

Sustainability Committee Meeting Minutes  
Monday, November 7, 2011  
11:30am Keith Room, Lang Center

Attendees: Carr Everbach, Erin Lowe, Nicole Selby, Nadine Kolowrat, Allison Holliday, Clara Fang, Marjorie Murphy, Kathryn Wu, Eric Wagner, Tom Cochrane, Cameron French. Guests: Phillip Stern, Satya Nelms

Carr opened the meeting by reviewing the agenda sent previously by email.

David Gelber Teach-In

Eric gave an update about the David Gelber Teach-In. Eric, Nadine, and Joy Charlton met last week with the goal of setting a date and formulate a concept for the teach-in. After meeting with several students, Joy felt that there was not enough enthusiasm from the students for the event right now for the committee to proceed with the organizing. She felt that without student support the event would be ill conceived and not well attended. We might need to come up with a different concept or approach that would be more appealing to the community.

Kathryn said that this perception came out of the Powershift Conference that several student groups attended. At that event there were many high profile environmental speakers who gave fluffy speeches without a lot of content. They didn't care to have that kind of event on campus.

Eric answered that the concept of a teach-in is that there would be a lot of interaction between the community and speakers, rather than just "rally speeches" the entire time. The rationale for David to propose this event is that he is in the midst of producing a documentary on climate change that puts him in touch with the biggest names in the field of climate change in the world and he wants Swarthmore to demonstrate its leadership by hosting. His proposal "Years of Living Dangerously" has received venture capital funding and support from big Hollywood producers.

Allison asked if the big names were big names from Hollywood or from science. If they are from science that would bring more content rather than fluff to the event.

Clara said that in her conversation with students, they expressed that an event that would bring resources to address the issues that they are already working on would be better received. This year the groups are working on fracking (hydraulic fracturing for natural gas extraction), mountain top removal, sustainably grown food, etc.. Ecopshere is also planning to have their meeting during the next board meeting so that David Gelber can attend.

Nicole said that when the committee begins to select speakers for the Teach-In students can bring those suggestions to the table. Marjorie noted that Ben Burger teaches courses

on political involvement that could tie in with a sustainability-based teach-in.

Carr said that students host environmental events during GreenMarch. Perhaps the teach-in could be a part of that. He also expressed the danger of spending a lot of money and staff time to organize events that don't draw a lot of interest.

Eric asked that, since we haven't gotten student buy-in and need more information from David, are we comfortable waiting before we do any more planning? We need more time to come up with a concept that everyone is happy with. The committee agreed that we should wait and that more specifics of what David Gelber has in mind (as well as what the student groups have in mind) would be helpful.

### Strategic Plan

Carr gave an update on the strategic plan. In the interval between the last SusCom meeting and this one, the committee exchanged many emails regarding revisions to the sustainability portions of the strategic plan. Everyone agreed with adding the sentence Carr wrote about climate change to Principle 2. However, members of SusCom felt that an iteration of sustainability in principle 2 would be hollow without a stronger statement supporting it in the recommendations. The committee crafted a revision to Recommendation 2 that attempts to broaden the concept of sustainability, which was further revised by CAPCom, and then delivered to Crum Woods Stewardship Committee. However, CWSC felt that the revision deemphasized the Crum Woods compared to the original language. They came up with a version that restored much of original language but added mention of climate change. Carr felt that this version is as close as we are going to get to consensus, that it is an improvement over what was there previously, and that we should deliver it to the strategic plan committee.

Eric was concerned that the proposed revision focuses on campus operations and does not make explicit the need to develop the curriculum.

Carr responded by saying that mentioning the curriculum would be a lightning rod at this point, since faculty do not want to be told what to teach. The mention of Environmental Studies in the revision is a way to highlight the educational component of sustainability. There are other ways in which development of the curriculum could be interpreted as an appropriate implementation of the revised recommendation. The real challenge will be in deciding the implementation details and the funding allocations. But if we ask for too much now we may not get anything, so Carr thought it best to move this revision forward.

### Wellness

Carr introduced Satya Nelms, Wellness Coordinator, who is interested in being involved with SusCom. Satya's office is at the Health Center and she was hired in September. Satya is developing a plan to make wellness an integral part of life on campus rather than an event-to-event feature. She said that part of wellness is sustainability and

she anticipates working with SusCom as she develops her plan, and she welcomes suggestions from SusCom for cross-fertilization.

Carr asked Satya to define wellness. Most people think it's just food and exercise.

Satya said that food and exercise are certainly a part of it, but wellness is about caring for the entire person, physical as well as emotional. We need to pay attention to how much sleep we get, our mental state, and how we feel about ourselves. It's about the mind-body connection.

Marjorie said that she thinks it's important to walk the Crum Woods on a regular basis. She began to hold "walking office hours" where she would invite students to take a walk with her during their meetings. She said they didn't understand the value of this and were resistant to it. The students also needed her help finding primary documents, which she couldn't do in the Crum Woods. But wellness could be an angle in which to approach the issue.

### Sustainability Logo

Clara reviewed the rationale for developing a sustainability logo. As we are developing a new website for sustainability, and looking for ways to increase visibility and outreach on campus, a sustainability logo will help make sustainability a part of people's daily lives and reinforce the messages that we want to communicate. Clara met with Communications several weeks ago and they were excited about the prospect of developing a sustainability logo. She introduced Phil Stern, who is the graphic designer for the college, to help the committee get started.

Phil reviewed the process for creating a logo. First, the committee needs to decide what it's looking for in a logo, and answer questions that will guide him in creating a design. These questions include

- What is sustainability?
- Who is the audience?
- What is its connection to the college brand? The Lang Center?
- What should the words to say?
- How do we want people to respond to the logo?
- What is the message? Is it galvanizing? Radical? Compassionate care?

Phil would like the committee to submit to him a list of keywords that represent the committee's consensus on this issue. The Committee decided that a survey would be distributed to the members by Thursday, and it would discuss the issue at the next meeting. [Carr put Phil's questions up on SurveyMonkey at the following link, and asked SusCom members to try to answer the questions: <http://www.surveymonkey.com/s/TBDMS35> ]

### Priorities and Sub Committees

Nicole moved the committee's attention to the issue of priorities. She, Carr, and Clara had discussed the need for the committee to identify priorities and assign tasks so members can make progress between meetings. She put up on the board five categories that committee members can work on:

1. CAPcom
2. Curriculum: ENVs strategy, Gelber teach-in
3. Green Box & Renewing Fund: payback, progress reporting, evangelizing
4. Outreach: website, student & staff orientation, labeling, presence at all-staff meetings, staff development week, etc.
5. STARS

Clara said that CAPCom is interested in having members of SusCom with specific expertise to attend CAPCom meetings when that issue is being discussed. Nicole clarified saying that CAPCom is on the list not as a subcommittee but an ongoing item that is worthy of SusCom's involvement. All of the categories are somewhat fluid and committee members may work on one and shift to another as need and interest changes.

Carr said that STARS is also something that will require everyone's participation, even if it is something that a member may not be interested in. We have committed to this reporting system and everyone's help is needed.

Nicole mentioned that a committee member had expressed doubt whether students felt like their role was valued in SusCom and asked whether it makes sense to have a subcommittee to work on the student agenda. Nadine agreed with the importance of addressing this.

Carr said that we could discuss this matter again at SusCom's meeting on Thursday, November 10. Nicole will send out an agenda for Thursday's meeting with the list of subcommittees. Everyone should affiliate themselves with a subcommittee by Thursday. After assignments are made, the groups should discuss priorities and delegation of tasks within the subcommittees.

Respectfully submitted,  
Clara Fang and Carr Everbach

\*\*\* Future planned meetings of the Sustainability Committee \*\*\*

Thursday, November 10, 2011, 8:30-9:30 am, Sharples Room 4  
Friday, November 18, 2011, 2-3 pm, Lang Center Seminar Room (106)  
Monday, November 21, 2011, 11:30-12:30, Lang Center Keith Room  
Thursday, December 1, 2011, 8:30-9:30, Sharples Room 4  
Monday, December 5, 2011, 11:30-12:30, Lang Center Keith Room