

2007

## Go! Green Outreach, 2007

University of Arkansas, Fayetteville. Division of University Advancement

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# GO! Green Outreach

SHARING THE SUSTAINABILITY EFFORTS OF THE CAMPUS AND THE DIVISION OF UNIVERSITY ADVANCEMENT

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## Welcome to GO!

A new resource for University Advancement staff to highlight, promote and educate the division about efforts under way to make our division and our campus a more sustainable place.



Welcome to the first issue of *GO! Green Outreach*. The purpose of this publication is to highlight campus efforts toward becoming a more sustainable institution while paying particular attention to the achievements by members of the University Advancement family. The goal of this publication is to educate, promote your efforts and inspire you through stories and information about sustainability.

We'll also tell you about other campus initiatives: research efforts by faculty, events organized by students and more. From time to time, we'll try to provide tips that you can easily incorporate into your daily work day – or even at home – that can help save time, resources and, perhaps, even money.

### What is Sustainability?

Well, the experts seem to have a variety of definitions for sustainability, each suiting the particular needs of an organization. For our purposes, let's say it's about savings: saving the environment, saving time, saving resources, saving effort, saving paper, saving money.

### About the Design of GO

GO was designed to accommodate your computer monitor and isn't meant to be printed. The PDF has clickable links and the ability to jump around from story to story. Play around with it and let us know if it works for you.

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## Campus Watch

UA-designed habitat neighborhood recognized by Congress of New Urbanism



A “green” neighborhood for the Benton County chapter of Habitat for Humanity that was designed by an interdisciplinary team of UA planners and engineers has been awarded the 2007 Charter Design Award from the Congress of New Urbanism. This is the sixth award given to the project, which was developed last year by the UA Community Design Center, Marty Matlock in the department of biological and agricultural engineering, Mark Boyer in the department of landscape architecture and 12 architecture and engineering students. Habitat Trails was one of twenty professional projects selected from around the world by the Congress. On its Web site, the organization notes that “honorees set the gold standard for urban design and development and serve as powerful examples for future development.”

## Peer Review

A look at best practices in sustainability from our peers in higher education. Check out the University of Maryland’s efforts...

Students at this College Park campus recently sent a loud-and-clear message about sustainability: some 91 percent of undergrads voted to raise student fees in order to pay for clean energy, when tuition and fees are already at record highs. Student leaders at UM are hoping that the university administration will implement this fee by 2008 or 2009. The proposed fee would start at \$4 and increase by \$2 every year to reach a maximum price of \$12. According to a UM Energy press release, if fully implemented, the fee would raise enough money to purchase 137,000 Megawatt hours of clean electricity per year at today’s prices and would be the largest purchase to date by a college or university in the United States. UM – one of the many schools committed to going carbon neutral – is also doing what it can to reduce energy use: a combined heat-and-power plant completed in 2003 received the U.S. EPA’s Energy Star award, and motion sensors that automatically shut down unused office equipment are currently undergoing testing.

Maryland also has a sustainability Web site where faculty and staff can request volunteers for recycling and other like projects.

A sampling of UM initiatives:

A new position was created for an Environmental Planner in Facilities Planning.

Low-flow toilets, showers, and faucets are replacing older fixtures in the residence.

The golf course is a certified Audubon International Wildlife Sanctuary.

Dining services sends all pre- and post-consumer food waste off campus to be composted and has reduced the amount of waste generated by cooking food to-order instead of preparing meals in bulk.



UNIVERSITY OF  
MARYLAND



### Did You Know?

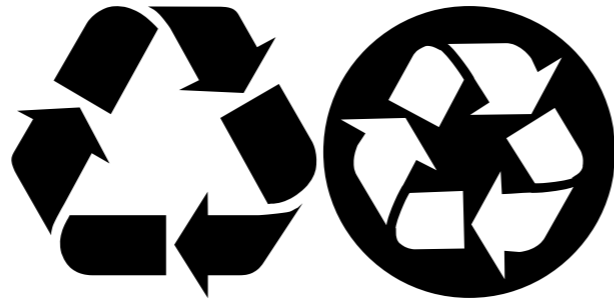
The University of Arkansas keeps a list of institutional efforts, research projects and events regarding sustainability at <http://sustainability.uark.edu/>.

# Environmental Stewardship in Printing

## Or... Printing Smarter

University relations (UREL) produces the printed materials on behalf of many departments and colleges on campus. Print projects for the Division of University Advancement alone comprise roughly 72 percent of UREL's design projects each year. Paper is a major expense in any print project and therefore must be managed and sourced in an economically and environmentally responsible way.

While many departments are reducing the amount of printed material they produce, nobody is planning on stopping printing altogether. Catalogs, brochures, appeals and magazines will still be published – and now, thanks to a policy created by the department of publications and creative services (Roy Cordell's unit), there are a set of guidelines designed to help designers and clients make better decisions about paper and ink selection and give advice for better branding those choices on publications. Ultimately, by setting guidelines for how much recycled content must be included in paper we use for university projects, we can



help stimulate environmentally responsible paper production.

While the UREL policy cannot completely control market factors, the policy does articulate five ways to maximize the sustainability of paper and production processes:

- Using fiber economically and efficiently. This area addresses reducing paper waste through trim size of print pieces and using less paper in the office.
- Using environmentally responsible paper. This area discusses using a set amount of post-consumer fiber and total recycled content in paper without sacrificing paper quality.
- Using clean production processes. Clean and efficient production can decrease negative environmental impact of the print process. Choosing paper not bleached with chlorine, use of coated paper, inks containing soybean

or vegetable oil and creating projects that can be recycled are all covered in this section.

- Communicating and/or marketing goals and achievements. This section outlines ways publications can be branded with the recycled paper logo to better inform audiences of our commitment to this process. And,
- Working with allies to foster change in the magazine industry. UREL will continue to

work with colleagues in the Magazine PAPER Project and other publications to foster change in the print industry.

Contact Roy at [rcordell@uark.edu](mailto:rcordell@uark.edu) if you'd like to obtain a PDF of the environmental stewardship in printed communications policy.



### Resource Saving Idea

#### *What a turn off!*

Turn off your computer before you leave for the evening or weekend. If you can't remember, put it on timer set for automatic shut-off. Be sure to check with your system administrator about whether this might interfere with any automatic back-ups you may have set for your machine.



WHAT IS RECYCLED PAPER?

This document is courtesy of Unisource WorldWide, Inc  
www.unisourcelink.com

About Recycled P

Environmental conservation is becoming more th  
agencies, progressive corporations, an  
resources for the next generation.  
Through

RECYCLED PAPER

# A Brief Profile in Sustainability

*Anthony McAdoo, senior director, Arkansas Alumni Association*

## What am I doing in regard to sustainability?

- Striving to go through my doctoral program paperless...
- Goal to be paperless by end (biggest challenge is all the “paper” given in classes – what I do is scan to PDF and archive the paper until the end of the semester when I recycle). Right now, all my current and past course materials are on a flash drive!
- Only print copies when requested – e-mail otherwise.
- Take my laptop to class to take notes and reference past material.



## Integrating sustainability in my work...

- Increased focus on two-sided printing/copying
- Scanning or printing documents to PDF and placing in shared files on gizmo
- Utilize recycled paper and recycle all paper after use.
- Utilize natural daylight to light my office (only turn on overhead lights when needed).
- Walking to campus meetings (or riding Razorback Transit when it's hot!).
- I am focused on storage of electronic files rather than print files (except for handwritten notes, someone probably has the file electronically – so request a copy for your file).
- I am in the middle of a scanning all files in my office to PDF.

## Things we have accomplished at the association...

- We have dramatically reduced paper handed out at meetings and events, including:
- The 100+ people who attended our volunteer summit were provided with only a small quarter-page flip guide. The rest of the materials are going to be available online.
- At the fall board meeting, we e-mailed all meeting materials in advance. If board members want copies, they can print them or request we provide a printed copy.
- Every week, the programs team of the AAA has a team meeting. A standard agenda item is “signs of sustainability” where staff members can highlight something they have seen or something that needs improvement.
- Alumni house – recycling bins in prominent places (cans/bottles at events, plus paper at desks).
- Purchase recycled paper for office use.

“Sustainability is much more than the old three R’s (reduce, reuse, recycle), but they are a good start in reducing your impact on the environment,” Anthony said. “Becoming ‘carbon-neutral’ which is the goal of sustainability, will take a massive effort of the entire institution to put back what we use and (hopefully) give more back than we take.”

## Did You Know?

Now ubiquitous in computing, PDF stands for portable document format. It has been around since 1993 when Adobe Systems created it for computer document exchange.