

LYNCHBURG COLLEGE  
Strategic Planning Team

Minutes of December 13, 2011, Meeting

PRESENT: Co-chairs Steve Bright and Julius Sigler, Shannon Brennan, Debbie Driscoll, Carol Hardin, Rhonda Johnson, Dan Lang, Tim Laurent, Jamey Pavey, Ed Polloway, Nancy Schneider, Joe Turek, and Lisa Womack, and students Rachel Montgomery and Nels Erickson.

**PRESENTATION – Residential Conservation Program – Rachel Montgomery**

Graduate student Rachel Montgomery requested funding in the amount of \$9,000 to support the College's participation in the Campus Conservation Nationals (CCN), the first nationwide electricity and water reduction competition on college and university campuses. The program will take place in the spring of 2012 with an estimated 600 LC students participating.

Rachel distributed a memo outlining the costs and specific details of the program. The \$9,000 would cover registration incentives for the participants (\$2,500); the first round of completion incentives (\$3,000); the second round of prizes (\$2,500), and flex money (\$1,000).

Registration will be held January 23 – February 6, 2012. Residence hall participants will sign up individually and the residents on the southside of campus (houses specifically) will register as groups. All participants will receive a registration packet that will include items made from recycled materials (cups, silicone watches, etc.), tips on energy and water usage conservation, and contest information/tracking tools. Participants will also be given goals.

ROUND ONE: LC is registered to participate through the CCN for the three week period from February 6 – 26, 2012. At the end of February, all residential locations that have reached their goals (set dollar amount or percentage) will receive completion incentives in the form of Hornet cash. Hornet cash can be used at Brewed Awakenings, Roly Poly, on student accounts, etc.

ROUND TWO: The top conservers (first and second place in the residence halls and first and second place in the southside locations), tracked from February 6 – April 2, 2012, will be announced at the conclusion of the program in mid April. Rachel explained how they plan to track the progress through meter readings and bills. There will also be walk-throughs to see how many lights are left on, etc. Rachel also spoke briefly about advertising plans.

Rachel noted that conserving water and energy will help save the College money and that the project, if successful, will pay for itself through the savings. She stressed the importance of having the support of faculty and staff throughout the project. Ed Polloway asked if the program will be geared towards long-term behavioral changes or just participation for incentive prizes. Dr. Laurent added that we need to make a shift from just an incentive to being in support of the program for cultural changes, because this is when it will sustain itself. This will be training for when students get out in the world and have to pay their own electricity bills.

Joe Turek asked if it would be possible to include a place on the College's application for students to mark their interest/intent towards sustainability. This could allow us to preselect students and shape the incoming class. The possibility of offering a required course on sustainability was also mentioned. Steve Bright stated that we need a bigger plan for changing the overall culture of the institution. Ways to promote the program and encourage participation were discussed such as putting signs in elevators encouraging people to use the stairs, signs reminding people to turn out the lights, and reminding students to reduce the lengths of showers. Changing the culture of the institution will not happen overnight.

Discussion took place on the amount of paper that is used on campus and the large number of copies that are made each month. Dr. Turek suggested that we set the default on the copiers to duplex or at least post signage encouraging double-sided copying whenever possible.

The SPT unanimously agreed to recommend to President Garren that Rachel's request for \$9,000 be approved.

**NEXT MEETING: Tuesday, January 24<sup>th</sup> – 11 a.m. – Schewel 231**

Respectfully submitted,

Lisa Womack