

CBA Green Annual Review

July 2011-July 2012

Educating and involving students and faculty about sustainability and using Mammel Hall efficiently

MEMBERS OF GREEN TEAM:

Bill Swanson (EMBA), Jonna Holland (Marketing), Amy Rodie (Marketing), Darryl Burgdorf (Accounting), Edward Johnson (Facilities), Gisele Olney (NBDC), Rick Yoder (NBDC), Jean Waters (NBDC), David Nielsen (CBA IT), Carol Rose (Dean's office), Chris Decker (Economics), Michael O'Hara (Finance), Jennifer Forbes-Baily (Advising), Patrick Wheeler (UNO EHS), Damian Klosowski (student)

EXECUTIVE SUMMARY:

The University of Nebraska at Omaha College of Business Administration (CBA) Green Team has met approximately monthly since July 2011. Every department of CBA is represented on the Green team. The team has worked together to outline sustainability goals for the college, as follows:

- Include aspects of sustainability in curriculum
- Reduce usage of the handicap assist doors
- Reduce printing
- Reduce energy by putting TVs and computers to "sleep" when not in use
- Increase recycling

In addition, the team felt it was important for CBA to have a Sustainability policy.

In this first year, many things have been accomplished. One theme that runs through each of the efforts undertaken by the team is that we need measurement. We know we need to reduce our impact on the environment but don't actually have good data about our current impact. Therefore, much of the first year has involved putting systems in place to measure impact.

Sustainability in the Curriculum – An inventory of existing courses offered within CBA that include aspects of sustainability has been compiled. However, there is currently no systematic effort to increase the number of courses that include sustainability.

Reduce usage of handicap-assist doors – Initial measurements were attempted to determine current usage of handicap-assist doors. There is security film available to review. Based upon observation of two days of film, it is clear the doors are being used, but reviewing the film is very tedious and was abandoned. Consideration is currently being given to purchasing a small motion-sensor activated camera (such as used on trails to capture wildlife activity) to record activity at the doors. This would greatly simplify measurement of their usage. Consideration has been given to messages that can be used to discourage use of the doors.

Reduce printing – as part of this project, CBA has joined EPA's Waste Wise, a voluntary program for companies to reduce generation of solid waste and increase recycling. We have identified the quantity of paper currently being purchased and are now purchasing at least 30% recycled content paper. We have not systematically helped people set up their computers to print documents double-sided but that is probably the next step.

Reduce energy use of lobby TVs – these TVs are off from midnight to 6:00 am. The LED stock-ticker sign runs continuously because of the way it was wired. It uses very little energy. While it is a perception that these items are wasteful, the fact is that they use very little energy.

Increase recycling –

- Signs were made and placed on the big blue bins in the public spaces to indicate what can and cannot be recycled.
- Faculty and staff were asked to pledge to be informed on what can go in the blue bins to be recycled and to recycle in the office and classroom. The student Sales class was employed to “sell” faculty on taking this pledge. One of the outcomes of this exercise is that we learned there is still a lot of confusion about what can be recycled.
- Existing 5-gallon trash bins were replaced with 1-gallon size bins in faculty offices. The existing 5-gallon recycle bins remain. Trash and recycling is only picked up weekly from offices. These two changes were intended to encourage more recycling.
- A sign was posted on Nov. 15th for “America Recycles Day” showing that CBA can do even better than recycling by reusing water bottles.
- Measurement of trash and recycling was conducted for in November and December, 2011 with a borrowed scale. CBA purchased a scale. Since April, 2012, the custodians are measuring trash and recycling removed daily.
- Auxiliary secure shred containers (locked bins that hold intact papers for future shredding) have been identified and the process of their removal is finalized. We are currently planning to purchase these bins before the fall semester.

- Initial measurements from the spring indicate about 50% recycling and 50% waste. The custodians report that there is still a lot of contamination in both the recycling bins and the trash bins.
- CBA joined EPA's Waste Wise – this voluntary recognition program from EPA will allow us to use software to help track solid waste and purchasing, resulting in sustainable materials management. We will submit data annually. As part of this effort, we are investigating sustainable printing of CBA publications.

Sustainability Policy – as CBA got representation on the Green UNO committee, there was a request to broaden our scope on development of a sustainability policy to propose something that could be employed system-wide within the University of Nebraska. The system-wide policy has been drafted and had several reviews. Currently, the schedule is to have the CBA Green Team propose the final version to Green UNO. From there, it will be submitted to the Chancellor's cabinet and then on to the President's office. CBA may still develop their own policy.

Student Involvement – while it was not expressed as a goal for the CBA Green Team, all members recognized the importance of student involvement. We prepared a sustainability quiz for Welcome Week and had prizes and recognition for students. We will have another sustainability feature for the 2012 CBA welcome week. We have also established a website, <http://nbdc.unomaha.edu/cbagreenteam/>

A student club was formed, **G-BASIS** (Green Business Advancing Strategic Integration of Sustainability). Dr. Michael O'Hara is the faculty advisor. This club has already sponsored two events in the spring. They had a day that highlighted the importance of keeping automobile tires properly inflated for good gas mileage. They were able to give away tire pressure gages, sponsored by Jensen Tire. They also coordinated with the City of Omaha to give away green recycling bins to students for Earth Day.

Mammel Hall Dashboard – reflective of the fact that measurement is important to know whether or not we are reducing our impact on the environment, plans for Mammel Hall include developing an energy dashboard. The dashboard would track and display real-time energy use in the building and compare it to the model used in the building design. In this way, people can observe whether they are using less energy than expected in this building.

There have been some technical hurdles to overcome in order to get the energy data and the model but progress is being made.

ITEMS & GOALS AND PROGRESS REPORTS DISCUSSED DURING THE MEETINGS:

1. CBA Sustainability Policy

- a. July 2011. Initial conversation, Rick presented two typical approaches/structures for creating a policy. Based on the feedback the team was going to focus on customized UNO CBA policy.
- b. August 2011. During the meeting the team decided to start developing the policy by the end of the month, which was supposed to be based on environmental aspects and impact entries. The team stressed the importance of communication with students in regard to current green initiatives.
- c. November 2011. Rick and Jean are working on the draft.
- d. February 2012. Jean started working on a white paper for UNO, J. Holland will review the final document. The team would like to include environmental, social and economic aspects of sustainability. Policy should also address student education.
- e. April 2012. Jean drafted a policy for the University of Nebraska system. The team was asked to review the policy and provide feedback.

CURRENTLY UNDER REVIEW; expected approval by CBA Green team June 2012, then will go to Green UNO task force, then to UNO Chancellor's cabinet

2. E-books

- a. August 2011. Presentation of eBooks and the cost advantage to using ebooks (eReader + 10 text books) rather than textbooks (used texts as priced by the UNO bookstore). Idea was raised that professors should make a concerted effort to promote ebooks to students and provide resources about how to go about obtaining an ebook for that particular subject.

CURRENTLY NOT DISCUSSED

3. Student Involvement

- a. August 2011. Students need to be educated about recycling. Service Learning Opportunities for Club. Welcome Week Quiz for Students will have questions about the environmental impact of the building and what students impact is (Jean Waters and Amy Rodie)
- b. September 2011. CBA sustainability club was established, M. O'Hara became the club's advisor.

STUDENT GROUP, G-BASIS FORMED

4. G-Basis (Green Business Advancing Strategic Integration of Sustainability)

- a. October 2011. G-Basis was formed as a club. Dr. Michael O'Hara is advisor.

- b. February 2012. The group is planning a Tire Inflation Event, a platform for the group to gain recognition, provide education to participants and acquire funds via fundraising. They also created tee shirts for the club.
- c. March 2012. GBASIS will partner with the City of Omaha to hand out the green curb-side recycling bins at Mammel Hall.
- d. April 2012. Report on Tire Inflation Event and summer plans for the group.

STUDENT LEADERSHIP INVOLVED ON CBA GREEN TEAM; OPERATING INDEPENDENTLY

5. Goal Setting

- a. September 2011. Bubble-up, bubble down process was used to determine issues & priorities to be addressed. Priorities and team members responsible:
- b. Include aspects of sustainability in curriculum - Jenna Holland, Chris Decker, and Michael O'Hara
- c. Reduce usage of the handicap assist doors- Rick Yoder, David Nielsen and Amy Rodie

February 2012. Michelle and Amy Rodie started reviewing tapes. Based on two days of footage, the initial observation suggests the doors are used.

- d. Reduce printing- Jenna Matthey, Michelle Janssen, and David Nielsen
- e. Reduce energy by putting TVs and computers to "sleep" when not in use- Gisele Olney and David Nielsen

November 2011. Gisele presented a study- leaving lobby TVs and LED stock-ticker sign on is using very little energy; David subsequently reported TVs are automatically turned off from 10:00 pm to 6:00 am but the LED sign runs 24/7.

- f. Increase recycling- Michael O'Hara and Jean Waters

November 2011. Introduction of idea to use hockey players in a video, illustrating which items can be recycled by having players hit items into a recycling bin on the ice.

- g. Other ideas (not priorities): reduce student smoking near building and on campus in general, close blinds, student parking- allow shuttle buses to pick students up from garages

COMPLETED

6. CBA Green Team Website

- a. August 2011. Team planned to work with David Nielsen to start a site that contains useful information for those interested in the activity of the green team, and also will contain access to meeting minutes, etc. Ellen started developing the logo for CBA Green Team. started using the social/shared bookmarking website "Delicious" (www.delicious.com) to place bookmarks on

websites that we feel pertain to the goals of the green team using the tag “CBAgreenteam” (i.e. green purchasing, other sustainability policies, student “green” challenges, etc).

WEBSITE CREATED, <http://nbdc.unomaha.edu/cbagegreenteam/>

7. Welcome Week

1. September 2011. 75 students participated, 51 students provided emails for future communication about sustainability

CURRENTY PLANNING 2012 WELCOME WEEK SUSTAINABILITY ACTIVITY

8. Trash & Recycling measurement and pickup

1. September 2011. First discussion of weighing trash and recycling, Edward suggested renting a scale and custodians could weigh items for a limited period of time.
2. October 2011. The team decided to weigh bags; P. Wheeler and E. Johnson confirmed that CBA will have access to the scale next month. Besides recording weights, the trash will be qualitatively analyzed to determine how much is being disposed in the wrong bin.
 - a. E. Johnson presented an idea of implementing smaller trash containers in offices while leaving the recycling bins at their current size. (The point is to adjust behavior and promote more recycling.)
3. November 2011. Custodians started to weigh bags. The measurement will be continued through 2011 (projected decrease in trash and increase in recycling)

DAILY WEIGHTS ARE RECORDED BY CUSTODIANS; ALL DATA IS RECORDED BY NBD FOR WASTE WISE. ONGOING PROCESS

9. Signs for trash & recycling bins

1. September 2011. Rick’s team developed signage for recycling bins in public spaces of Mammel Hall. Recycling and trash bins have been re-organized and placed together in public spaces throughout the building.
2. October 2011. Signage was placed on recycling bins in public spaces. Smaller signs for offices will be distributed via custodian staff and GT members.
3. November 2011. Small trash bins (224) were purchased and will be distributed to faculty & staff.

COMPLETE

10. Shuttle Buses and Parking

1. October 2011. Idea of possibly using manual clickers for bus drivers to count and record flow of students, Idea of drivers recording fuel consumption
2. March 2011. G-BASIS hosted a “tire filling” event to educate and facilitate proper tire inflation. A map of the entire shuttle route at UNO was created for this event to promote shuttle use. This map can also be used for future events.

COMPLETE

11. Sustainability in Curriculum

1. October 2011. Actions being taken:
Inventory of existing courses with sustainability in curricula
Adding sustainability into the undergraduate programs

CURRENTLY NOT DISCUSSED

12. Recycling Pledge Committee

1. November 2011. Sales class might perform a project to help get faculty to sign recycling pledge. J. Holland will assist with planning and execution.
2. January 2012. Details of the pledge were drafted: The pledge would ask faculty to be educated on what can be recycled and to recycle themselves in their offices and classrooms. Pledge language will be revised by Joanna Holland, students in sales class will be assigned a project. Dean L. Pol approved a recognition symbol for faculty that sign the pledge.
3. March 2012. Green Team members (Jean, Jonna) attended Pam Peterson's Sales class. Students debriefed the assignment:
 - a. Confusion about what can be recycled, more education is needed
 - b. Mixed staff reactions to the pledge, faculty rebel against authority. Not a good idea to provide recognition.

PROJECT COMPLETED

13. 60 seconds to Green

1. November 2011. Introduction to this concept, which enforces simple email messages distributed to wide audience
2. January 2012. The environmental aspects and impacts previously identified by the team were reviewed to inform the topics to be used in the "60 Seconds to Green" emails:
 - a. Customized information on double-sided printing – based upon the printer in the particular department
 - b. Highlight the Green Jobs Fair scheduled for March 7
 - c. Highlight any events by GBASIS
 - d. How to make computers "sleep"
 - e. Recycling rates
 - f. Use of shuttles – explanation of their route and schedule, importance of using them
 - g. Something fun from time-to-time, such as a quiz question
3. February 2012. Group believes this is a good initiative and should be continued to increase awareness of "green topics". Issues of email overload were raised, ideas of alternative ways to share the messages were presented:
 - a. Screensavers (information will be send to David)
 - b. To reach the entire student body we can use e-notes
 - c. Potentially collaborate with faculty to post short and easily extracted information to Blackboard

CURRENTLY NOT DISCUSSED

14. Green UNO Task Force/Committee

1. February 2012. Green UNO is chaired by Patrick Wheeler and has been in existence for a few years. They are the planning committee for all of UNO. CBA was invited to have a representative on this committee. They plan to advance the group as a Chancellor's University Committee. They will gather information in preparation for renewing the UNO STARS designation. Center for Urban Sustainability draft proposal is almost complete. The vision is an academic research center housed at PKI with all UNO colleges and UNL Engineering participating. They plan to update Purchasing section of UNO web site, <http://www.unomaha.edu/green/>
2. March 2012. Center for Urban Sustainability will be located at the PKI, Renewable Nations Institute is interested in partnering with UNO to offer university credit

ONGOING PROJECT

15. Mammel Hall Dashboard

1. February 2012. Kiewit Building Group has provided CBA with an energy dashboard. We are waiting for energy modeling information from Farris Engineering to complete the usefulness of the dashboard.

CURRENTY UNDER REVIEW

16. Waste Wise

1. February 2012. CBA will become a partner in the WasteWise program sponsored by the U.S. EPA. Waste Wise helps organizations achieve cost savings, improve efficiency, and reduce their climate footprint through solid waste reduction.
2. March 2012. CBA was signed up for the program this month. Baseline information was entered: solid waste, recycling and paper purchases. Based on required data, the following were identified as important areas:
3. Purchase of higher recycled-content paper at CBA
4. purchasing a scale for weighing trash and recycling by custodian staff
5. Issues with shred container in offices

ONGOING PROJECT

17. Implementation of Waste Finder App

1. Want to purchase bigger blue bins for the classrooms to better convey the visual message of recycling
2. April 2012. CBA is an official partner of Waste Wise. Scale was purchased to perform daily measurements of trash. Rick will research the purchasing paper procedures and will work on getting a policy, which requires purchase of recycled-content paper. Presentation of finding regarding shredding of sensitive material in each department. Based on the researched information, decision was made to purchase two additional shredding bins for two departments.

3. Bins have been identified and requested. Bins are locked, department staff will have key. When bins are full, the department staff will request the custodians to transport bins to the big shred bin on third floor, in the Marketing department copying room. The big shred bin is managed by Lowell Neuhaus in the UNO grounds department.

ONGOING PROJECT

18. Graphic Identifier

1. February 2012. Discussed the path for development process, what the graphic identifier will represent, characteristics, usage, etc. We cannot use the UNO logo but can use a graphic identifier. Ellen will create examples of the symbol.

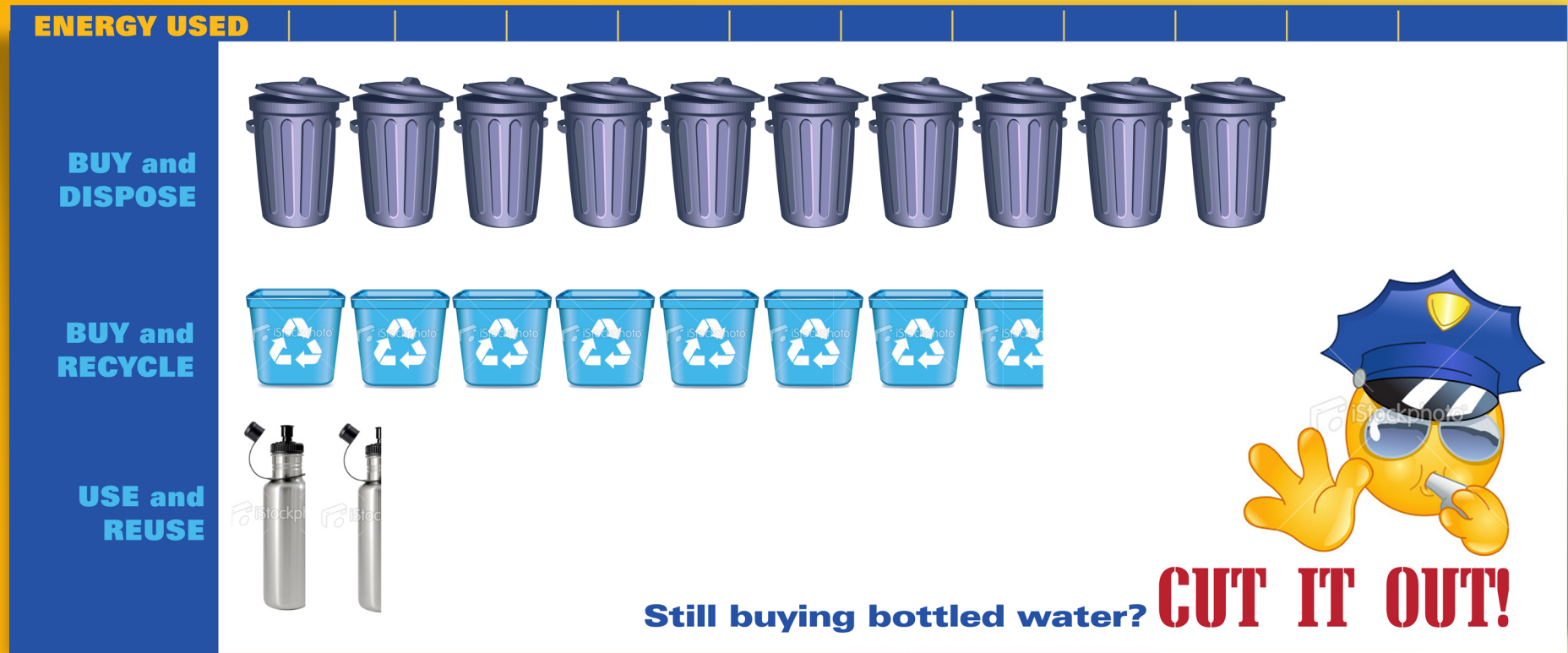
CURRENTLY NOT DISCUSSED

19. Environmentally Preferable Printing

1. March 2012. Review printing procedures with a goal to maintain excellent quality CBA publications with lower environmental impact.

ONGOING PROJECT

BOTTLED WATER & ENERGY USE



NOVEMBER 15 is AMERICA RECYCLES DAY **We can do more!**

PLEDGE TO MAKE A DIFFERENCE

Sign the Sustainability Pledge

CBA and UNO are pursuing Sustainability in curriculum and operations. Our goals of reducing our footprint and incorporating sustainability will take time, but we're starting by simply asking faculty to pledge to be knowledgeable about recycling and to recycle themselves.

- 1 pledge to be informed on what can go in the blue bins to be recycled.
- 1 pledge to recycle in my own office and in the classroom.

Signed _____

This paper is FSC and Green Seal Certified (30% recycled post-consumer fiber)



What can be recycled?

- Aluminum, steel, tin (soda and soup cans, foil and packaging)
- Aerosol and paint cans (empty and dry)
- Clean paper and cardboard (no grease, no foodstuffs)
- Plastics #1-7 (includes packing peanuts and take-home containers)

What is trash?

Food, liquids, tissues, paper towels, plastic bags, styrofoam and glass

Questions?

nbdc.unomaha.edu/cbageenteam

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GBASIS and the UNO Maverick Recycle at Mammel Hall and help distribute City of Omaha green, curbside recycling bins.