PCC Notes
April 23, 2013

Present: Isenhour, Graves, Messer, Miles, Noltemeyer, Schuler
Guests: Kathryn Bowles, Jeri Howell, Ella Williams, Brian Wright, Michael Yu

I would like to talk with you about what you have done to be successful. Presidential leadership is huge, it’s great to have signed the ACUPCC and established this committee. Your GHG neutrality goal of 2040 is “good”.

The key steps

1. Hire a sustainability coordinator. Reporting to the President, attending senior staff meeting. This can be conversion of an existing headcount. At Unity: a. this individual taught a class and used students complete the STARS assessment; b. charged individual to make Unity(Centre) a leader in the state (you have that opportunity); c. mobilize the student body.

2. Establish a Green Revolving Fund.

3. President and advancement department are unlikely to target donors who give consistently for unrestricted funds for support of sustainability programs. But are there potential donors that might be interested in GRF, but who do not currently give unrestricted funds?

4. How can President and the whole Senior Staff move? That is your challenge.

5. There are not that many schools in Kentucky that are interested in sustainability and Centre can be a trend setter! Not many people know what you do (re sustainability). What are the admissions/advancement/public relations opportunities to promote or communicate what you are doing? The current sustainability website is O.K., maybe better than website generally. The more you can be national in visibility, your work on campus will move better. Use any funds available to get students to national events, e.g. “Smart and Sustainable”, “Power Shift”. The more that President and Senior Staff are involved in sustainability efforts, then Centre will be recognized around the state and nation.

6. A glaring opportunity is interpretative signage. Inside and outside buildings let visitors know. You may have tens of thousands of people on campus every year, take this opportunity to inform/educate them. Can you post your progress relative to Climate Action Plan. Raise awareness and you will get stature both internally and externally.

Responses to Questions

1. How do we make a GRF incrementally greater than current Capital Projects Fund? Distinguish between regular projects and special projects. You can build with the assumption that Centre will be here in 100 years. You can accept a longer payback (than other organizations). You can invest in the long term future of this campus. What will the campus look like in 2040? Will there still be fossil fuels in 2040?
2. Can you talk with us a moment about divestment campaigns? This is something that makes all Presidents uneasy, even Presidents that are members of the Second Nature Advisory Committee. Some have Board members that simply will not let this happen. The “word on the street” among college Presidents is “for some campuses maybe, but for a lot of campuses, this is just not a good deal”. You can, however, turn this question into an educational opportunity. You will accomplish more with a “results-focused” agenda rather than a “stop something” agenda. Is there an educational opportunity with “program-related” investment? Open the conversation and turn it into an educational opportunity and use it as a way to promote sustainability. (Comment from us: Recently Board established a $100,000 quasi endowment for student to direct, Mike Fabritius is supervising.) You should make that a venue for divestment discussion to occur. Could students lead a $100,000 GRF and compare that ROI with equity markets? Consider all forms of wealth – natural and social capital.