

Capital Planning Projects List – *MOTION*

Sustainability Action Plan – T.Wynn, S.Vidana, I.Hinkle

Comprehensive Campaign – Stephanie Bowers

Western Washington University
University Planning and Resources Council
October 28, 2009 - Minutes

CALL TO ORDER - *Jeff Newcomer, Chair*

Newcomer called the meeting of the UPRC to order in Old Main 340 at 4:03 p.m. There were twenty-seven (27) persons present (see attached roster).

APPROVAL OF MINUTES: The minutes of October 14, were approved with a change to the room number.

ANNOUNCEMENTS:

- Newcomer reported on the HEC Board meeting and recommended that the members check out the link on the HEC Board website to the preliminary final report.
- Paula Gilman reported that no decision packages requesting additional funding were included in the formal 2010 supplemental budget submitted to OFM. President Shepard instead chose to list some additional items in the cover letter accompanying the formal budget request that included a \$995,000 reduction for 2010-11.
- Gilman reported her conversation with OFM about possible additional reductions for the 09-11 biennium. WWU currently anticipates a \$995,000 reduction for 2010-11. However, the state budget shortfall is now \$1.8 billion for the current biennium. On a proportional basis, including all state agencies in 2009-11 budget reductions, Western could conceivably end up with a \$5 million budget reduction in 2010-11 rather than \$995,000, five times higher than the slightly less than the one million cut that the Governor has already announced for WWU. This is a very preliminary estimate of a worst case scenario

ACTION ITEM:

Capital Planning Preservation Projects List for OFM

Rick Benner presented follow-up information to the OFM request to “identify buildings for which requests will be submitted for capital funding of over \$2 million in the 2011-2013 budget.” The request to OFM will not supersede any of Western’s ongoing processes and approvals, but simply identify those buildings **most likely** to be considered for renovation project requests.

- Benner proposed three buildings included in the Ten Year Capital Plan that were unfunded in 2009-11 or requested for funding in 2011-13: 1) Carver; 2) the Armory; 3) Arts Annex. All of these buildings have an OFM Facility Condition Index ranking of 3 or higher indicating the poor condition of the building.
- An additional four buildings were proposed with considerations such as programmatic revisions, impact to students, and safety/access factors: 4) Wilson Library; 5) Environmental Studies Center; 6) Fine Arts; 7) Fraser Hall.
- Only the names of these seven buildings will be sent to OFM. Additional buildings exist that rank 3 or higher but are not currently recommended for inclusion, but may be proposed as earlier buildings “fall off” the list. Generally these requests follow HECB guidelines pretty consistently.

MOTION to Accept the Projects List

Scott Pearce moved to accept the Capital Planning Preservation Projects List of 7 buildings to be presented to OFM, seconded by Keith Hyatt, which was passed by the Council

DISCUSSION

Sustainability Initiative –Tim Wynn, Seth Vidana and Irene Hinkle

(The URL for the Climate Neutral Western website is www.wwu.edu/climateneutralwestern)

Tim Wynn reported that feedback on the plan is essential. Then Seth Vidana, *Campus Sustainability Coordinator* and Irene Hinkle, *Program Coordinator in Woodring College and Climate Action Plan Coordinator for the Office of Sustainability*, discussed the strategy for Western to become the first school in WA State to achieve climate neutrality. **“Climate Neutrality”** defined: Balancing the emission of greenhouse gases with appropriate measures that prevent the release of greenhouse gases. At present 40,000+ tons are released at Western. A portion of this amount is now offset through purchasing 40,000 Renewable Energy Certificates (RECs) from another location (this is “technical” climate neutrality). For example we can pay for 40,000 RECS from in the Midwest to balance a portion of our greenhouse gas

emissions. Yet, if we reduce our emissions to only 20,000 tons then we only have to fund 20,000 RECs (also called “technical” climate neutrality). This is the goal required by the State within ten years: reaching our 1990 levels of emission by the year 2020). We would like to get to a place of emitting a net balance of zero greenhouse gases eventually (that would be “actual” climate neutrality vs. “technical”).

- The “Holy Grail” of climate neutrality is to achieve zero emissions, which would then have no need to fund offsets. This can be done through retrofits, electrifying transportation, and total commitment on the part of people involved. The challenge is that last year Western’s emissions rose to 43,000 tons, the equivalent of 12.5 Kingdoms in one year. This rise signals a great need to bring us to a plan for climate neutrality.
- Vidana reported that the plan the committee is presenting was developed with the assistance and review of many staff, faculty and students. He would like comments back and to hear everyone’s view on the initiative.

The WWU Climate Action Plan (WWUCAP) can involve three steps:

- 1) Behavioral changes to conserve resources; 2) Investment in infrastructure – Dashboard systems that enable people to find out how they are using their buildings; and 3) the purchase of offsets.
- But not all of this is practicable within a meaningful timeframe. So the planners rearranged the steps to indicate a plan whereby: 1) WWU purchases the remaining 1/3 of its carbon footprint after the current green energy fee purchases by students in RECs to achieve immediate technical carbon neutrality. With the action plan we can see costs decline as we conserve – not putting out as many emissions will effect a reduction in cost in both utilities and in offsets. 2) Some major changes in infrastructure. The steam plant is the major GHG emitter after electricity and ideas are being explored to attempt to move to renewable fuel. 3) Focus on education, including the 10 x 10 Program modeled after the Residence Hall challenge to reduce resource use and create a campus culture that supports sustainable behaviors.
- Planned presentations to stakeholders will be followed by a vote of the Board of Trustees in December. Funding mechanisms include the purchase of RECs. The quality of these has improved tremendously. Each REC today offsets 1-1/2 what it did five years ago and at 1/3 the cost.
- Many believe that climate destabilization is our biggest threat. These suggestions can buy us time while we continue to improve on the behavioral changes that are needed. We want to recapture our position as a leading sustainable school. We are now tied at eighth in the nation for green energy purchases. If we can purchase another 20,000 RECs that will be a stopgap measure until *actual* climate neutrality is achieved.
- The pros and cons of various recommendations that students pay the entire fee, or that students and administrators pay percentages or split the costs, or that the administration pay the entire cost were mentioned. Sharing costs means people are vested; faculty and staff may be included at reasonable percentages.

Comments from Council members:

- Is it realistic to assume that REC costs will remain steady over 10 years? Wynn responded that the REC price is declining because the entire REC program has worked much better than expected. As a consequence more and more people are coming on board providing money that flows into these areas. The funding is there.
- Vigorous outreach to campus is necessary because conservation can help lessen the number of RECs we have to buy. The Residence Halls have achieved a significant reduction through outreach and education. The average energy use drop that we have seen is a 20.6% reduction. This behavior has been accomplished through unplugging IPODs, IPHONES, putting computers on a power strip, turning off lights and encouraging others to do so, taking shorter showers, etc. Each action is small, but overall manifests itself in a large change in energy use. For example there was a 37% reduction in one month in the Fairhaven stacks. Through the 10 x 10 program we hope for 10% reduction in academic buildings based on the success of the Go for the Green challenge.
- How much are you factoring in new technology? For example, airline travel for conferences – are you looking at the development of new technology to do virtual conferencing, web meetings? What about video conferencing for farflung faculty especially in Woodring? What are the barriers to using the current infrastructure? Maybe it involves bringing us all together to do some mass education. Hinkle reported that the Climate Action Plan is written to encourage evolving technologies and to maximize the use of existing ones that will reduce our GHG emissions. She asked that further suggestions and good ideas be sent to sustain@wwu.edu.
- Woodring has technology usable for communicating with off campus sites. But much better technology is needed because at present it is not very sophisticated and can freeze in the middle of a lecture.
- One member reported that the classrooms are sometimes heated much more than is needed. Vidana reported on adhesive thermostats being piloted in the dorms so students can provide feedback to Facilities for heat adjustment.
- Another member warned against suggesting fees for students or that we have to come up with money that students may have to pay for through a back door fee. Faculty and staff too are a small group in comparison, and fees might be excessive to them. We need to understand this as part of a larger proposal and a larger commitment.

- Wetherell reported that there are other money-saving initiatives on campus including a procurement strategy for obtaining natural gas at decreased cost. We want to set this up carefully so we don't have to pass costs on to the next user. To look at the chart in isolation is not telling the whole story. Natural gas priced at around \$9.50 a dekatherm is sometimes trading under \$3 a dekatherm. This might provide savings we can use in a different way.
- What biofuel is proposed for the steam plant (currently using natural gas)? Wynn reported on a technology where biomass as wood by products can be burned, but how emissions and standards would impact the area has to be studied. We have to ask where the biomass strain would come from, could we lock that in for a long period, and what is the cost of a retrofit? The retrofit might be \$8 million but also could be 50% more costly than that.
- Another council member suggested looked online at various options for individuals to buy back credits.
- Hinkle described this as a living document that is evolving as we go, and we don't know what will emerge. We can build resilience into the plan as time and new ideas emerge, also there are uncertainties. There is a lot of language around "lets study this and learn its implications" and studies for funding emerging technologies.
- Wynn added that we want to take a leadership position. Western alone is not going to do much for the environment. But the students need to be educated and be made aware of sustainability factors. Then they can make the difference. We want to clearly establish this for our students so when they go out they become the leaders. Vidana added that we have seen many more students in Huxley who want to be real life partners with businesses and neighborhoods that are actively involved in reducing green houses gases. One of the things we are doing is a conversation with the campus. He urged councilors to remember that none of this is set in stone.

Planning for a Capital Campaign – Stephanie Bowers

- Bowers introduced Patricia Woehrlin, *Senior Director Advancement Services*, who represents Bowers when she cannot attend the UPRC. Bowers then discussed plans for a major fundraising campaign.
- Using a question from an earlier Foundation Retreat this year, Bowers asked councilors to consider what it would take for each member to make the greatest and most significant gift ever made to Western, and what each member would ask others to do.
- Bowers had earlier received answers that underscored the following: We need to understand the future of Western, what is Western's compelling vision, what does Western want to be, and what will it take for us to get there. When we know this, we can make those leaps in contribution and help others do the same. Bowers added that responses pointed to the need for a compelling vision as to what moneys will be needed and for what reason. This is the guiding principle of the campaign.
- "Transformational" was a key word developed by the Foundation Board members. UPRC members each received a "Transformer" to place on their desks to remind themselves of this key word. The Foundation wants to raise enough money to make a difference in the departments, in the faculty travel budgets, helping the University as a whole, transforming the way we do business, the way we think about our future, the way the Foundation Board raises significant dollars. Bowers is talking about finding private resources for Western to make transformation happen.
- Plans include clear deliverables, relationships with volunteers, faculty, staff, and students who will work with Advancement Staff. Ways to raise money will include best practices, be innovative and transparent, include impeccable stewardship, clear reporting, and a guarantee that every dollar is spent the way the donor intends.
- The Foundation Board is dovetailing with what Steve Swan is doing, and believes that the branding initiative will provide an identity and momentum to carry over into the campaign. Bowers spent some time defining the difference between a capital campaign and this one which she terms a "comprehensive campaign". Traditionally, a capital campaign raises funds for capital or building projects, and this term has generally become the accepted term for most fundraising campaigns. But we don't know if there will be any capital projects so to be as inclusive as possible, this will be a comprehensive campaign. This means that we will be raising funds for all sorts of projects: scholarships, faculty support, equipment, and, if appropriate, capital projects.
- Bowers reviewed "Thirteen Themes" that emerged from the Foundation Retreat. When the Board meets again by December 7th they may either keep the list or shorten it. Finally Bowers reported that they are putting together an advocacy council, a group of faculty, staff and students around the campus who will be "campaign advocates". Bowers is seeking examples and stories that show how and what Western delivers to help refine the campaign messages. Suggestions are welcomed.

Council members comment:

- Work with the Sustainability information presented today, the idea of attempting to achieve a zero carbon balance. Infrastructure projects are ideas that are highly visible for promoting. These are concrete and tangible that people can see are making a difference. People like to see that their investment will have a direct impact.
- It is important to talk about the type of student that is produced at Western. Our students are doers and they take action. They can base their success on their connectivity to a favorite faculty member or someone who made a

huge difference in their lives to help them go out and be agents of change. To include relationships with faculty and that hands on connection through research builds nicely off the strategic plan.

- Faculty have access to research, and students also have access to research through the faculty connection. Right now that is one big difference between Western and some other institutions. Also, if you ask why a student chose Western over U of W many times you will hear that it is because of that personal connection. We produce students who become passionate advocates for what they themselves have learned. And it is the same for responsible leadership development.
- Access is key, and fits in with the goals for the University. It includes physical access, but also includes access for people from off campus sites. That can be facilitated through technology. Access means not only access to campus, but also to scholarship, and the very physical access of getting around when you are on campus.
- One member recalled a personal letter from a student at a previous institution with a simple request for \$100 that included an invitation to visit the campus. The member contributed to that institution. That letter from a student was a personal touch that was very successful.

Bowers concluded by asking if people would think about these themes and share with their units or directly with her, and put themselves in the shoes of those who will be asked: What compelling vision would make you reach into your pocket, where and what would you invest in, and how would you make a difference?

Other Items

- Newcomer reported that President Shepard would attend the beginning portion of the next UPRC meeting. After that Newcomer would like to revisit both issues presented today and give more time to a discussion of the topics. Newcomer asked for feedback about which topic councilors wanted to discuss first. Newcomer mentioned the Graduate School as another topic on the radar screen, and is waiting for the Senate to send a charge to the council. Newcomer requested direct feedback or that council members start a discussion on Bb.
- A councilor then asked what the amount was from the President's budget for the branding initiative, and Vice President Swan believed it was about \$80,000.

ADJOURNMENT

UPRC adjourned at 5:31 pm.

UNIVERSITY PLANNING AND RESOURCES COUNCIL 2009-2010					
1	Jeff Newcomer, CHAIR	P	18	VP Catherine Riordan, <i>Provost, Academic Affairs</i>	P
2	Barbara Mathers-Schmidt, <i>ComSci & Dis, CHSS</i>	P	19	VP Stephanie Bowers, <i>University Advancement</i>	P
3	Brad Johnson, <i>Physics/Astron, CST</i>	P	20	VP Eileen Coughlin, <i>Student Affairs</i>	P
4	Hart Hodges, <i>Economics, CBE</i>	P	21	VP Steve Swan, <i>University Relations</i>	P
5	Madge Gleeson, <i>Art, CFPA</i>	P	22	VP Kathy Wetherell, <i>Business & Finan Affairs</i>	P
6	Lawrence Estrada, <i>Fairhaven</i>	P	23	Paula Gilman, <i>ExecDirector, Plann&Budget, NV</i>	P
7	Paul Stangl, <i>Environ Studies, Huxley</i>	P			
8	Keith Hyatt, <i>Special Ed., Woodring, ViceChair</i>	P	24	Rose Marie Norton-Nader, <i>Senate Recorder, NV</i>	P
9	Robert Lopresti, <i>Libraries</i>	P			
10	Scott Pearce, <i>Liberal Studies, Faculty Senator</i>	P		Guests:	
11	Roger Anderson, <i>Biology, ACC Rep</i>	P	25	Sherry Burkey, <i>Associate VP University Relations</i>	P
12	Steve Sulkin, <i>SPMC, Graduate Council Rep</i>	P	26	Rick Benner, <i>Exec Director, Cap Planning</i>	P
13	Janet Finlay, <i>Psychology, CHSS Rep</i>	P	27	Tim Wynn, <i>Director, Facilities Management</i>	P
14	Ramon Rinonos-Diaz, <i>ASVP 2009-2010</i>	--	28	Seth Vidana, <i>Sustainability Office, Prgm Director</i>	P
15	Student representative, <i>AS</i>	--	29	Irene Hinkle, <i>Prgm Director, Woodring, Sustainability</i>	P
16	Randy Senf, <i>Foundation, PSO</i>	--	30	Patricia Woehrlin, <i>Sr. Director, Advancement Svc</i>	P
17	Denice Hougen, <i>Chem., ClassifiStaffBargainUnits</i>	P			
				10/28/09 -- TOTAL PRESENT:	27