

**Western Washington University Associated Students  
Sustainable Action Fund  
Thursday, February 18, 2016 VU 567**

**Present:** Hannah Brock (Vice Chair, ASVP for Business and Operations), Anna Kemper, Brian Rusk, Ed Simpson, Nate White, Ryan Peterson.

**Absent:** Emma Palumbo, Meghan Demeter, Seth Vidaña, Eric Alexander.

**Advisor:** Greg McBride

**Secretary:** Bryce Hammer

**Guest:** Dr. Debora Nelli, Caleb Clapp, Rodolfo Delgado, Kyle Wunderlin.

**MOTIONS**

- SAF-16-W-8** Approve the minutes from **1-21-2016. Passed.**
- SAF-16-W-9** Motion to approve the conceptual application for Use Your Resources Wisely.  
**Failed.**
- SAF-16-W-10** Motion to approve \$5,760.92 for the SORT project. **Passed.**

**Hannah Brock, Vice Chair of Sustainable Action Fund, called the meeting to order at 9:04am.**

**I. CALL TO ORDER**

**II. REVISIONS TO THE AGENDA**

- A.** Nate White added a Large Grant Contingency Funding Request under action items.

**III. APPROVAL OF MINUTES**

*MOTION* SAF-16-W-8 by Kemper

Approve the minutes from 1-21-2016.

Second: Simpson

Vote: 4-0-0

Action: Passed.

**IV. ACTION ITEMS**

- A.** Conceptual Application for Use Your Resources Wisely—Dr. Debora Nelli, Caleb Clapp, and Rodolfo Delgado.

Brock yielded the floor to Caleb Clapp. Clapp introduced the team and explain how they plan to sustain their project after members graduate. He then explained Use Your Resources Wisely. They plan to give out a stainless steel water bottle to every incoming freshman, transfer student, and prominent student leaders on

campus. The purpose is to inform students about the sustainable resources on campus. He showed the committee a prototype and explained how the map on the bottle will highlight all the water refill stations on campus. At first the map wasn't legible but they redesigned it so the freshman could read it. They plan on encouraging students to seek out the sustainable resources listed on the back of the water bottles during their first quarters at Western to improve the retention of new students. The project would achieve three main goals. 1) Introducing new students to the culture of sustainability at Western. 2) It will be a practical resource; they'll be able to use the water bottle immediately. 3) It provides a map, highlights resources, and encourages them to use it. Clapp said he used the water bottle often and it's very durable. They're requesting a little under \$30,000 for 5,000 water bottles, which is \$6 a bottle. Their performance indicators would be an analysis of how often the students use the refill stations, a student survey, and measuring if students use the support services listed on the back of the water bottles. Clapp then introduces Dr. Debora Nelli as someone who deals with metrics. He then introduced case studies from other universities. Seattle University and Duke University have had similar projects. The other stakeholders in this project include Dr. Debora Nelli, Dr. Renee Collins, Manca Valum, and Ronna Biggs. Rodolfo Delgado asked the committee if they had any questions. Ed Simpson said their application included a pilot program for this and he asked them to describe it. Dr. Debora Nelli said they're in the pilot process right now; they received a grant from the Seattle Foundation to understand the underutilization of support services on campus. They used the funds to do research, surveys, and focus groups into why students don't fully use the support services. Nelli said they found that students are aware of the support services when they come in but don't start using them until the spring quarter of their freshman year. This leads to GPA issues that are hard to recover from. They're hoping if they acclimate students to campus climate quicker they'll use the resources sooner which is why they want to hand out the water bottles at Summer Start. During the pilot they bought 600 and plan to buy 300 more to normalize the idea and spread publicity, they also have a poster campaign. Clapp said the tie between the two initiatives will be using the resources that Western makes available to students. The pilot did not have metrics concerning the water use because they came up with the idea too late to include it in the pilot process. Nelli said they'd be counting the water usage next year. Kemper asked if they'd be able to promote the SAF on the bottle. Clapp said they plan on putting the SAF logo on the bottle and the posters. There will also be an insert on the inside of the bottle that will include the story of how the project came about. Nelli said there's a gap in knowledge among new students because they don't know the history of the water bottle ban on campus and the inserts would help with that. Brock asked if other universities are selling the water bottles or giving them away. Nelli said both. Clapp said Seattle University sold 2K and Duke University was giving them away. Nelli said the Seattle University gave the funds from their projects to a charity that builds wells in developing nations, so theirs in part of a double initiative. Clapp said Manca Valum is helping them with the other side of the project, getting students to use more support services. Nelli said the Seattle Foundation and Valum are both helping them make this an annual project. She said they expect to see an increase in water station usage and the retention of freshmen, especially first generation students. Brock asked what the original grant

money was used for. Nelli said it was primarily used for research. Brock asked what kind of research. Nelli said underutilization of campus support services. Rusk asked what the outreach plan would be, particularly what component would involve people reaching out to other people past the insert that would go inside the bottle. Nelli said they'll be talking to the First-year Interest Group (FIG) advisors and teachers to reach out in first year students. The poster campaign would include a new poster going up every month. She said the survey may also apply as outreach, they'll also plan to hand out shopping bags as an incentive. She asked if Rusk was thinking of something different. Rusk said he was imagining a more human-to-human contact in order to get the message out, especially because new freshmen get a lot of stuff at the beginning of the year, Rusk said a lot of the messaging that goes with the bottle will go unread. Nelli said they could talk to the people in Res-Life, particularly the RAs, to get into direct contact with new students. Greg McBride said since this is a conceptual application it would be a good time for the committee to give feedback to the team so they know what type of application they committee is likely to approve, especially if the committee approves the conceptual application. Brock said her main concern is the large amount of funding from the SAF would usually include more emphasis on the environmentally sustainable side and right now the main focus is on increasing the use of student services. She'd also like to see a clearer map because it was hard to read. Clapp said the map is changing to make it clearer. Brock asked where they would go to seek more funding if the committee only partially funded it. Nelli said they wouldn't be able to complete the project. Simpson asked what would happen in the future. Nelli said Valum would be using the data they collect to look for future partners. Ryan Peterson asked if the final design was the one they presented. Clapp said yes, some of the refill stations are missing though, they'll be cleaning it up as well so it's less blurry. Brock asked if they could discuss it as a committee and give them feedback after the meeting. McBride said yes, he'd also like to point out the cost of shipping would need to be included in the final application. Also, details about the student employee would be good. There were no more questions; Clapp, Nelli, and Delgado left at 9:31am. Brock asked for thoughts from the committee, she said she's leaning towards no because if SAF is funding the entire project the main focus shouldn't be on the student services, also freshmen get free water bottles all the time during Info Fair and other events like that. She'd be more comfortable with promoting the water bottle refill stations in other cheaper ways. Peterson said it's a good outreach tool but the SAF logo would need to be bigger. Brock said there would need to be an explanation because freshmen are likely to throw away any papers they get during fall quarter because there are so many of them. She said she doesn't want to encourage the group if they don't plan on funding the project, though she does want the committee to share their opinions. Rusk said he agrees with Brock; there are better, cheaper, ways to promote sustainability. Brock said she'd be comfortable with funding part of it but they wouldn't be able to complete the project in that case. Peterson said a bunch of Green Fee Committees on other campuses give out free water bottles. Kemper asked if they're long term or pilot projects. Peterson said long term usually. Brock said other schools also sell them. Kemper said 30K is too much money for only one year. White said the Foundation and Valum would be working after the project is over to develop the idea further. Brock said she was frustrated that they spent

the 30K from the Foundation on research. Rusk said with the new tier system someone could apply with the SAF for funding to do research like that. Brock said the whole project would be 60K for 5K water bottles. McBride said that kind of grant can include a salary or an offset for paying workers, it also be heavier on the student services piece. He'd also like the committee to think about what conditions they would fund the project under, if they'd be willing to fund it at all, and what they're looking for from the team. Brock said she doesn't want to encourage them if there isn't a significant chance their application will get accepted. Conceptual applications usually aren't voted down but she doesn't see why not if they won't vote for it. Rusk said he doesn't like the cost of the project and he also doesn't like getting water bottles in every area of his life, especially when they're trying to promote sustainability because he's got so many of them that it's no longer sustainable. He'd like to focus on encouraging students to use the water bottles they already have instead of just giving them new ones. This project also doesn't put a lot of emphasis on the water refill stations. Simpson said the refill stations were good because they're becoming a university standard for buildings and they should be working on encouraging people to use the water bottles they already have instead of just giving them a new one. Brock said, in the interest of time, she'd like to vote on the application and asked for any last comments. Peterson said most of the work on this seemed to come from the faculty and not the student workers, which he'd like to see more of. Brock said it didn't seem like there was a plan to generate interest in the project among freshmen and sophomores once the older students currently working on it graduate. Kyle Wunderlin asked what material they'd rather see used that's less common. Rusk said any other material that wouldn't get thrown away would probably be student services related, not SAF. Brock said permanent signage would be her preferred method, which would basically be signs for the water bottle refill stations. Wunderlin said there has been more interest in social sustainability lately, and the grant might be able to take a financial hit in the interest of promoting that social sustainability instead of economic or environmental. Brock said she agreed but finding a better way to do it would be more beneficial. She asked for comments. There were none.

*MOTION SAF-16- W-9 by Rusk.*

Motion to approve the conceptual application for Use Your Resources Wisely.

Second: Kemper Vote: 0-4-0 Action: Failed

**B. Targe Grant Contingency Funding Request—Nate White**

Brock yielded to White. Wunderlin left at 9:45am. White said the Sort program that installed the trash stations in Red Square is over budget due to the higher than anticipated cost of construction. They had to level all the pads more than anticipated and they had to buy more bins for the Recycle Center. Originally the plan was for the team to build until they finished, the budget was for 54K and then \$4,500 in contingencies meant to go towards publicity. They still have to fund the signage and the publicity thought and they're slightly over budget. White said there are two ways to go forward; Facilities and Services could refund them or the

committee could retroactively approve the funds that have already been spent. They would then put rules in place for contingency funds so it didn't happen again. He said the project was one he inherited from his predecessor and it was somewhat rushed because they had to out in in over winter break but it still has to be finished. On behalf of the team he's requesting \$5,760.92 in order to finish the project. Rusk asked what happened with the \$4,500. White said it was originally included in the 54K for signage. Rusk said they were overall \$10,000 over budget, which is about 20%. Brock said it's hard not to fund it when they're this deep into the project. McBride asked what would happen if it wasn't funded, because they're already here. White said the system would stay in place they'd just like to publicize it and create more signage to explain it to people who want to use them. Simpson said the budget at the end of the month will bill the fee anyways. White said the construction is complete. Simpson said the bill might be help if they worked out a deal but it will probably go through. Brock asked how crucial the signs are. White said there's anecdotal evidence they're being underutilized; the signage would be similar to what you see in the VU. Brock said that would be a big help for the students. She asked about the refund. White said it's unlikely.

*MOTION SAF- 16-W-10* by Simpson.

Motion to approve \$5,760.92 for the SORT project.

Second: Kemper Vote: 4-0-0 Action: Passed.

## **V. DISCUSSION ITEMS**

### **A. Tier Discussion**

Brock tabled the discussion until next meeting.

## **VI. OTHER BUSINESS**

**Meeting was adjourned at 9:54am.**