PCC Notes
Oct 15, 2013

Present: deAraujo, Graves, Henson, Kagan-Moore, Messer, Miles, Nicaise, Noltemeyer, Nydam, Nyerges, Shuler, Smith, Werner

ATMF  Preston reported on a conversation initiated by Dan Kirchner with Milton Reigelman, Leigh Cocanougher, and Amos Tubb. Their consensus was to present a recommendation to the Study Abroad Committee for a new policy which adds a $15 fee to each student involved in study abroad (long term and Centre term). In discussion, three main points were made. A single fee for each trip overlooks the fact that air travel distances, and hence ghg emissions, vary drastically. A mandatory flat fee does illustrate the importance of balancing environmental and cultural awareness goals, but does not illustrate the sometimes dramatic differences in environmental impact of decisions about study abroad locations. Whether or not a flat fee is imposed, it is important to provide to students a clear and complete explanation of the purpose and use of the Air Travel Mitigation Fund. A flat fee is simpler to administer, a graded fee would be more difficult. Will “study away” programs be included in this new fee? Preston was asked to communicate our pleasure that this issue is being taken up by Study Abroad Committee, to convey our suggestion of a graded rather than flat fee, and offer our enthusiastic support for the Air Travel Mitigation Fund. In whatever form it may take, the PCC remains pleased to facilitate a committee of students, faculty, and staff that would select and implement energy conservation measures on campus.

Speakers  Marie reported that her subcommittee had considered over two dozen possible speakers and she brought forward four speakers for consideration: Arum Agrawal, author of Ch 14 of IPCC report; Eban Goodstein, Bard College and director of C2C; Mary Berry, director of Berry Center; Richard Alley, geosciences, Penn State. In conversation, Mary Berry was consensus first choice. Marie will continue with the invitation and convocation proposal.

Website  Mariel demonstrated to the group a new website that is in development. In particular, we discussed the sustainability section and how our work might be presented. The sustainability section will contain a “news feed” that is specific and committee members will be able to submit directly to Mariel for approval and posting. There will be prominent social media link that can have a sustainability component. C.E.A. members or ENS students might take a lead role with social media portion. The target of the new website is 17 yr olds. Photos and other graphics will be prominent, long text is discouraged. Greg, Elizabeth, and Brett volunteered to work closely with Mariel.

Melaleuca opportunity  Cole described Melaleuca as a referral marketing company specializing in cleaning products, personal care products, cosmetics, and nutritionals that are cheaper, safer, and have less negative impact than the comparable consumer products. Melaleuca educates customers for healthier lives and empowers customers to take small steps that have a large cumulative impact. Cole would serve as sponsor for Centre. Centre would provide access to prospective customers – students, alumni, employees (in a fashion yet to be determined) and then Centre would receive 5% of all sales. Those funds could then be directed toward projects chosen by the PCC. Questions included: concern about green-washing, our committee’s principle goal
is reducing institutional ghg emissions rather than promotion of personal health, would Facilities Management adopt this line of products, what are the issues surrounding Centre involvement, would this be an endorsement. Discussion will continue to determine if our group has an interest in exploring this opportunity further.

**JVAC project**  Scott presented a list of projects that would improve energy efficiency in Jones Visual Arts Center. Lighting updates, window replacement, heat recovery from glass furnaces, roof replacement, utilization review, metering and dashboard. The committee enthusiastically endorsed this strategy of a “poster child” project that would mobilize interest and support for continuing energy efficiency projects. This project might become the beginning of a green revolving fund that allows energy savings be directed toward future projects. The committee asked the project list and cost estimates be presented to Mr. Keasler and Senior Staff for consideration in FY 13/14.

**Announcements**  Greg announced Campus Sustainability Day, October 23, and invited PCC to have a booth.