



National Wildlife Federation®
CAMPUS
ecology®

**Ball State University
Muncie, Indiana
Spring 2008, Environmental Education and Outreach**

BACKGROUND

Campus Profile

Ball State University, situated on 940 acres in Muncie, Indiana, serves approximately 19,000 students (45 percent male, 55 percent female). Seven academic colleges offer 120 undergraduate programs, 80 master's programs and 20 doctoral programs in 46 departments and schools. Some 750 faculty, 550 professional staff and 1,500 support personnel comprise the employee base.

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GOALS AND ACCOMPLISHMENTS

Goals

Our goal was the transformation of Reynolds, Indiana, a community approximately 100 miles away, into an off-grid, agriculture-supported, alternatively fueled community.

Accomplishments

Faculty and students have worked in a number of ways to achieve this end. Under the Business Fellows Program, students and faculty have been working with constituent groups in Bio-Town to install compact fluorescent light bulbs, educate business owners about opportunities for energy conservation and alternative energy use, develop criteria for siting a new technology suite (which will include energy production from biofuels) and facilitate the design and development of a new environmental education center adjacent to the technology suite.

Challenges and Responses

The Bio-Town initiative is a state-mandated effort coming from the governor's office. Given the complexity of stakeholder involvement and constituent interest, the biggest challenge has been to encourage whole systems thinking. Many of the stakeholders participating in this work see the set of problems through their own lenses and find it difficult to reach outside their conventional boundaries of experience to be open to the challenge of whole system thinking and the design of interactive systems. We continue to make progress nonetheless, and the hope is that with the new education facility we will demonstrate effectively the importance of that approach.

ENGAGEMENT AND SUPPORT

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Leaders and Supporters

The Bio-Town Development Authority, various university representatives, members of the state government and citizens of Reynolds, Indiana, comprise the multi-layered stakeholders who each in their own way have been providing leadership and support.

Funding and Resources

Differing contracted funds (though very limited) have been made available by the state, the Bio-Town Authority and the university.

Community Outreach and Education

Stories continue to unfold and are shared in press-release format. The university features Bio-Town on its web pages, the Bio-Town Authority has made a strong effort at marketing to national and international communities and state governmental offices continue to promote this initiative.

Campus Climate Action: Your School's Carbon Footprint

There is no direct impact on reduction of the carbon footprint of the university. In fact, the carbon load from transportation to and from Reynolds has been significant. We have plans to offset this with purchased credits on the Chicago Carbon Exchange.

National Wildlife Federation's Campus Ecology® Program

We continue to rely on the NWF Campus Ecology Program resources, as well as materials produced by other universities that we acquired through the Campus Ecology network.

CLOSING COMMENT

The excitement of this project comes from the timeliness of selecting a case-study community of small size (some 500 residents) and integrating the capacity and interests of state government, local government and state-supported universities. The challenge remains one of focusing on whole systems thinking.