President’s Council on Sustainability

Background on the President’s Council on Sustainability

UMW’s strategic plan—University of Mary Washington 2020: Excellence, Impact, and Distinction—committed the University to sustainability in the management of its resources to meet the social, economic, and environmental needs of the present without compromising the ability of future generations to meet their own needs. The plan states that sustainability will be a strong component of future endeavors to ensure that UMW takes responsibility for all actions. The plan further calls on university personnel to “foster a culture of sustainability,” and to “strengthen the university’s reputation as a ‘green’ campus.” As the principle “hub” in which sustainability initiatives on campus are developed and coordinated, the President’s Council on Sustainability (PCS) works to achieve these university-wide goals. The PCS was formed in the fall of 2009, and it consists of faculty, staff, and students. The PCS reports to both the Executive Vice President for Administration and Finance and the Provost.

Mission of the PCS

The council will advise and assist in the development of goals in these four action areas: Administration and Finance, Education and Research, Operation, and Innovation and Awareness. The PCS meets monthly throughout the academic year, and each member also participates in additional action groups that undertake Action Goals in the designated areas:

- **Administration and Finance**: The PCS will assess the places in which sustainability efforts can be enhanced within our campus by suggesting modifications to current spending. Additionally, the PCS will look for ways in which the administration can support current and proposed efforts towards creating a more sustainable campus.

- **Education and Research**: The PCS will work on developing educational programs and activities for both the community and the Mary Washington campuses. These programs will support, facilitate, and educate the community members on sustainability issues.

- **Operations**: The PCS will assess where sustainable actions can be included into the university’s daily functions and what can be done to facilitate these changes. Furthermore, the PCS will examine what infrastructure could feasibly be added to continue our development toward a more sustainable campus.

- **Innovation and Awareness**: The PCS will work to further educate Mary Washington students, faculty, and staff on how to live a more sustainable life style and work in a more sustainable environment. Additionally, the PCS will strive to incorporate the community, region, and state into our efforts.

**PCS Members (2015-2016)**

Below is the list of members, along with their affiliation, who served during the 2014-2015 academic year. The co-chairs of the PCS are indicated with a *.

**Faculty**
Cristina Turdean, Assistant Professor, Historic Preservation
Eric Bonds, Assistant Professor, Sociology*
Dan Hubbard, Associate Professor, College of Business
Jeremy Larochelle, Associate Professor, Modern Foreign Languages
Laura Mentore, Assistant Professor, Anthropology
Melanie Szulczewski*, Associate Professor, Earth and Environmental Sciences

**Staff**
Amme Mahler, Service Delivery Manager, Copy and Mail Services
Bethany Friesner, Associate Director, Residence Life
Bianca Faison, Student Success Coordinator, Academic and Career Services
Darryl “Jay” Sullivan, Director of Utilities Management, Facilities Services
Erma Baker, Assistant Vice-President, Business Services
Joni Wilson, Director, Landscaping and Grounds, Facilities Services
Kevin Caffrey*, Senior Associate Registrar, Stafford Campus

**Students**
Beatrice Ohene-Okae, Class of 2017
Jennifer Grove, Class of 2017
Margaret Magliato, Class of 2017
Maura Slocum, Class of 2016
Morgan James*, Class of 2017
Sam Fortier, Class of 2016
Sean Morris, Class of 2018
Overview of 2015 – 2016

As the following report shows, 2015-2016 was an extremely busy year for the PCS. Its members, working individually or as members of a team, achieved a tremendous amount. One of the past year’s big successes includes the development and implementation of a first-year recycling contest between dorms, the goal being to influence students’ recycling habits early upon arrival at UMW. Impressively, PCS members also helped plan, fund, and install a riparian buffer zone and a pollinator trail on campus. Members also carried out a pumpkin composting program, working with a community partner, and they supported the annual campus RecycleMania event. Additionally, PCS members garnered the UMW campus a “Tree Campus USA” designation from the Arbor Day Foundation. PCS members are further working to develop a partnership with the Fredericksburg Farmers Market, along with planning for a future sustainability fund. All these accomplishments were made along with efforts to organize the now regular environmental studies research colloquium for faculty and students. This year members of the PCS were also given a charge from President Hurley to work with two members from the Board of Visitors to assess the costs and benefits of a fossil fuels free divestment policy for the university foundation. In short, 2015-2016 was a very big year for the PCS, and its members look forward to future success in the upcoming year.

Descriptions of PCS Projects and Outcomes for 2015-2016

Action Goal Title: Eco Rep Program
Goal Leader(s): Morgan James and Joni Wilson
Term: Fall 2015, ongoing

Description of Goal:
The Eco Reps program was developed at Mary Washington years ago in an effort to connect students with the Office of Sustainability; to help promote sustainable programming and provide student leadership opportunities. This year, our goal was to bring the program back in full force, and include Eco Reps in multiple projects/programs/campaigns throughout the year. We had four very devoted Eco Reps this year, which really helped alleviate much of the stress of programming as far as needing reliable volunteers and a presence on campus. We were able to table much more frequently during programs/campaigns such as RecycleMania and Butts are Litter Too.
Next year, we plan to grow the program, and assign senior Eco Reps oversight of projects. With more direction, we hope to see the Reps grow as leaders and support the Sustainability Office with expanded sustainable programming.

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Action Goal Title: DOT Endorsed Student Events
Goal Leader(s): Morgan James
Term: 2015, ongoing

Description of Goal:
Developed mandatory page on OrgSync for student events, each time a club or organization applied for an event they filled out the check list for making events more sustainable. If more than 12 points were earned then the event was DOT endorsed. The clubs/org with most accumulated points for academic year will be given special location and recognition during Club Carnival.

Morgan developed the check list, and worked very closely with SAE to develop the page on OrgSync. She then received OrgSync reports every two weeks that were then evaluated and events acknowledged. This was time intensive in development and took considerable cooperation from SAE staff. We look forward to Club Carnival 2016 to see the payoff for the recognized Clubs and hopefully enticement for other clubs to step up.

Originally it was thought we would display a ‘DOT Endorsed’ banner at every endorsed event but that did not have the appeal we anticipated so this will not be pursued.

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Action Goal Title: First Year Res Hall Recycling Contest
Goal Leader(s): Morgan James and Joni Wilson
Term: Fall 2015, ongoing each fall semester

Description of Goal:
First Year (FY) students develop habits soon upon arrival that they will carry with them throughout their life at UMW and in some cases beyond. With this in mind we developed a 4 week recycling contest to encourage recycling and observance of UMW program procedures for FY students in residence halls. Morgan James worked with Res Life Area Coordinators to disseminate the contest rules and procedures, as well as developing sustainability bulletin board kits that were placed by RAs on designated sustainability bulletin boards in FY Halls. Landscape and Grounds staff recorded data on recycling collected and Joni Wilson updated Area Coordinators weekly on their halls’ status. The contest winners were announced by the MC at the Family Weekend picnic. The UMW Sustainability Office hosted a free ice cream party on Oct 29 for the winner, Virginia Hall.
Example of weekly announcement:

We have the total results for the full 4 weeks of the recycling competition!
First, here are the stats from week 4, alone:

<table>
<thead>
<tr>
<th>Per Capita</th>
<th>Week Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 4 Winners:</strong></td>
<td></td>
</tr>
<tr>
<td>1. Virginia</td>
<td>5.74 lbs/pers</td>
</tr>
<tr>
<td>2. Randolph</td>
<td>5.34 lbs/pers</td>
</tr>
<tr>
<td>3. Custis</td>
<td>3.83 lbs/pers</td>
</tr>
<tr>
<td>4. Russel</td>
<td>3.79 lbs/pers</td>
</tr>
</tbody>
</table>

Now here are the stats from the entire contest; all four weeks added up!

<table>
<thead>
<tr>
<th>Per Capita</th>
<th>4 Week Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Winners:</strong></td>
<td></td>
</tr>
<tr>
<td>1. Virginia</td>
<td>17.09 lbs/pers</td>
</tr>
<tr>
<td>2. Bushnell</td>
<td>14.69 lbs/pers</td>
</tr>
<tr>
<td>3. Randolph</td>
<td>12.06 lbs/pers</td>
</tr>
<tr>
<td>4. Custis</td>
<td>11.53 lbs/pers</td>
</tr>
<tr>
<td>5. Russel</td>
<td>9.85 lbs/pers</td>
</tr>
<tr>
<td>6. Westmo</td>
<td>9.23 lbs/pers</td>
</tr>
<tr>
<td>7. Mason</td>
<td>7.63 lbs/pers</td>
</tr>
</tbody>
</table>

Virginia won! They not only recycled the most per capita, but also the most pure weight! Congratulations, Virginia Hall! The will be noted on our webpage shortly, and a FB/Twitter announcement is on its way out in the coming hour. Thank you to everyone who reminded our freshmen to recycle; I’m very impressed by their overall **10,873 lbs of recycling** in just four weeks!

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**Action Goal Title:** Butts are Litter Too  
**Goal Leader(s):** Morgan James, Joni Wilson, and Eco Reps  
**Term:** Fall 2015, ongoing each fall semester
Description of Goal:
In an effort to promote proper disposal of cigarette butts, we teamed up with the Fredericksburg City initiative of Butts are Litter Too. We tabled and offered candy give-aways to educate students about the over-abundance of cigarette butt litter and the repercussions of improper disposal.

With the help of Landscape & Grounds, signs were placed throughout campus promoting the week-long campaign.

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Action Goal Title:  **Sustainability Fund**
Goal Leader(s): **Morgan James, Joni Wilson, PCS Subcommittee, and Eco Reps**
Term: **Fall 2015**

Description of Goal:
In a combined effort between the Sustainability Office, a PCS Subcommittee, and the Eco Reps, information/student education of an opt-out $15-$20 Sustainability Fund was promoted through tabling. Students were asked to take a five questions survey about the fund (would they pay it? Why or why not? etc.) We discovered that over 95% of students were in favor of such a fund (to be included with tuition fees for each semester).

The idea of the Fund was brought forward to the SGA, and passed with a $15 Green Fee. We are hoping to learn more about how the process works from here, now that the motion passed at the SGA student senate. Hopefully we can make some progress in the next year and see this fee/fund come to fruition for the Fall of 2017.

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Action Goal Title:  **Riparian Buffer, Nov. 21**
Goal Leader(s): **Morgan James, Joni Wilson, and Maggie Magliato**
Term: **Fall 2015**

Description of Goal:
On November 21, with the help of 10 volunteers, Maggie led the planting of a Riparian Buffer along the stream under the Nest-bridge. Joni Wilson provided information on selection of plant species, transportation of
material, design and planting instruction. Native materials including edibles such as blueberries and Pawpaw were used. Plant material was provided by UMW Landscape and Grounds and a Sodexo grant.

Action Goal Title: Compost Your Pumpkin  
Goal Leader(s): Joni Wilson and Lauren Mosesso  
Term: Fall 2015  
Description of Goal:  
Lauren coordinated the collection of pumpkins from residence halls for composting at Downtown Greens. UMW Landscape and Grounds supplied and delivered 32 gallon collection containers, supplied signage and a pick-up truck for collection and delivery. Lauren coordinated the collection, disposal and volunteers.

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Action Goal Title: RecycleMania  
Goal Leader(s): Morgan James, Joni Wilson, and Eco Reps  
Term: Spring 2016  
Description of Goal:  
UMW competed again this year in the international recycling contest that runs for eight weeks from February through early April. To raise awareness, we tabled twice a week every even week of the competition, and ran simultaneous campaigns such as “Get Caught Green Handed” where students witnessed using a reusable water bottle, would receive a RecycleMania sticker, a UMW Bookstore coupon, and a Social Media shout out from the Office of Sustainability. At the tabling sessions, students were encouraged to sign a recycling pledge, promising they would continue to recycle or recycle more/start recycling as a regular habit. The names of those who pledged were entered into an anonymous drawing to win swag from either the UMW Bookstore, or RecycleMania merchandise. Colorful ribbons were also available for students to sign, and were then tied to create a pretty, fun display to illustrate the green mindedness of our community.
This year, UMW was third in Virginia (47th overall), with a per capita recycling weight of 20.2lbs. Next year, we hope to move up to second or first place in Virginia; by instilling recycling habits early on (as part of the First Year Recycling Competition) we hope to increase our recycling culture on campus which will help increase our numbers in the competition.

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**Action Goal Title:** Earth Day  
**Goal Leader(s):** Morgan James, Joni Wilson, and Eco Reps  
**Term:** Spring 2016

**Description of Goal:**

Following last year’s tradition, the Sustainability Office and the Eco Reps held a small Earth Day celebration in tandem with SAE’s Blue Grass and BBQ. We had a small portion of the Ballroom dedicated to the holiday and displayed initiatives/programs from the Sustainability Office, Eco Club, and Outdoors Club. We generated a decent amount of interest from attendees of the SAE event, including students interested in the Eco Reps program. We look forward to making it a bigger event (not on the same day as Bluegrass and BBQ) next year!
Action Goal Title: Pollinator Trail
Goal Leader(s): Joni Wilson and Maggie Magliato
Term: Spring 2016, ongoing
Description of Goal:
Maggie Magliato has worked with Joni Wilson and Maria Schultz to develop a set of signs for the main Fredericksburg campus that will lead faculty, staff, students and guests on an educational walk, where they will learn the ‘what’ ‘why’ and ‘who’ of pollination. Why it is essential to support pollinators and how to support them in our urban environments will be addressed, including a prominent ‘No Mow Zone’ on campus.
The trail will start with an already established native perennial garden at the Anderson Center and continue across campus highlighting pollinator friendly plants and gardens.

Maggie Magliato won grants from Sodexo and Marstel-Day to fund the signage.

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**Action Goal Title:** Farmer’s Market  
**Goal Leader(s):** Joni Wilson and Jen Grove  
**Term:** Spring 2016, ongoing

**Description of Goal:**
Jen is interested in bringing a Farmer’s Market to the Fredericksburg Campus in an effort to support both healthy food choices and an entrepreneurial setting for UMW clubs, organizations and individuals. She has contacted the Fredericksburg Farmer’s Market Manager and received input on issues to be considered and contact information for vendors. We met with Marian Sanford to discuss her experience with waivers for food vendors and regulations for food safety. We also received contact information for a student that had just completed a study on food waivers. Very useful information as Jen continues to explore this complex project.

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**Action Goal Title:** Wind Turbine Installation  
**Goal Leader(s):** Joni Wilson and Samantha Park  
**Term:** Spring 2016, ongoing

**Description of Goal:**
Samantha Park and Dr. Whipkey purchased a wind turbine for installation on campus, as an addition to Sam’s senior project. Sam met multiple times with staff from Facilities Services to look at feasibility of installing the turbine, necessary permits and to find a location. Initially it was decided a temporary installation would be done in front of Jepson Science Center, with a goal of having the turbine up with an informational display for Earth Day, Graduation and the Science Academy. A permanent location would be explored over the summer. Adam Berry was interested in pursuing the permanent installation. It was found that parts were missing from the shipment and at this time there has been no resolution. Sam’s informational display on the turbine was included at the Earth Day table and generated interest. Sam graduated but we hope Dr. Whipkey will be agreeable to working with Adam and the project will move forward this summer or fall.

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**Action Goal Title:** Divestment Report Subcommittee  
**Participants:** Erin Wysong, Eric Bonds, Melanie Szulczewski, Dan Hubbard, Laura Mentore, Jeremy LaRochelle, Maura Slocum, Jennifer Grove, Sean Morris, Beatrice Ohene-Okae

Members of the PCS, along with UMW Board of Visitor members Tara Corrigal and Carlos Del Torro, formed a subcommittee to draft a report on the possible costs and benefits of divesting the UMW foundation from
publicly traded fossil fuel corporations. At the beginning of the year, the President sent the PCS a list of seven questions he hoped would be answered in the report. Through the course of the year, members contributed to the research and writing of the report. They eventually presented to President Hurley in March 2016. After receiving and reviewing the report, President Hurley presented his recommendations at the April BoV meeting. The BoV approved his recommendation (to revise the endowment policy to keep UMW investments in Carbon 200 companies below 4%). Though the PCS may be asked to revisit the divestment issue in the future, the subcommittee has completed its charge at this time.

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**Action Goal Title: Renewable Energy**
**Leader: Jay Sullivan**

Jay continued to evaluate the practicability of developing renewable energy on campus and working with the campus to shift our energy to more sustainable sources which hold UMW as a leader in making Virginia more sustainable. He’s been working with three performance contractors to perform an energy savings project campus wide, pushing for at least one solar collector system on campus to offset load to a certain building. Future action will involve continuing to work with the selected contractor to make sure UMW gets some type of renewable energy source with project. Jay will continue to rely on DaSolar.com for information; their help is at no cost and they have many available resources that can provide for potential solar projects. They also pass long grant opportunities as they hear about them. When applying for grants, the EPA keeps an update database of available grant opportunities. Overall, Jay felt it was a great year.

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**Action Goal Title: Arbor Day Foundation Tree Campus USA Designation**
**Leader: Bethany Friesner**

This projects continued from 14-15 regarding the designation of UMW as a Tree Campus USA by Arbor Day foundation. Here is a press release expert from this past spring:

*Lincoln, Neb. March, 7, 2016 – University of Mary Washington was honored with 2015 Tree Campus USA® recognition by the Arbor Day Foundation for its commitment to effective urban forest management.*

*Tree Campus USA is a national program created in 2008 by the Arbor Day Foundation to honor colleges and universities for effective campus forest management and for engaging staff and students in conservation goals. University of Mary Washington achieved the title by meeting Tree Campus USA’s five standards, which include maintaining a tree advisory committee, a campus tree-care plan, dedicated annual expenditures for its campus tree program, an Arbor Day observance and student service-learning project. Currently there are 254 campus across the United States with this recognition.*

Under Bethany Friesner’s leadership, UMW was able to satisfy the 5 requirements needed to have the UMW Campus designated as a Tree Campus USA by the Arbor Day foundation. The requirements were:

1. Establish a Campus Tree Advisory Committee
   A committee was established that included faculty, staff, students and community leaders.
   Members included Bethany Friesner, Dan Hubbard, Jackie Gallagher, Margaret Magliato, and
Joni Wilson from UMW, Anne and Carl Little from Tree Fredericksburg, and David Dorsey from the Fredericksburg Clean & Green Commission

2. Provide a Campus Tree Care Plan
   Joni Wilson supplied the UMW Tree Care Plan

3. Establish a Campus Tree Program with Dedicated Annual Expenditures
   Joni Wilson provided information on annual expenditures

4. Create an Arbor Day Observance
   Bethany Friesner coordinated a community Arbor Day event through the UMW Events Office. The event was held at Brompton and speakers included Fredericksburg Mayor Greenlaw, Marty Wilder (UMW Chief of Staff), Maggie Magliato (UMW student), Joni Wilson and Bethany Friesner. Attendees included Fredericksburg residents, members of the Campus Tree Advisory Committee, and UMW students. A lovely Yellowwood tree and the appropriate hole were supplied by UMW Landscape and Grounds. Attendees planted the Arbor Day Yellowwood and then concluded by joining in a Tree Fredericksburg planting in the College Heights neighborhood.

5. Create Service Learning Project
   Tree Fredericksburg planting mentioned above.
Action Goal Title: Sustainable Internships  
Leader: Bianca Hightower

Bianca spent this year researching and analyzing recent internship data to determine how many internships students have done that are considered green internships (an internship that is tied in some way to environmental sustainability) and to research the companies that students have interned at and find out which companies have green internships.

Bianca found the following:

**Summer 2014**
Out of 116 internships, 47 (40%) were completed at companies considering themselves “Green”

**Spring 2015**
Out of 159 internships, 6 (3.7%) were completed at “Green” companies

**Summer 2015**
Out of 130 internships, 43 (33%) were completed at “Green” companies

(Some students interned at the same site, so by “green” internships we mean the number of internships completed by students at a site that considered itself “green” or has green initiatives.)

Bianca and her team also began researching companies whose mission is to support environmental sustainability in some way, with the goal to eventually highlight these internships on the Academic & Career Services. Bianca will finish aggregating the internship data from the past few years to get a more accurate picture of the internships completed. She would also like to see the creation of a green internship database or listing of some sort for students who are interested in sustainability. She will continue to try and identify companies with a green mission and highlight those internships as possibilities for students. One of the biggest challenges is simply makings students aware of these opportunities.

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**Action Goal Title: Save Energy! Stickers**  
**Leader: Kevin Caffrey**

After kicking around the idea during various PCS meetings over the last couple of years, Kevin worked with Eric Bonds and Jenifer Grove on the creation of Save Energy! stickers for use around campus in an effort to reduce wasted energy. During the fall of 2015, Campus Safety and Police approved the idea, and Rick Pearce, VP for Administration and Finance, approved the cost (approx. $75 for 1000 stickers). Kevin, Eric, and Jennifer worked with Design Services and by the end of the fall semester, the stickers were ready to go!
The group then reached out to nearly every building/department on all three campuses as well as Eagle Village to see if there was interest in using these stickers. There was great interest – especially from Residence Life. We currently have only 128 stickers left from the original order of 1000. Furthermore, we submitted an article in the EagleEye Staff/Faculty newsletter about the stickers, and also currently run information on the EagleVision screens urging individuals to decrease the amount of wasted energy on campus by turning off lights and using (or at least pay attention to!) these stickers. Feedback has been positive and if we should run out of our original order, we can consider creating more.

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**Action Goal: Environmental Studies Colloquium**

**Leader: Jeremy Larochelle**

Jeremy planned and facilitated the now annual environmental studies colloquium for 2015-2016. This is a forum for faculty from across the university to share original research on topics related to sustainability with each other and students. There were four presenters this year: Jason Sellers, Michael Reno, and April Wynn.