

10 GREEN PRACTICES COMMUNICATIONS

GREEN PRACTICES COMMUNICATIONS INDICATORS

Table 10. Green Practices Communications Indicators, FY2004

Report Section	Indicator	Reason	FY2004	Units
10.1.1	Number of Green Practices Initiatives on Campus	Count of initiatives indicates progress of GP over the year	21	#/yr
10.1.2	Number of Publications created	Indicates amount of on/off-GP publicity	14	#/14
10.1.2	Volume of publications distributed	Indicates amount of on/off - campus GP publicity		#/yr
10.1.2	Number of issues of Green Scene, annually	Indicates amount of on-campus GP publicity	2	#/yr
10.1.2	Number of annual hits on webpage	Indicates amount of interest in GP activities and provided information	FWD	#/yr
10.1.2	Number of press releases by GPC	Indicates amount of on/off-campus GP publicity	1	#/yr
10.1.2	Number of CMU official bboard announcements about GPC activities	Indicates amount of on-campus GP publicity	2	#/yr
10.1.3	Number of people who take a GPC tour	Indicates amount of motivated interest in GP activities and provided information	5	#/yr
10.1.3	Number of labeled environmental areas on-campus	Identify areas which are natural habitats, green buildings, etc. to the campus community	1	#/yr
10.1.	Number of environmental kiosks on-campus	Indicates amount of on-campus GP information dissemination	2	# on-campus
10.1.3	Number of Environmental Art installments on campus	Art exhibits are another form of communication with the CMU community	1	Installments/yr
10.1.4	Number of outreach talks on/off- campus	Indicates environmental interest and education by GP on and off-campus	10	#/yr
10.1.4	Number of Dining Services outreach efforts	Dining services is a highly visible area for GPC communications	1	#/yr
10.1.4	Number of external and internal awards	Indicates environmental successes of CMU and community	3	awards/yr
10.1.5	Number of interns working on GP projects	Shows number of interns who are focused on GP projects	8	Interns/yr
10.1.5	Number of student projects prepared for GP/FMS	Shows the number of students who work with GP/FMS under faculty supervision and support.	3	Student projects/yr
10.1.5	Number of departments	Indicates amount of	14	#/yr

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Report Section	Indicator	Reason	FY2004	Units
	who participate in GPC meetings	interdisciplinary interest in GP activities		
10.1.5	Total value of grants received by GPC		\$131,750	\$/yr
10.4.5	Expenditures on communications annually (from FMS/GPC)	A simple quantitative way to track communications	\$6,300	\$/yr
10.2.1	Number of EAC/Luce classes	Indicates number of introductory classes which incorporate an "environmental module," including classes that are otherwise not "environmental" subjects	7	# classes/yr
10.2.1	Number of EAC/Luce instructors		7	# instructors/yr
10.2.1	Number of students registered for EAC/Luce classes	Indicates number of students reached by non-traditional environmental modules	198	# students
10.2.2	Number of students who apply for the Undergraduate Environmental Research Award offered through the Undergraduate Research Initiative	Indicates number of students motivated to further study environmental issues by counting independent research projects with a declared "strong environmental component"	15	# students/yr
10.2.2	Number of projects entered in the Undergraduate Environmental Research Award	Can be used to compare how interested students are in environmental research	7	# projects/yr
10.2.2	Total number of students who apply for SURG funding	Can be used to compare how interested students are in environmental research	300	# students/yr
10.2.3	Number of environmental student organizations	Indicates growth of student interest in active volunteering on-campus and locally	2	#/yr
10.2.3	Number of articles in Tartan, radio spots, or other CMU press coverage with environmental angle	Indicates environmental news frequency and importance on-campus	4	#/yr
10.2.4	<i>Results of Campus surveys: end of year</i>	<i>Identifies students perceptions of CMU's environmental commitment</i>	<i>FWD</i>	<i>Graph</i>
10.1.3	Number of external publications communicating Carnegie Mellon environmental practices	Indicates amount of publicity Carnegie Mellon Green Practices receives from external sources	2	#/yr

GREEN PRACTICES COMMUNICATIONS INDICATORS RATIONALE

The communications indicators focus on how the Green Practices (GP) Committee communicates environmental issues to the Carnegie Mellon University community. The primary audience of GP is the staff, faculty, students, and visitors to the campus.⁸³ Generally, the message sent is one of grass roots empowerment, emphasizing what each individual can do to internalize environmentally-minded behaviors on- and off-campus. Another objective is to inform the Carnegie Mellon community and the external world about specific GP initiatives, projects, and results. Within Facilities Management Services there is an Environmental Coordinator who is the co-chair of the Green Practices Committee and therefore largely responsible for GP efforts. The Energy Manager in Facilities Management also has a key role in GP activities and associated communication with the campus community.

10.1 Green Practices Committee Communication Efforts

The Green Practices Committee “was established to develop a more comprehensive waste reduction and energy conservation program.”⁸⁴ To accomplish this and to implement environmental practices the committee establishes priorities, goals, and mechanisms. An important component of GP efforts is communication and outreach to educate the Carnegie Mellon community of environmentally sound choices and options available on-campus. The following indicators track the types and volume of communications efforts.

10.1.1 Number of Environmental Outreach Initiatives and Events

Environmental initiatives are events that are planned by Green Practices and that educate the community about environmentally progressive practices. These events can include community event days (i.e., the Household Hazardous Waste collections throughout Southwestern PA⁸⁵), campus initiative programs (i.e., Recycle Mania⁸⁶), campus event days (EnergyFest⁸⁷ the Annual Trash Sort), and other events that are facilitated or initiated by the

⁸³ Pers. Comm., Deborah Lange, Chair of GP Communications Committee; November 15, 2004.

⁸⁴ Carnegie Mellon Green Practices, “What is Green Practices?” <http://www.cmu.edu/greenpractices/index.html>. Accessed 25 October 2004

⁸⁵ Carnegie Mellon Green Practices, “Southwest Pennsylvania Household Hazardous Waste Task Force.” <http://www.cmu.edu/greenpractices/hhw.htm>, Accessed 12 November 2004.

⁸⁶ Carnegie Mellon Green Practices, “Recycle Mania.”

http://www.cmu.edu/greenpractices/green_initiatives/rm_main.html. Accessed 12 November 2004.

⁸⁷ Carnegie Mellon Green Practices, “Energy Fest 2003: Raising Awareness about Energy Use” http://www.cmu.edu/greenpractices/green_initiatives/ef_main.html. Accessed 10 November 2004.

Green Practices Committee (i.e., meetings or conferences facilitated by GP such as the September 14, 2004 Pennsylvania Consortium for Interdisciplinary Environmental Policy Conference⁸⁸).

10.1.2 Green Practices Publications

An important method for GP to educate the Carnegie Mellon community is to develop publications. The number of fliers, brochures, and mailings prepared as well as the volume of publications distributed are indicators of the amount of outreach done by GP annually. The Green Scene is a periodic GP publication intended to provide the Carnegie Mellon community with updates of GP environmental efforts and involvement opportunities.⁸⁹ The number of Green Scenes published each academic year is an indicator of the number of efforts to be publicized as well as the number of GP newsletters distributed to the community.

The Green Practices website (<http://www.greenpractices.org>) provides a central location for information pertaining to a number of environmental programs. The number of hits the website receives annually indicates the number of people who access this information. This website was updated during the Summer of 2004 and is listed as a forward-leaning indicator without data for FY2004.

Press releases are used by GP to inform both the Carnegie Mellon community as well as the larger community. The number of press releases specifically released by GP indicates both the number of GP activities that are promoted to the community at large but also the number of GP activities that merit this promotion. The number of announcements or advertisements made by GP to the Carnegie Mellon official electronic board is a similar indicator.

Green Practices may place advertisements in on-campus venues to promote outreach events or activities. The number of advertising spots purchased annually in The Tartan or on campus television or radio indicates the frequency of this activity.

Figure 10-1 shows the total number of GP publications. This includes issues of the Green Scene, publications of the Green Practices and Recycling manuals, orientation flyers, publications to the official Carnegie Mellon Bboard and 8 ½ x 11 News, posters, flyers, mailers, and press releases. This figure also includes information on Carnegie Mellon publications that do

⁸⁸ The Green Scene, "Upcoming Events." Issue 13, Fall 2004.

⁸⁹ The Green Scene, Issue 1, May 2001. http://www.cmu.edu/greenpractices/green_scene/green1.pdf
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not originate with GP (discussed in Section 10.2.3) and publications that are external to the Carnegie Mellon community (discussed in Section 10.3).

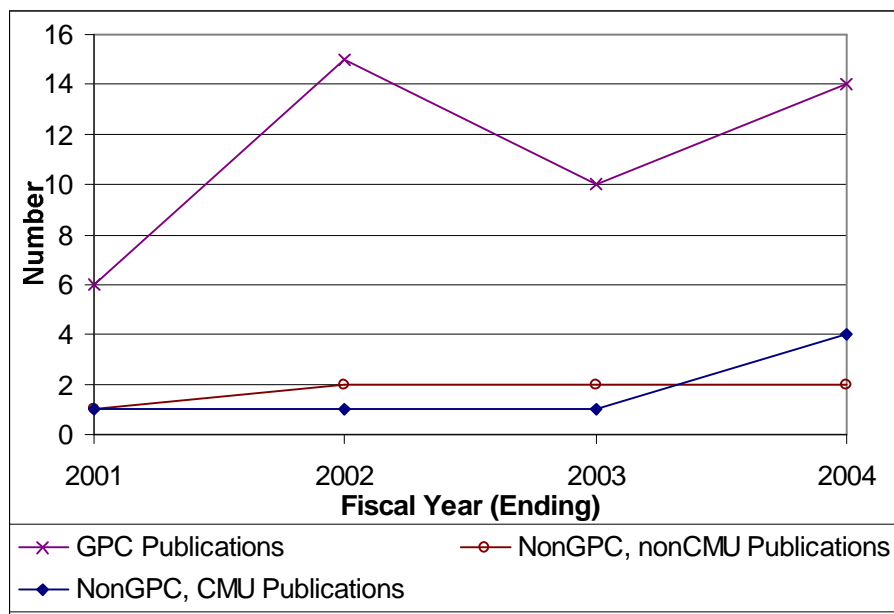


Figure 10-1. Environmental Publications Regarding Environmental Practices at Carnegie Mellon, 2001-2004

10.1.3 Campus Communications

There are several ways in which the Carnegie Mellon campus is its best promoter. One way is through tours: the number of people annually who sign up to take a Green Practices tour organized by the Environmental Coordinator and including such highlights as the green buildings, native habitat areas, environmental art installations, and green roofs, provides an informal forum for education and exploration of the many environmental choices a person or institution can make. Also, the number of labeled items on campus such as environmental areas of interest (including special habitat areas, green buildings such as New House, etc.), kiosks devoted to environmental information (including the recycling “Green Room” in the University Center and the kiosk at New House), and environmental art installations indicate communication by passive education.

10.1.4 Outreach

Green Practices offers several types of outreach to encourage environmental education and communication. The Environmental Coordinator presents outreach talks on and off the campus. Also, in association with the Steinbrenner Institute different outreach and education programs are offered semi-regularly. The Steinbrenner Institute focuses on research and education on campus,

and this in conjunction with the communication focus of GP provides a means of promoting environmental initiatives to the campus community.

Dining Services provides a good opportunity to reach the student population. The amount of dining-specific communications outreach initiatives (e.g., table tents, posters in dining halls, etc.) deployed is one outreach indicator.

There are many opportunities for on- and off-campus recognition. The number of awards presented by Green Practices (i.e., the Sustainable Practices Award⁹⁰) as well as the number of awards⁹¹ garnered by Carnegie Mellon and GP indicate successes on-campus and are also a mechanism of communicating Carnegie Mellon's commitment to environmentally progressive practices.

Figure 10-2 shows the number initiatives and outreach by the GPC as well as the awards received by the GPC. The initiatives include on-campus events such as the Biodiesel Relay event, Energy Fests, and the Sleep is Good Campaign as well as Dining PR and the purchase of PR items. Off-campus events such as the Clean Cities Check PR event and the DEP Rush to Recycle Event are included as well. The talks and presentations are given at a variety of on- and off-campus locations, including in-class presentations, faculty and staff council presentations, and presentations at other universities.

⁹⁰ Carnegie Mellon Green Practices, "Environmental Efforts Being Recognized on Campus." http://www.cmu.edu/greenpractices/awards_success/campus_awards.html. Accessed 10 October 2004.

⁹¹ Carnegie Mellon Green Practices, "Environmental Efforts Being Recognized on in the Community." http://www.cmu.edu/greenpractices/awards_success/community_awards.html. Accessed 10 October 2004.

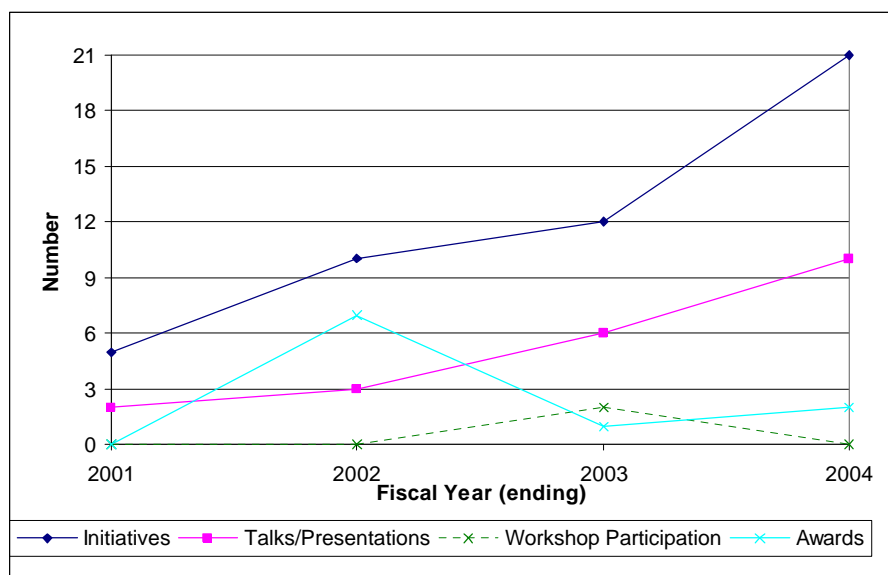


Figure 10-2. Carnegie Mellon Green Practices Committee Initiatives and Outreach, 2001 - 2004

10.1.5 Green Practices Committee

The Green Practices Committee meets regularly every month. These meetings are attended by staff, faculty, and students representing a wide range of campus units. The number of departments who participate in these annual meetings is an indicator of the diversity of groups interested in green practices and the commitment of the different departments to promoting environmentally progressive practices. Figure 10-3 shows the number of different departments or groups who attend the GP meetings.

Green Practices and FMS often utilize interns to prepare reports and to perform research. Using interns is a mutually beneficial arraignment: GP benefits from the interns work on GP projects, and the intern is educated through experience in these projects. In addition, some students prepare reports as part of their coursework for GP or for FMS. The number of interns who are involved with research projects and reporting to GP or FMS is an indicator of motivated students who are able to assist GP as well as the number of faculty who are involved with this research. Figure 10-3 shows the number of student interns and the number of student projects affiliated with FMS or GP.

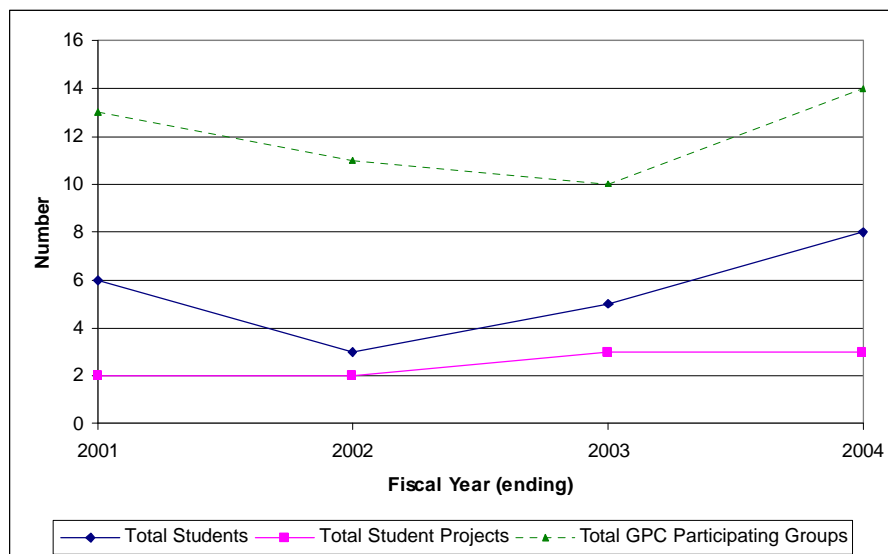


Figure 10-3. Green Practices Committee Interns and Attendance

Green Practices applies for and secures many grants used to promote outreach and other environmental initiatives. In addition, GP assists others across the campus to write grant proposals to receive money to be used for nonGP environmental work. The number of grants applied for, awarded, and the monetary total awarded indicates the success of this endeavor. Figure 10-4 shows the total annual monetary value of grants received by GP over time. The many communications efforts listed above require funding in order to provide the staffing, facilities, and publications. The annual budget of Green Practices and FMS used to promote environmental initiatives across the campus can indicate the level of fiscal commitment these issues receive from the University. Figure 10-4 shows the annual communications budget.

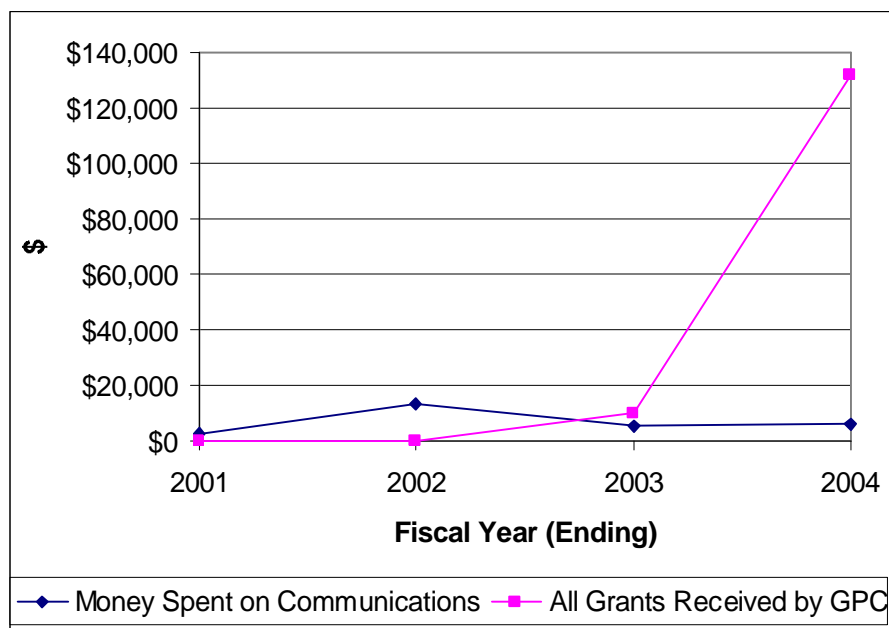


Figure 10-4. Carnegie Mellon Green Practices Committee Grants and Communications Expenditures, 2001 - 2004

10.2 Carnegie Mellon Community Indicators

There are some forms of campus environmental practices communication that are not initiated by Green Practices. These include educational and extracurricular efforts that engage the students and faculty.

10.2.1 Courses with an Environmental Component

Carnegie Mellon has two initiatives to “green” the curriculum. Environment Across the Curriculum (EAC) is an initiative to incorporate environmental issues into the regular coursework of a class, regardless of its subject or field.⁹² Luce courses are undergraduate courses available to freshmen and sophomores that are typically non-environmental but implement environmental topics into the curriculum.⁹³ By measuring the number of classes in the Luce program and the number of students enrolled, the amount of interest on the part of the faculty to incorporate environmental issues into a wide range of course topics and the number of students who have been reached by these topics can be measured. The benefit of this exposure is stated

⁹² Carnegie Mellon Green Practices, “Environment Across the Curriculum Initiative.” http://www.cmu.edu/greenpractices/education_research/eac.html. Accessed 15 October 2004.

⁹³ Carnegie Mellon Greening of Early Undergraduate Education. <http://www.cmu.edu/education/greening/courses.html>. Accessed 15 October 2004.

clearly on the Green Practices web page: “any productive member of society – whether pursuing an environmental career or not – needs to have at least a minimum understanding of environmental issues and how they affect our lives.” Figure 10-5 shows the number of EAC and Luce classes offered as well as the number of students registered for these classes for academic years 2003-2004 and 2004-2005. It should be noted that the academic year ending in 2005 is only partial data, but is included because it shows a large level of interest for the fall semester EAC and Luce courses.

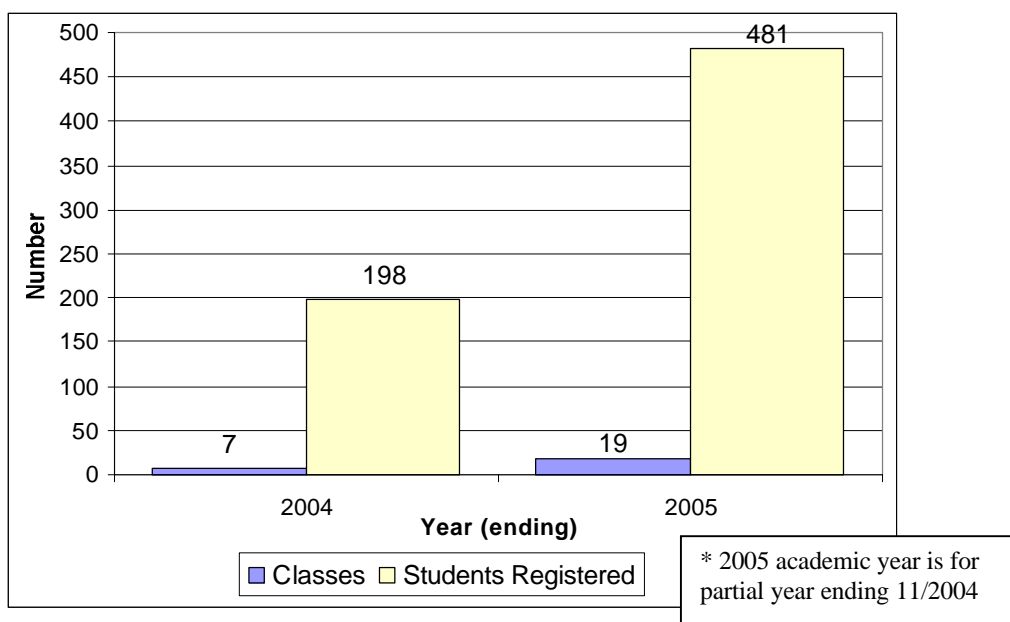


Figure 10-5. Figure 10-5. Carnegie Mellon EAC and Luce Classes, 2004-2005

10.2.2 Environmental Research

At Carnegie Mellon undergraduates have the opportunity to apply for a Small Undergraduate Research Grant (SURG) grant for any form of research.⁹⁴ All students who receive funding are required to present their results at the Undergraduate Research Initiative “Meeting of the Minds” annual symposium.⁹⁵ Other students at Carnegie Mellon may apply to present at the symposium as well, and students who have researched an environmental topic may apply for the Undergraduate Environmental Research Award. This award is annually awarded and in order to qualify the student must self-identify their project as “environmental.” The

⁹⁴ Carnegie Mellon Undergraduate Research Office, “Small Undergraduate Research Grant.” http://www.cmu.edu/adm/uri/surg_front.htm. Accessed 13 September 2004.

⁹⁵ Carnegie Mellon Undergraduate Research Office, “Undergraduate Research Symposium.” http://www.cmu.edu/adm/uri/Symposium_front_page.htm. Accessed 13 September 2004.

number of students who apply for this award provides one indication of the level of environmental interest and research among undergraduate students on campus. It should be noted that this indicator will measure only the population that applies for the award, and will not include all undergraduate research projects at Carnegie Mellon.

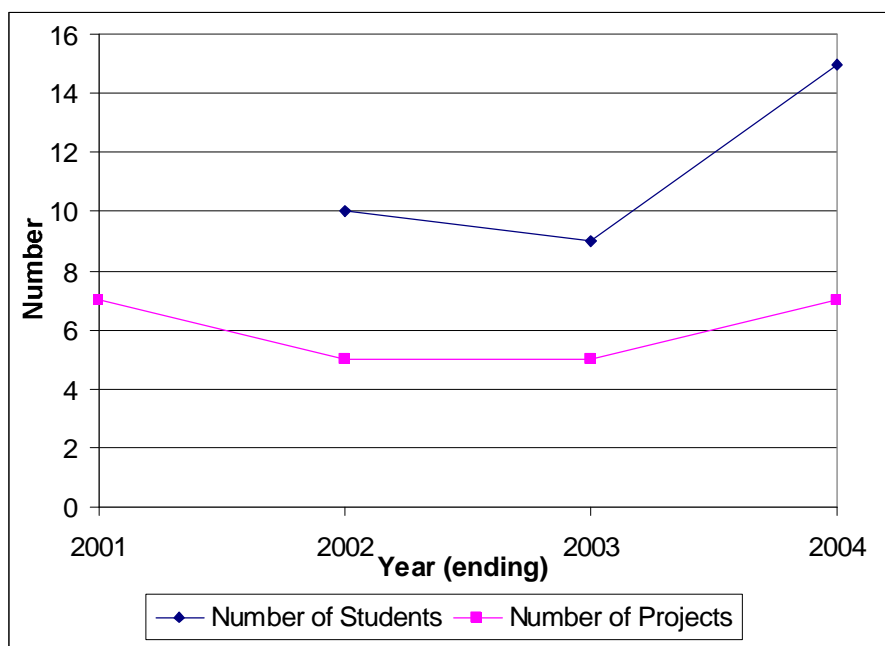


Figure 10-6. Carnegie Mellon SURG Environmental Grant Applicants, 2001-2004

10.2.3 Student Activities

There are several student organizations at Carnegie Mellon focused primarily on environmental activism. The number of these organizations serves as a measure of the amount of student interest in environmental issues.

Carnegie Mellon’s student run newspaper The Tartan frequently covers environmental issues. While this is not an official communications effort on the part of GP, it constitutes an effective communications tool that reaches the campus community. The number of environmental issue articles in The Tartan is another measure of student interest in environmental topics. In addition, this indicator may include stories proposed or advertisements developed by Green Practices interns and placed in The Tartan or other on-campus venues such as campus television, radio, or before school-sponsored movies. Figure 10-1 shows the number of Carnegie Publications that do not originate with GP and communicate environmental practices

at Carnegie Mellon. This includes The Tartan, Carnegie Mellon Television, and The Carnegie Pulse.

10.2.4 End of Year Surveys

At the end of each academic year a survey is administered by the planning department to each undergraduate class. In 2004, the survey included the following question: “Considering this academic year, how much do you think Carnegie Mellon promotes concern for the global environment?” The responses to this question can be tracked by graduating class to see how the student perceives Carnegie Mellon’s promotion of concern for the environment rises or falls as the students complete each academic year. The End of Year Survey was first administered in the Spring of 2004, and going forward it will be possible to track how the view of future graduating classes concerning Carnegie Mellon’s commitment to the environment changes. In the future, this question will eliminate the word “global” and may not be administered to each class annually. The end of year survey should be tracked as often as it is administered. Currently there are only data for FY2004 and the indicator is considered forward-leaning.

10.3 External Publications

Environmental practices at Carnegie Mellon are often discussed in publications externally produced. Publications that have featured Carnegie Mellon in the past include The National Wildlife Federation Yearbook, the PCIEP Annual Report, the Pittsburgh Business Times, and the Chronicle of Higher Education. Figure 10-1 shows the total number of external publications highlighting environmental practices at Carnegie Mellon.