer.

Additional ranking and reporting systems have been developed by the National Wildlife Federation<sup>2</sup> and the Sierra Club<sup>3</sup> among others. At this point, GC has not been ranked by either of these organizations. In 2009 and 2010, GC participated in Recyclemania<sup>4</sup>, a nation-wide competition sponsored by Coca-Cola for the promotion of campus recycling initiatives.

## **Georgia College Sustainability Council**

The Sustainability Council reports to the Vice President of Business and Finance, Pete Shields, who also serves as on the council in an advisory role. The Council held monthly meetings of the full committee, as well as monthly meetings of several work groups. The work groups were designed to help the committee of fifteen members divide their attentions to seven different areas of concern, and incorporate additional volunteers into council activities.

### **Council Mission**

Georgia College & State University is committed to the stewardship of its resources, including the campus physical environment. With greater awareness of the environmental challenges that affect us locally and globally, GC has renewed its commitment to taking stock of its own environmental impact and exploring ways in which the university community can enhance the environmental sustainability of our campus.

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<sup>1</sup> <http://www.centerforgreenschools.org/greenguide>

<sup>2</sup> <http://www.nwf.org/Global-Warming/Campus-Solutions/Resources/Reports/Campus-Report-Card.aspx>

<sup>3</sup> <http://www.sierraclub.org/sierra/201009/cool.schools/default.aspx>

<sup>4</sup> <http://recyclemaniacs.org/index.htm>

## **Council Charge**

The Sustainability Council at Georgia College & State University is responsible for helping to identify and promote actions and initiatives that will enhance sustainability on campus. Sustainability includes energy/resource management conservation and stewardship as affected by system, campus culture, transportation, the built environment, individual actions/behaviors, etc., for the long-term benefit of the environment. The Council provides periodic assessments of campus sustainability initiatives or practices, recommends actions that will move Georgia College towards greater environmental sustainability, and promotes awareness of sustainability issues on campus. If revenue from student or other fees indexed to campus sustainability should become available, the Sustainability Council will make recommendations regarding the use of such funds. On an annual basis, the Council will prepare a Sustainability Report to be presented to the university community as part of its Earth Day activities.

The Council has identified specific activities for its normal operations:

- Promote Sustainability Initiatives
- Reduce Georgia College's Carbon Footprint
- Help reduce Energy, Water, and Material usage and expenses
- Educate Campus and the Community on Sustainability
- Inform the Public about what we do
- Gather Information and Disseminate it to the Campus and Community
- Collect Data pertaining to sustainability
- Set specific goals for Campus Administration
- Coordinate with other Campus Initiatives
- Focus on Student Engagement
- Maintain Presence

The Council promotes the "Green Initiative," a coordinated effort among the Council and all members of the GC community to work toward sustainable outcomes, including all efforts to publicize, educate, and achieve sustainability.

## **Council Structure**

The Sustainability Council reports to the University President through the Vice President for Business and Finance, who also serves as an ex-officio, non-voting member of the Council. The Office of the Vice President for Business and Finance will provide administrative support to the Council, including maintaining an informative website and recording and posting meeting minutes.

Members of the Campus Sustainability Council are appointed by the University President and include the following representation:

1. Two representatives from Physical Plant including grounds (nominated by the Vice President for Business & Finance)
- 2.

All appointments will be made following a call for nominations that includes information regarding the work of the Council and desired qualifications of Council members (for instance, commitment of campus sustainability and, as warranted appropriate expertise). Members of the Sustainability Council will elect their own chair and can form subgroups as needed to carry out the charge of the Council.

### **GC Sustainability Council**

#### **2010-11 Council Members**

<b>Name</b>	<b>Affiliation</b>
Pete Shields	0-VPBF
Kevin Murner	1-Physical Plant

### **Sustainability Council Priorities for 2011-2012**

At the first Sustainability Council meeting of the school year, the Council votes on the sustainability priorities for that year. The Council's priorities are designed to help the SC target resources and efforts to achieve the greatest increase in sustainability in the areas most critical.

The SC priority areas for 2011-2012 are:

- 1. Energy Efficiency**
- 2. Water Conservation**
- 3. Environmental Education**
- 4. Alternative Transportation**

The selection of priorities allows the SC to establish Work Groups, which are small committees dedicated to collecting and processing information, analyzing trends and practices, and reporting results and recommendations to the campus community. A work group is established for each of the priority areas, as well as additional areas with specific interest within the Council.

## **Sustainability Council Accomplishments for 2011-2012**

- Productivity of Associate Director for Energy Management, Utilities, Emergency Preparedness and Occupational Safety Projects Kevin Murner
  -
- Participation in the 1<sup>st</sup> Annual University System of Georgia Sustainability Conference, Macon, Georgia, 11 June 2010
  - Kevin Murner, Rick Ruark, and Doug Oetter attended the conference to present
- 

## **Sustainability Council Recommendations for 2011-2012**

The Sustainability Council would like to encourage the Administration, Faculty, Staff, and Students of GC to pursue the following most critical sustainability goals:

- Objectives
  - Build a culture of sustainability at Georgia College
  - Include sustainability outcomes in the university's core mission; write
  - Participate in the AASHE Sustainability Tracking, Assessment, & Rating System (STARS)
  - Lucas Newton study
- Development
  - Participate in the Georgia Campus Sustainability Network
  - Initiative, including staff from Purchasing, Grounds, and Auxiliary Services such as the Bookstore and Sodexo
- Outreach
  - Work more closely with Auxiliary Services & Sodexo to promote and provide
  - nies, such as Georgia Power
  - Develop relationship with University Advancement
    - Request funding sources consider sustainability initiatives
- Operations
  - Focus efforts on the most important projects
  - Cultivate informed and motivated students, staff, and faculty
    -
  - Dedicated Sustainability Officer in Plant Operations

- Publicity
  - Maintain consistent graphic identity and produce factsheets, handouts, and circulars to promote sustainability and educational opportunities
  - WordPress & Facebook presence



## **Sustainability Council Work Groups**

Sustainability Council Work Groups are small committees of dedicated Council members and student, staff, and faculty volunteers. The work groups meet regularly (usually once a month) to collect and process information, conduct analysis and investigations, and report findings. The work groups report back to the full Council and provide annual summaries of their activities.

Seven areas of sustainability have been created for Work Groups, but not each of these areas will be fitted with an active work group, depending on the priorities of the Council:

- Alternative Transportation
- Building & Landscape Design
- Energy Efficiency
- Environmental Education
- Materials Management & Recycling
- Sustainability Funding
- Water Conservation

Work groups can also be combined to help focus resources and energy on priority issues.

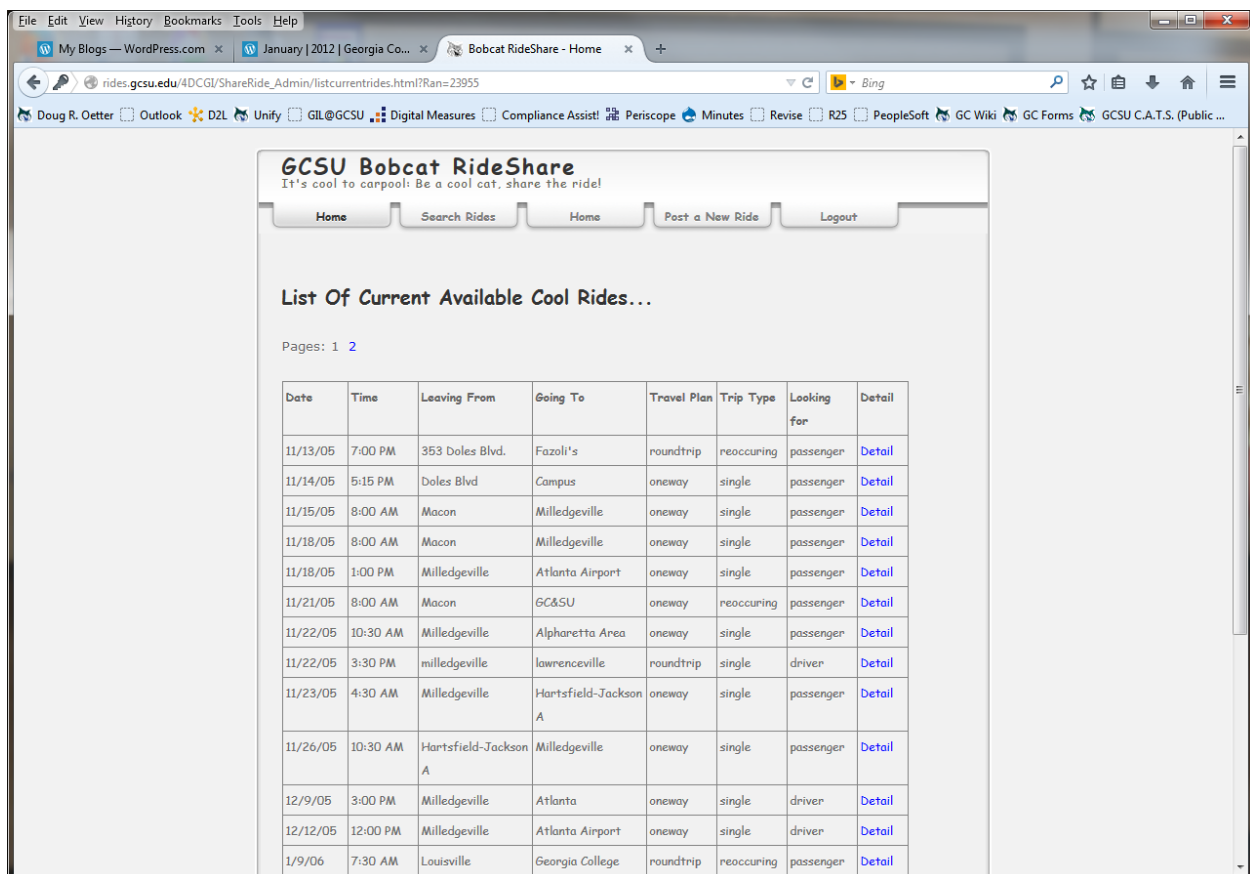
## Alternative Transportation Work Group

### **Mission**

***Provide and facilitate alternative sustainable transportation opportunities for GCSU students, faculty, and staff.***

### **Alternative Transportation Accomplishments**

- Cleaner shuttle bus
- Ride Share



The screenshot shows a web browser window displaying the GCSU Bobcat RideShare website. The page has a header with the title "GCSU Bobcat RideShare" and the tagline "It's cool to carpool! Be a cool cat, share the ride!". Below the header is a navigation bar with links: Home, Search Rides, Home, Post a New Ride, and Logout. The main content area is titled "List Of Current Available Cool Rides..." and shows "Pages: 1 2". A table lists 15 rides with columns for Date, Time, Leaving From, Going To, Travel Plan, Trip Type, Looking for, and Detail. The table contains the following data:

Date	Time	Leaving From	Going To	Travel Plan	Trip Type	Looking for	Detail
11/13/05	7:00 PM	353 Doles Blvd.	Fazoli's	roundtrip	reoccurring	passenger	<a href="#">Detail</a>
11/14/05	5:15 PM	Doles Blvd	Campus	oneway	single	passenger	<a href="#">Detail</a>
11/15/05	8:00 AM	Macon	Milledgeville	oneway	single	passenger	<a href="#">Detail</a>
11/18/05	8:00 AM	Macon	Milledgeville	oneway	single	passenger	<a href="#">Detail</a>
11/18/05	1:00 PM	Milledgeville	Atlanta Airport	oneway	single	passenger	<a href="#">Detail</a>
11/21/05	8:00 AM	Macon	GCSU	oneway	reoccurring	passenger	<a href="#">Detail</a>
11/22/05	10:30 AM	Milledgeville	Alpharetta Area	oneway	single	passenger	<a href="#">Detail</a>
11/22/05	3:30 PM	milledgeville	lawrenceville	roundtrip	single	driver	<a href="#">Detail</a>
11/23/05	4:30 AM	Milledgeville	Hartsfield-Jackson A	oneway	single	passenger	<a href="#">Detail</a>
11/26/05	10:30 AM	Hartsfield-Jackson A	Milledgeville	oneway	single	passenger	<a href="#">Detail</a>
12/9/05	3:00 PM	Milledgeville	Atlanta	oneway	single	driver	<a href="#">Detail</a>
12/12/05	12:00 PM	Milledgeville	Atlanta Airport	oneway	single	driver	<a href="#">Detail</a>
1/9/06	7:30 AM	Louisville	Georgia College	roundtrip	reoccurring	passenger	<a href="#">Detail</a>

- Covered bike rack

## GCSU Energy and Transportation Research Study 2010

Posted on [March 27, 2012](#) by [doreensams](#)

A team of five [GCSU](#) marketing research students investigated issues of awareness of energy saving opportunities, attitude toward energy saving opportunities, energy saving behaviors, energy saving intentions. They also researched aware of alternative transportation opportunities,

attitudes toward alternative transportation opportunities, alternative transportation behaviors, and alternative transportation intentions. The study included 183 usable surveys from students, 96 from faculty and staff and 45 that did not identify their status on campus.

## **Conclusions**

Overall, the study concluded that though current students, staff and faculty at GCSU have a positive attitude towards energy efficiency and alternative transportation, they lack awareness as well as current behaviors and intentions in order to make sustainability a reality on the GCSU campus. The results also conclude that currently enrolled students, staff and faculty at GCSU are unwilling to contribute to the sustainability fund at this time.

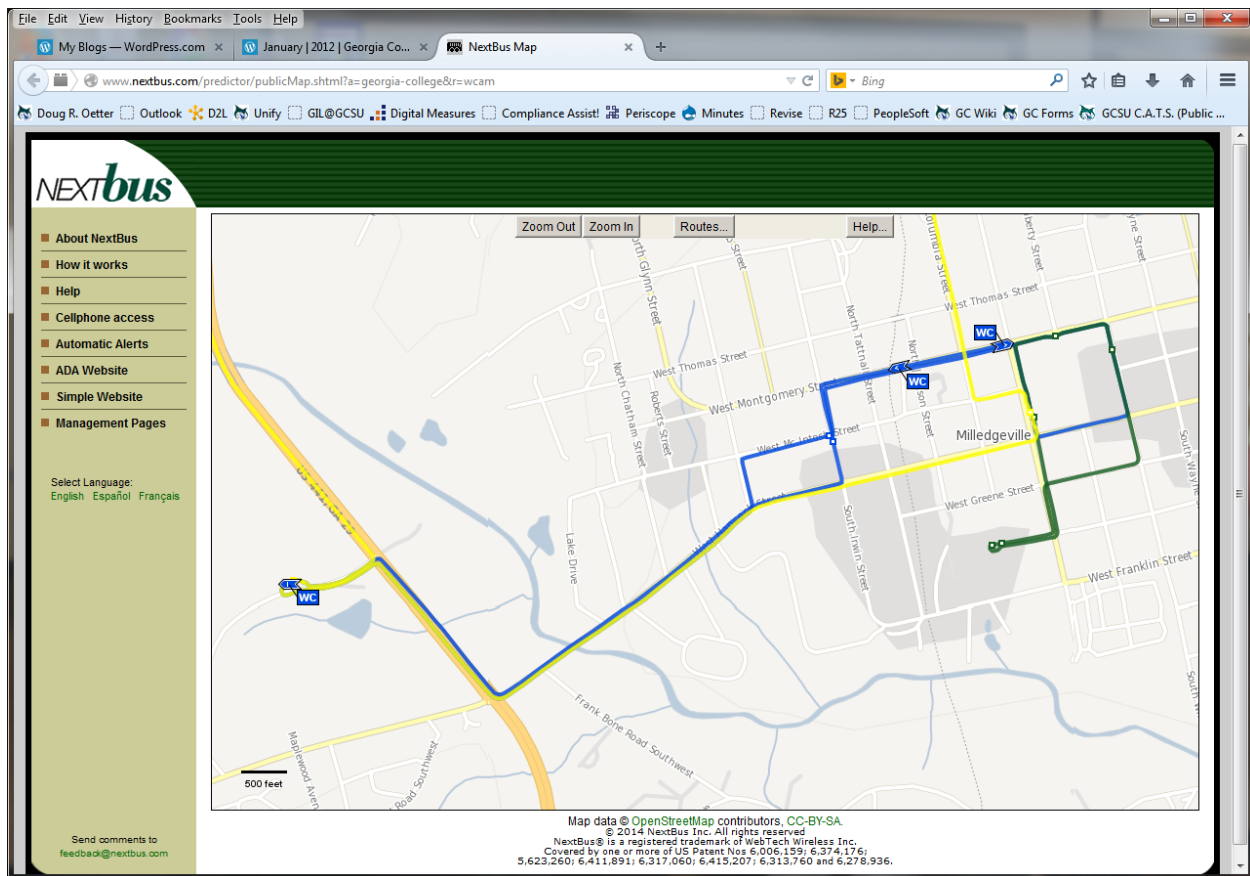
Despite the lack of awareness, behaviors and intentions, the respondents to the survey did show that there is an interest in making GCSU a more eco-friendly campus. Research concluded that students, faculty, and staff show an interest in recycling, abolishing energy hogs, provide bike lanes and more bike racks, and conserving energy by turning off lights and idle equipment while rooms remain unoccupied. These behaviors and interests are important to being energy efficient; however, students, faculty, and staff are not willing to change the temperatures in the rooms during the warmer and colder months to accommodate cheaper energy bills and are unwilling to leave their cars at home in favor of carpooling.

## **Recommendations of the Study**

To increase awareness of alternative transportation and energy conservation, special classes and workshops can help promote safety for cyclists and the importance on reducing the amount of energy used by individuals around campus. By spreading awareness of alternative energy and energy conservation, behaviors should change and some intentions can be matched.

Allowing options for conserving energy, such as providing power strips that can easily be turned on and off, will encourage students in the dorms and classrooms to decrease their power usage. Cutting down usage will ultimately decrease the monthly energy bill on the GCSU campus. By offering bike lanes and more bike racks, students will be willing to use their bikes to ride to campus instead of drive their cars. Bike lanes will offer a safe route to class without interfering with traffic, where cyclists can get hit. Abolishing the fear of danger, attitudes toward alternative transportation will improve.

- [NextBus shows location of shuttles](#)
- Posted on [January 19, 2012](#) by [Doug R. Oetter](#)
- The NextBus system is pretty neat! It shows you where the Shuttle Buses are, and what time they will be at your stop. Use it to help you plan your trips to West Campus and the Wellness Center! <http://www.nextbus.com/predictor/publicMap.shtml?a=georgia-college&r=wcam>



### ***Alternative Transportation Recommendations***

1. Promote design and construction of a pedestrian/bicycle path from Central Campus to the West Campus Village. Link the path to the Fishing Creek Community Trail and the Oconee River Greenway on the east, and the Central Georgia Rail-to-Trail on the west. Coordinate with Baldwin County schools to help K-12 students achieve safe routes to their schools
2. Explore alternative fuels, such as Compressed Natural Gas (CNG) and Bio-diesel, for the GC vehicle fleet and shuttle busses
3. Reduce transportation costs by the GC community by promoting Teleconferencing and Telecommuting
4. Investigate new parking options including rewards and incentives for campus commuters who do not use an automobile
5. Build a solar powered charging station for campus golf carts

## **Building and Landscape Design Work Group**

### ***Mission***

Identify and implement sustainable practices for building and landscape design on GC campuses.

### ***Building Design & Landscaping Accomplishments***

- The Wellness and Recreation Center construction was achieved to the specifications of the U. S. Green Building Council's Leadership in Energy and Environmental Design standards for a Silver award. Following the opening of the building this fall, Plant
- Tree planting at Wells



- Edible plants study?

### ***Building Design & Landscaping Recommendations***

1. Install irrigation meters to monitor usage and allow GC to save on sewage expenses.
  2. Plan renovations of campus facilities using energy-saving and water-saving fixtures
- Evaluate LEED certification for future building plans
  - Explore the use of storm water to irrigate landscaping in four areas of campus.
  - Reduce the need for irrigation water across campus

3. Improve soil moisture and tree health with permeable paving options

## **Energy Efficiency Working Group**

### ***Mission***

The GC Sustainability Council Energy Working Group strives to lower GC's carbon footprint through the reduction of energy consumption, to move GC toward greater environmental sustainability in the area of energy conservation, and to create an atmosphere at GC where conservation of energy is expected and rewarded.

### ***Energy Efficiency Accomplishments***

- Sponsored by the GC Sustainability Council and Georgia Power, the GC Kill-A-Watt Brigade (a volunteer group of students, staff, and faculty committed to reducing energy waste at GC) led an Earth Day project to implement positive change for energy efficiency. The Brigade offered free compact fluorescent light bulbs to members of the campus community who pledged to exchange an incandescent bulb for the free energy efficient one.
- Provided Energy Factoids to the Education work group for inclusion on the GC INFO
- Began a dialogue with Information Technology to determine how we can conserve energy through an automated shutdown process for computers on campus that are not in use.
- Energy Work Group meetings
- 
- Evaluated and tested external lighting with LEDs





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- Initiated purchase of individual building energy meters
- Energy/water meters
- Mage Solar tour
- Periscope

### ***Energy Efficiency Recommendations***

- Meet the Governor's Energy Challenge, which is to reduce energy consumption per square foot by 15% below the 2007 level, and to do so by 2020.
- Meter all buildings separately so that employees who work in that building can be encouraged and rewarded to save energy.
- Continue to improve facilities building automation systems to allow for more flexibility with HVAC controls and temperature range, and to establish protocols which will provide the greatest flexibility and reduce energy consumption.
- Work with the Transportation and Water work groups with the aim of conserving energy and resources at the institutional level.



1. The Campus Sustainability Council should focus on the areas where the actions of individual faculty, staff and students would make the most difference in consumption and cost.
2. Establish an information sharing agreement between Plant Operations and the Sustainability Council so that the Council has access to energy use information.
3. Complete a campus energy use audit.
4. Develop concrete energy use reduction goals.
5. Secure a grant related to energy conservation.
6. Host an energy conservation awareness event/project each semester.

## **Environmental Education Work Group**

### ***Mission***

Encourage the attitude, choices and habits that support sustainability at the institutional and personal level in the GC community, and connect civic responsibility to learning experiences both inside and outside the classroom through community service, education and outreach.

### ***Environmental Education Accomplishments***

- Members of the Education work group created a collection of energy- and water-saving suggestions for Faculty and for Students; these are posted on the SC website <http://green.GC.edu/>
- INFO page Green Tips. A new tip is shown each time a viewer visits <http://info.GC.edu/>
- Shades of Green career conference (September-October, 2010)
  - Developed by Dr. Doreen Sams (Marketing) in cooperation with JaLynn Hudnall, Ravenwood Forest Consulting
  - Involved the active promotion of the Global Business Student Leaders Association (GBSLA)
  - <http://www.GC.edu/shadesofgreen/past.htm>
- Orientation for new faculty and students
- Student Green Fee Symposium
  - The mission of Shades of Green at Georgia College is dedication to the promotion and education of sustainability through a collaborative effort with businesses that play an important role in protecting the environment and encouraging energy efficiency to create responsible citizen. The original Shades of Green Founding Board members (JaLynn Hudnall of Ravenwood Forest Consulting, Gerri McCord, Retired from J. Whitney Bunting College of Business Career Center, and Dr. Doreen Sams, Associate Marketing Professor at GC) in 2011 dedicated their efforts to providing GC students with valuable career networking opportunities relevant to GC students that could expand their career horizons outside of traditional channels. The Founding Board also dedicated their efforts to the creation and maintenance of a sustainable world through being to GC corporate leaders grounded in ethics and sustainability.
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  - In 2011, for first time the event crossed an entire week. It began with the signing of a proclamation by the mayors of both Baldwin and Bibb counties. Then on Friday September 30, 2011 a four member panel session was held at the GC Macon Center, Size Six Stiletto Heels & a Pair of Birkenstocks, Carbon Footprints – Careers and Issues; followed on Saturday by a bike ride, Ride for the Green of It All held in the Bartram Forest supervised by Dan Chan, GC masters student and Meteorologist for the Georgia Forestry Commission. On Monday, General Motor's representatives Araba and Rick brought the Chevy Volt and the Chevy Tahoe to campus offering test-drives to anyone interested and Valvoline's representatives Bryan Obonna Quality Supervisor at the Ashland Consumer Markets and Jessie Simon Operations Manager Blending and Direct

Market Facility College Park Georgia set up a display and shared information about NexGen Motor Oil. Also on Monday, a three-member panel, Driven to be Green – Alternatives in Transportation Careers and Issues, took place in the Magnolia Ballroom. Tuesday began with more test drives of the Chevy Volt and Tahoe and displays and discussions by the Environmental Science Club, Reduce, Recycle, Reuse which continued on Wednesday. Tuesday also offered the Women's Leadership Forum with Ms. Melissa DeSota, Market Developer, Steelcase in Michigan, and then the four member Food Supply Panel Discussion – Sustainability of the Food Supply – Careers and Issues took place in the A&S Auditorium in the evening. On Wednesday, offered two sessions one in the A&S Auditorium (two member panel) Linking Technology Applications to Sustainable Water Supply – Careers and Issue and another in Beeson Basement Times Talk Sustainability of the U.S. Food Supply. Thursday, October 6th brought a three-member health care Panel to the week of sustainability Sustainable Health Care. Thursday ended with a wonderful production of An Enemy of the People, produced by Henrik Ibsen and adapted by Jimmy Holder and Paul Accettura under the direction of Theatre Chair, Karen Berman. Throughout the week, a display of the winning art from the high school Eco-Art contest was displayed in the College of Education Atrium and a poster session of Green Fee proposals was on display on the second floor of the Library. All events, except for the one at the Macon Center and the Women's Leadership Forum were open to everyone.

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- In 2011 panelists included: Heather Alhadeff, Urban Design, Senior Transportation Planner for Perkins+Wills of Savannah Georgia; Jean Aycocock, President/CEO for Oconee Regional Health Systems, Inc., Milledgeville Georgia; David Campbell, Interim Administrator of Perry Hospital and Executive Director of Managed Care and Physician Services, Perry Georgia; Leesa Carter, Executive Director, U.S. Green Building Council-Georgia Chapter, Atlanta Georgia; Naomi Davis, owner, Davis Farms, Roberta Georgia; Araba O.Dowell, Group Manager of SE Region Communications, General Motors Atlanta Georgia; Susanne Fischer-Quinn, Corporate Communications Manager for MAGE SOLAR USA Dublin Georgia; Nell Fry, Sustainability Coordinator, GT Dining-Sodexo, Atlanta Georgia; Denise R. Grabowski, IACP, LEED AP, Symbiocity, Savannah Georgia; Pete Kelly, Environmental Control, Frito Lay, Perry Georgia; Mrs. Sherri Malone, M3V, LLC Milledgeville Georgia and Dr. Valerian Simianu, Ph.D. P.E. Vice President, M3V, LLC - Indianapolis Indiana; Charise Stephens, Executive Director, Middle Georgia Clean Cities Coalition, Macon Georgia; Janet Simoneaux, Environmental Director, JM Family Enterprises, Inc., Southeast Toyota Distributors, Deerfield Beach Florida; Christopher Turner, Development Professional, Walton Rehab Hospital, Augusta Georgia; and G. Michael Williams, Sysco, Atlanta Georgia.
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- Off-campus facilitators included: Carl Perazzola, Deputy Chief of the Air Force Corrosion Prevention & Control Office, Warner Robins Georgia and JaLynn Hudnall owner of Ravenwood Consulting, Warner Robins Georgia. Faculty participating as moderators or facilitators included: Dianne Chamblee, MSN, RN, NEA-BC. College of Health Sciences/School of Nursing, Nursing Faculty/Outreach Coordinator; Tanya Goette, Ph.D., Chair, Information Systems & Computer Science; Liz Havey, Study Abroad Advisor, International Education;

and Dr. Kalina Manoylov, Assistant Professor of Biology, Department of Biological and Environmental Sciences. Faculty serving as supervisors for student participants included: Will Hobbs, Leisure Behavior Assistant Professor, Outdoor Education; Gregg Kaufman, Department of Government & Sociology, Instructor and Coordinator of Civic Engagement Projects; Other faculty participants included: Dr. Matthew Liao-Troth, Dean, J. Whitney Bunting College of Business; Dr. Dale Young Association Dean, J. Whitney Bunting College of Business, Dr. Doug Oetter, Associate Professor, Department of History, Geography, and Philosophy & Chair of the Sustainability Council; and Dr. William (Bill) Fisher, Chair, Associate Professor, Art Department.

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- Student Panelist/Facilitators/Contributors included Georgia College students: Lucas Newton, Masters Student Outdoor Education; Sarah Hazzard, senior Environmental Science major; Colin Maidonado, third year Environmental Science major; Hannah Sadowski, senior Environmental Science major; Matthias Jacob, exchange student Magdeburg University Germany; Nigel Sanyangore, Masters of Business Administration student from Zimbabwe; and University of Florida Masters of Art Ed second year masters student, Jeniffer Sams. Student event coordinators include: Student Supervisor, Emily Scarboro; Abbey Benton, senior Marketing major; Erin Fair, senior Marketing major; Jackie Hooper, senior Marketing major; Courtney Kennedy, Senior Marketing major and German Minor; Zachary Tuman, Senior in Marketing major; and Angel Watkins, senior Marketing major.
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- Event sponsors for 2011 Shades of Green Week were: J. Whitney Bunting College of Business, the Development Authority of Milledgeville and Baldwin County, Heart of Georgia Energy Coalition Warner Robins, Ravenwood Forest Consulting Warner Robins, Mr. Phil Sams and Dr. Doreen Sams Milledgeville, Mrs. Gerri McCord Macon, Keep Milledgeville Baldwin Beautiful, Sodexo, Bicycling Club of Milledgeville Baldwin county, Georgia Forestry Commission, Honors Program of GC under the direction of Dr. Steve Elliott-Gower, Kroger Milledgeville, Museum of Arts and Science Macon, Dan Nainan Comedian and Voiceover Artist, 42nd Floor Custom Apparel & More, Salty Dog Carmels from Barbary Brix, and Wheeler's Nursery, Inc. Macon.
- 
- The 2011-week of events was a success in that each event was well attended. From those who attended, the majority reported that overall he or she felt that the event they attended met or exceeded their expectations and that the week of events was a success. Areas that can be improved were identified and are being addressed in the 2013 event. Also, students who did not attend were surveyed to identify why they did not attend. These are also being addressed.
- 
- Shades of Green provided GC students with educational resources on the importance of sustainability as well as providing them with networking opportunities with industry executives, such as Araba Dowell, General Motor's Southeast Regional Manager of Communications. Thus, two Georgia College (GC) students, Angel Watkins and Emily Scarboro, took full advantage of the event as an opportunity to stand out. Both women made such a great impression on GM's representatives that the company gave them both a career opportunity

of a lifetime. General Motors, a major sponsor of the Public Relations Student Society of America (PRSSA) Conference 2011 Career Development Exhibition, provided these two GC Marketing majors with an all expense paid trip to the conference. General Motors decided they wanted to get to know the women a little bit better so the company provided them with a fully fueled 2011 Chevy Tahoe Hybrid to drive to Orlando, free passes to the PRSSA Conference, a hotel room at the Renaissance Hotel at Sea World, and food and expense money for the trip. The conference had many sessions that were beneficial to their academic careers. The conference also gave them career networking opportunities that otherwise could never have happened. "Ms. Dowell arranged for them to have dinner every night with various GM professionals. It was great, having an opportunity to actually get face-to-face with these folks it was a once in a lifetime opportunity," said Angel. "I learned so much and have formed relationships with the corporate automotive-tech PR manager Jennie Ecclestone and the Miami GM PR agent Stephanie Camargo. I would never have had this opportunity if it weren't for SOG and Araba Dowell." "Opportunities are never lost; someone will take the one you miss," said Emily. "I have worked hard throughout my college career and I know if I can just get five minutes with a decision maker they will see I would be a valuable team member. Milton Berle said 'If opportunity doesn't knock, build a door,' thanks to Ms. Dowell, our carpentry skills are getting better every day."

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- Also, success is measured from the panelist/presenters perspective. For example, Ashland, Valvoline's parent company posted an article "Going green on campus Collegians learn about environmental benefits of NextGen motor oil" on their website. Yet, another example comes from G. Michael Williams of Sysco in which he states, "I enjoyed the college symposium and I will be repeating it at Sysco for the new training class."
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- The 2013 events will be a three-day event in the spring as GC Shades of Green has moved to flow from the Earth Week events. This year brought in opportunities for sponsorships that have not been available in the past and with larger sponsorships, greater successes are expected.
- Earth Fest is a week-long celebration of Earth Day, including educational lectures, events, movies, speakers, and a music festival
  - Earthfest 2011 Schedule of Events:
  - Saturday, 16 April- Earthfest 2011 – Front Campus 11am to 10pm – Come join the club for a day of arts & crafts, educational sessions, art exhibits, eco-friendly games, green living demonstrations, and live music by Flamingo Royal and Elastic Skyline.
- Technology green ideas were shared with the campus at <http://www.GC.edu/technology/green.htm>

## **Good Jobs Green Jobs Regional Conference 2012**

Posted on [March 3, 2012](#) by [doreensams](#)

This was a great experience. I met a lot of great contacts and encourage you to go to [www.greenjobsconference.org](http://www.greenjobsconference.org) to check it out. There is also a Facebook. It is [facebook.com/goodjobsgreenjobs](https://www.facebook.com/goodjobsgreenjobs). You can follow the conference on twitter @gjjconference #gjj2012.

The conference will be held in in the West in Los Angeles, CA March 15-16, Philadelphia, PA April 3-4, and in the Midwest in Detroit, MI May 10-11

While at this conference I met Bernie Burgerer with the Southeastern Green Chamber of Commerce.

I am quoting part of his email below:

“You can find more information on the Green Chamber and on our Greenhouse Accelerator on our website: [www.greencs.org](http://www.greencs.org).

Your ‘Shades of Green’ efforts look very interesting and seem to have found an appreciative audience. We are all about creating green local jobs by helping green startups become successful, and we do this by accompanying the startups with a team of advisors for about two years, and by providing bridge loans of up to \$50,000 – all pro bono (as a non-profit organization), applying the experience and know-how of our wide membership base. We also take the ‘sustainability’ message to academic institutions – we spent time in the classrooms with Emory’s Goizueta Business School Executive MBA program and with GSU’s Global Partners’ MBA program.”

I plan to join the chamber as an individual. I think it is worth the money to have a voice in green jobs.

Dee

ESC Movie Night- Jan 31, 2012

Dive

<http://divethefilm.com/>



### ***Environmental Education Recommendations***

- Make visible signs of the Green Initiative on campus by creating new programs and educational materials and by promoting programs already in place
  - Encourage the creation and implementation of curricular components that promote sustainability and/or civic responsibility by supporting faculty who choose to add these to their courses.
  - Encourage habits that promote sustainability and provide students, staff and faculty with information that allows them to make informed, responsible decisions concerning sustainable living.
  - Encourage incentives and present awards that promote and reward sustainability
1. Promote the Green Initiative through every means necessary to ensure that everyone knows what it is, how to access information, and why to contribute to sustainability
  2. Support and reward faculty who incorporate sustainability into their courses
  3. Use positive encouragement to get campus citizens to adopt habits that promote sustainability
  4. Provide students, staff and faculty with information that allows them to make informed, responsible decisions concerning sustainable living
  5. Secure funding sources for printing costs, speaker fees, and educational materials

## **Materials Management and Recycling Work Group**

### ***Mission***

Facilitate an efficient materials management program making GC a more environmentally sustainable campus.

### ***Goals***

1.

### ***Materials Management and Recycling Accomplishments***

- GC instituted a new waste contract in the Summer of 2010 with Advanced Waste. The new contract, negotiated by Kevin Murner and Ben Pratt, will decrease our waste disposal expenses while allowing us to contribute recyclable materials through the hauler. We will be able to collect and process:
  - Cardboard
  - Newsprint
  - Mixed paper
  - Aluminum cans
  - Steel Cans
  - Plastics #1 & #2

February 2012

Beginning now, the [GC recycling program](#) is accepting [single-stream recycling](#)! This means that you can mix your newspaper, mixed paper, aluminum cans, steel cans, and plastics #1 and #2 in the same bag to drop off at the [recycling centers](#)!

Blue bins are being converted to two separate collections: one for mixed paper/newspaper, and another for bottles/cans. Cardboard should be broken down and stacked neatly behind the blue bins.

- The Campus Recycling Program was launched on September 20, 2010, when over 20 four-unit Blue Bins were placed in academic buildings around campus to collect newsprint, mixed paper, aluminum cans, and plastic bottles.
  - Adopt-A-Bin
  - The GC Recycling Program is taking shape, albeit a bit behind schedule due to complications from personnel turnover and logistics. Currently we have 40 blue bins in place, with about 18 of those adopted by volunteer organizations or individuals. Please read more at our web site:



- <http://recycle.gcsu.edu/> and if you know of someone or an RSO interested in volunteering to help recycle, please direct them to this page:
- [tinyurl.com/gcrecycling](http://tinyurl.com/gcrecycling)
- **Georgia College Adopt-a-Bin Recycling Program**
- 
- **Keeping Georgia College blue and GREEN!**
- In 2009, the Georgia College Sustainability Council was formed with the sole purpose of encouraging the attitude, choices and habits that support sustainability at the institutional and personal level in the GC community. It has been a critical component that the council also connect civic responsibility to learning experiences, both inside and outside the classroom through community services, education, and outreach.
- The Georgia College Recycling Program can only be successful through the efforts of students, faculty, and staff that is committed to the goals and mission of sustainability on the campus.
- Georgia College has provided over 30 blue recycling bins to collect bottles, cans, newspaper, and mixed paper in classroom and office buildings on each of the Milledgeville campuses.
- WE NEED YOU! You or your club can play an instrumental role in the success of the GC Recycling Program. In order for you to adopt-a-bin, please fill out the form and a member of the Program staff will get in touch with you. Thank you for reducing, reusing, and recycling.



○

## [Recycling Updates](#)

Posted on [January 12, 2012](#) by [Doug R. Oetter](#)

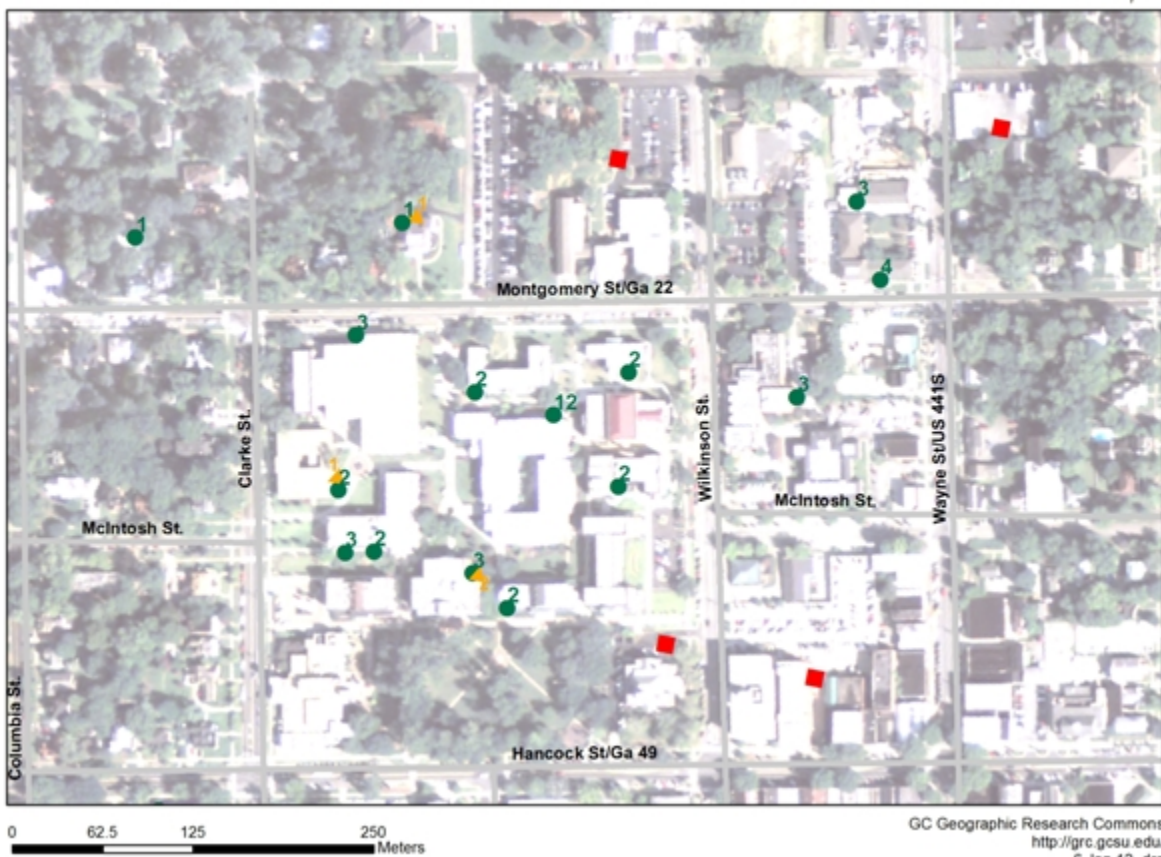
[Plant Operations](#) Director John Gadson and Custodial Superintendent Walter Dudley met in mid-December with the General Manager of [Advanced Disposal](#), Mr. Jon Hipp. We toured campus and discussed the options available to Georgia College for [curbside collection](#) of waste and recycling. The advantages of moving to curbside collection include less handling of materials, thus making it easier for student/staff/faculty volunteers to deposit recyclable materials anytime day or night, and right next to their office or residence hall. A

GC disposal bins- Main campus. Green dots are roll-off bins, Gold triangles are 1 cubic yd. bins, and Red squares are 9 cub. yd. front loader bins.

of the current waste disposal bins is attached.

Also, Mr. Hipp confirmed that because of the [Material Recovery Facility](#) in operation at [Attaway Recycling](#), we no longer have to sort materials into separate bags. All recycling (mixed paper, newspaper, plastics #1 & #2, aluminum and steel cans) can be bagged together. We will begin switching the [Blue Bins](#) over to a new configuration shortly.

### Georgia College Disposal Bin Locations- Main Campus



- Lekitra and Marcell
- Earl Anderson recording
- Thundercup
- Tour of Attaway
- Messaging was posted at collection facilities and online at a dedicated website <http://recycle.gcsu.edu>

- An email distribution list was created to receive updates and concerns [recycle@gcsu.edu](mailto:recycle@gcsu.edu)
- 
- The Environmental Science Club conducted a Waste Audits on April 19, 2011 was intended to measure the success of the first year of the recycling program.
- Plant Operations established collection bins for recycling difficult items
  - Mercury switches
  - Compact Florescent bulbs
  - Florescent lighting ballasts
  - Nickel-Metal Hydroxide batteries
  - Lead-Acid batteries
  - High-Intensity Discharge (HID) lamps
- Electronics recycling

## **Electronics Recycling at Digital Bridges!**

Posted on [March 12, 2012](#) by [Doug R. Oetter](#)

Digital Bridges (downtown Milledgeville) has an electronics recycling program! This is really good news, and hopefully soon we will be able to expand this program onto main campus! [http://thedigitalbridges.org/index.php/programs\\_initiatives/digital\\_bridges\\_recycling\\_opportunities/](http://thedigitalbridges.org/index.php/programs_initiatives/digital_bridges_recycling_opportunities/)

- National Recycling Day on November 15, 2011
- The Environmental Science Club placed recycling bins at Homecoming Tailgate on February 11, 2012
  - PHOTO
  - Data?
- Tri-Beta recycling at Herty Hall
- Housing Move-in Day Recycling
- Composting meeting & Tour
  - 1<sup>st</sup> composting proposal

### ***Materials Management and Recycling Recommendations***

2. Identify and inventory current waste reduction efforts
3. Audit the campus waste stream
4. Implement an institutionalized recycling program

5. Create a campus composting program
1. Educate campus on waste management
2. **Implement and Improve the Institutionalized Recycling Program**
  - a. Solve the problem of overflowing bins;
  - b. Provide student organizations with the materials, transportation, and access they need to maintain the recycling bins
  - c. Solve downstream problems, including the reliable reporting of waste and recycling tonnage
3. **Implement a campus composting program**
  - a. Inventory existing activities
  - b. Evaluate the potential of acquiring a tub composter
  - c. Create a composting educational display
4. **Educate campus on waste management**
  - a. A management plan must be cost-effective
  - b. Include waste reduction in the campaign
  - c. Create educational display- waste before and after recycling
5. **Appeal to ethics**
  - a. The campus feeling should be one of recycling because it is the 'right thing to do' in order to take advantage of the willing potential recyclers first. Down the road, we can institute more comprehensive methods to encourage those who do not support recycling to comply with waste minimization efforts.

## **Sustainability Funding Work Group**

### ***Mission***

Obtain funding from outside sources to facilitate and support the economic and environmental sustainability of our institution.

### ***Sustainability Funding Accomplishments***

- Student Green Fee
  - First meeting 14 January 2011
  - Established committee and Bylaws
  - Call for proposals
  - Proposals funded April 2011

### ***Green Fee Awards- Spring 2012***

#### **Sustainable Water Fountain Modification Project**

**Allyn Harris**

**Cynthia Orms; Accounting**

**\$4,349.90**

#### **GC Wellness and Recreation Center Climbing Wall Eco-Friendly Crash Pads and Climbing Hand Holds**

**Mark Schleier and Laura Jerkins**

**Dr. Will Hobbs; Outdoor Education**

**\$1,915.32**

#### **Residence Hall Hydration Stations**

**Mark Jestel**

**Larry Christenson; Housing**

**\$22,386**

#### **Boosting Recycling Participation Rates at Georgia College**

**Dr. Doug Oetter; History, Geography & Philosophy**

**\$17,663.15**

## Promoting Alternative Transportation Through Covered Bicycle Racks

Kristian Page

Dr. Doug Oetter; History, Geography & Philosophy

\$16,300.00

## Bottled Water Awareness

Jamie Potteiger

Cynthia Orms; Accounting

\$7,095.00

## Georgia College Raw Produce Composting and Soil Project 2012

Justin Street

Dr. Christine Mutiti

\$1,374.87

### Georgia College Green Fee Projects Needed!!



- Wondering where your \$5 Green Fee is going?
- Would you like a say in how that money is spent?

-The Georgia College Green Fee Committee will be accepting proposals for Green projects this spring.

Brought to you by the Green Fee Committee at Georgia College     **Deadline for submissions: March 21**     For more info email: [greenfee@gcsu.edu](mailto:greenfee@gcsu.edu)

[www.gcsu.edu/green/greenfee.htm](http://www.gcsu.edu/green/greenfee.htm)

## ***Sustainability Funding Recommendations***

- Identify potential sources for funding to support economic and environmental campus initiatives.
- Share grant opportunities with the Sustainability Council and working groups.
- Obtain a clear picture from all Green Initiative/Sustainability Council working groups of projected key initiatives over the next 3-5 years that would benefit from Grant Funding.

1. Began to develop procedures that might guide other work groups in their work to pursue public and/or private grants to further their ongoing work.
2. Explored and started a list of a range of funding opportunities from public and private sources
3. Worked on a checklist to support work groups in their pursuit of external funding that would carefully connect the work with our Office of Sponsored Projects (for public project) or GC's Office of University Advancement.
4. Worked to develop a list of ongoing sustainability projects at GC that have current funding.
5. Streamlining the goals of the larger sustainability council to focus on and complete ongoing projects in an exceptional manner may be more beneficial to the long term goals of GC and the council's readiness to continue to seek and manage new grant projects.
6. In addition, it is likely that if GC's Student Green Fee receives approval through the Board of Regents, a working group to focus on allocation of such funds to student and faculty projects may be more essential than a group seeking a range of new external funding sources for the immediate future.
7. Therefore, the funding working group may continue to refine its goals to best meet the needs of the Sustainability Council through addressing issues related to both seeking and allocating funds for ongoing initiatives.

## **Water Conservation Working Group**

### ***Mission***

The Georgia College Sustainability Council Water Working Group strives to move Georgia College toward greater environmental sustainability in the area of water conservation, and to create an atmosphere where conservation of water is expected and rewarded.

### ***Water Conservation Accomplishments***

- GC Plant Operations received funding to improve campus water metering. GC will be able to reduce the cost of water and improve the tracking of water use once meters are properly located, designated, and labeled.
- Regularly install low flow plumbing appliances, such as *toilets, sinks, showers, and irrigation*
- Meters installed

## **Water Surveys 2010 – 2011**

Posted on [March 27, 2012](#) by [doreensams](#)

In 2010/2011, two studies a year apart conducted by undergraduate marketing research students at GC addressed some of the same research questions – results follow each question:

1) What are the faculty and students' levels of awareness about water usage at GCSU?

2010 – This was address in several ways to draw conclusions. However, one particularly disturbing finding was that out of 235 respondents (i.e., 116 students and 119 faculty and staff), 70.3% were unaware to completely unaware of any proposed water conservation efforts at GCSU. In other words, no matter what efforts are being conducted, they are not clearly visible to students, faculty or staff.

2011 – This was addressed in several ways; however, out of 71 students who participated (not conducted across faculty and staff), only 11.7% were aware to totally aware of any water conservation efforts at GCSU. Once again, it is noted that visibility of efforts should be a priority. By educating others about the efforts being taken, perhaps it will become viral and others will join the effort.

2) What are the faculty and students' attitude toward their role in water conservation while at GCSU?

2010 – 72.5% of GCSU respondents (i.e., faculty, staff and students) believe water conservation at GCSU to be important to extremely important. Of those responding to this survey 78.8% state



that rain water harvesting is important to strongly important and 69.3% believe shower timers and dual flush toilets are somewhat important to important.

2011 – 60.3% of student respondents at GCSU believed that their individual actions were either important or extremely important as to water conservation.

3) What motivates faculty and students' to conserve water while at GCSU?

2010 – 58.3% of 180 respondents were highly motivated by higher fees to conserve water, while 61.2% also reported concerns for the environment, and 63.1% were motivated by droughts as well.

However, drought conditions improved and as can be seen in 2011, they were not quite as motivated (yet it played a significant factor).

2011 – of the 68 who responded to this scale, 50% were somewhat motivated and 26.5% were motivated by general concerns for the environment to conserve water. Whereas, 39.7% were somewhat motivated and 38.2% were motivated by the drought to conserve water. High water fees somewhat motivate 26.5% of the student respondents while 52.9% would definitely be motivated by higher fees. The stick not the carrot was the most significant motivator for these respondents.

4) What are faculty and students' current water usage behaviors on GCSU property?

2010 – For those respondents living on campus, a typical shower was reported on average between six to 10 minutes. As to whether the respondents typically leave the water running while brushing their teeth 77.8% reported that they do not. However when asked if they would report a leaking faucet on campus 32.2% said no.

2011 – data not collected

- Established a Baseline for water use through detailed analysis of water bills
  - June of 2010 thru May of 2011 GC utilized 64,107,000 gallons of domestic water.
  - Include all facilities and irrigation due to us not having all buildings metered separately.
  - 6,737 students
  - $64,107,000 / 6737 = 9,515.66$  gallons per student per year.

## **Fill your water bottle from the fountain**

Posted on [April 1, 2012](#) by [Sam](#)

Former GCSU Student Ben Pattison transferred to [Georgia Tech](#) and noticed these in his new dorms. They allow you to easily refill your water bottle from the water fountain! Which means you don't need to use throw away plastic water bottles. Neat idea and he said they count the number of water bottles being filled each day

*“This semester the count has averaged about 100 bottles a day. That’s a fairly large number of plastic water bottles not being used each day. It would be cool to see these at GCSU when I am visiting. Also I would say it definitely impacts student culture in regards to how conscious we are of our waste!”*

*-Ben Pattison*



### **Water Conservation Recommendations**

- Improve methods employed to measure campus water use and provide periodic water use reports.
- Record and track water conservation related projects.
- Review best practices in water conservation and cost efficiency.
- Generate greater awareness of local and global water conservation issues.
- Recommend actions that reduce water use and promote cost efficiency.
- Establish an information sharing agreement between Plant Operations and the Sustainability Council so that the Council has access to water use information.
- Complete a campus water use audit.
- Develop concrete water use reduction goals.

- Secure a grant related to energy and water conservation.
- Host a water conservation awareness event/project each semester.
- Target Residence Halls for conservation efforts
- Organize billing statements to create benchmarks of energy expenses
- Explore opportunities to capture and reuse rainwater
- Install irrigation meters to track usage and save on sewage costs
- Shower timers in Residence Halls
- Light switch covers for Residence Halls

## **Directions for a Sustainable Future at Georgia College**

The State of Sustainability at Georgia College is strong and growing stronger every day. In our efforts to create a 'Culture of Sustainability,' the GC Sustainability Council has helped developed teaching, research, and engagement opportunities across dozens of disciplines and departments. We have had pitfalls, of course, but have built a structure that can grow the Green Initiative into a powerful concept for the Liberal Arts mission of the 21<sup>st</sup> century.

This annual report helps outline progress and directions for the Council. Please use it as a resource and share it widely with your students, teachers, and co-workers. For more information please visit our web site <http://green.gcsu.edu> or get in touch with the Council through our email [green@gcsu.edu](mailto:green@gcsu.edu) .