



People and Nature: Our Future is in the Balance

National Wildlife Federation

11100 Wildlife Center Drive • Reston, VA 20190 • <http://www.nwf.org/>

Ball State University

Talloires Declaration

Muncie, Indiana

(status of project, Spring 2001)

Campus Profile

Ball State University, situated on 940 acres of contiguous land in Muncie, Indiana, is a doctoral institution serving approximately 19,000 students (45 percent male, 55 percent female). Seven academic colleges offer 120 undergraduate programs, 80 masters programs and 20 doctoral programs. Some 1,300 faculty and professional personnel and 1,500 support personnel comprise the employee base. The university maintains 62 buildings with a total of 5,875,000 square feet.

Group/Class Profile

The Green-2 Committee comprised 94 members from the university and larger Muncie community; the work described in this case study write-up reflects the latest development in a ten-year history of involvement with greening of the campus concerns.

Project Goals and Summary

The Green-2 Committee was charged with recommending the means by which Ball State University could implement the *Talloires Declaration*, signed by President Worthen in April 1999.

Dates of the Project

Planning and Preparation	April 2000 – September 2000
Committee Appointment	September 2000
Report Preparation	September 2000 – March 2001
Initial Implementation	March 2001 – September 2001
Academic Year Follow-Through	September 2001 – Indefinite

Accomplishments

The Green-2 Committee's final report recommends a top-10 list of environmental strategies including increased recycling, more campus and community education efforts, a bikeway system, improved fuel efficiency of university vehicles, retrofitting of the heating plant, and exposure of more students to sustainability principles through curriculum requirements. But most of all, the 80-page report stresses the need for broad participation by all areas of the university and the local community to address critical environmental issues. The 10 recommendations for immediate emphasis were drawn from more than 186 action items developed by the committee.

Strategies and Steps Taken

The Green-2 report's immediate recommendations include:

1. **Campus Auditing:** Complete an environmental audit of the Ball State campus in six months and assess faculty members' areas of expertise on sustainability issues. Improve understanding about the environmental impact of operating Ball State and its projects, and facilitate audits that explore the environmental impact of operating public schools and the broader community.
2. **Development Staff:** Provide an organizational structure and personnel to support and sustain G-2 initiatives.
3. **Recycling Program:** Decrease the volume and percentage of recyclable materials being discarded by Ball State.
4. **Bikeway System:** Establish a comprehensive bikeway system throughout the Ball State campus.

5. Fuel-Efficient, Hybrid Vehicles: Maximize fuel efficiency and promote cost effectiveness by increasing the gas mileage of university vehicles.
6. Fuel Use, Energy Conservation, Heating Plant: Retrofit or reconfigure Ball State's heating plant to enhance its compliance with federal clean air standards.
7. Clustered Minors: Increase students' participation in sustainability education.
8. Green Issues Awareness, Trunk Show: Elevate public awareness of green issues and Ball State's environmental successes, and create sustainability awareness for school groups, service clubs and general audiences with a touring "trunk show."
9. Environmental Education Resource Center: Promote greater understanding among K-12 students, Ball State students and the general public about the environment, the use and management of resources, and decision making that includes sustainability.
10. University Core Curriculum, Freshman Connection: Increase students' exposure to sustainability principles through curricular requirements and universal programs.

In addition, the Green-2 Committee's final report:

1. Outlines funding opportunities;
2. Proposes operational and administrative structures for green initiatives;
3. Recommends incentives to encourage campus-wide involvement.

Challenges and Responses

In response to the recommendations, Provost Warren Vander Hill has agreed to provide summer 2001 stipends as incentives for faculty members to advance their environmental initiatives. He will establish, this fall, the Ball State University Council on the Environment: A University-Wide Clearinghouse for Sustainability Issues (BSU/COTE) to continue the Green-2 Committee's work. The council will include representatives from each academic college and vice presidential area.

The new council will be chaired by Robert J. Koester, Director of Ball State's Center for Energy Research/Education/Service. The Energy Center's staff will serve as the secretariat to provide administrative support to the council. In addition, Industry and Technology professor Jim Flowers has been named Green Development Specialist in the Office of Academic Research and Sponsored Programs, where he will pursue outside funding for environmental initiatives. Marketing professor John Vann will serve as Green Initiatives Coordinator to facilitate programs and activities related to the Green-2 Committee's action items.

Role of Campus Ecology

Members of the Green-2 Committee received copies of the following reference documents made available through Campus Ecology: *Ecodemia* and *Green Investment, Green Return*. Other resources from Campus Ecology were also used.

Funding

To date, all support for the Green-2 work has been cultivated internally. The 2001 summer stipends being provided to faculty are intended to leverage that support into substantial external monies from targeted agencies.

Publicity and Media

The Green-2 Committee has relied on local campus and community news coverage of the process and on-campus circulation of the published results of the committee work. Articles are beginning to appear in national newsletters, and through national conference and workshop presentations. We also continue to maintain an active Web site, which we routinely update (see web address listing below).

Documentation

The Green-2 Committee has published a report, which is available in .pdf format on the Green-2 Web site.

Key Groups/Allies

The University Provost, Green-2 Planning Committee and the CERES Administrative Staff have been critical to the success of efforts to date; the newly created positions – Green Funding Specialist, Green Initiatives Coordinator and Council on the Environment Chair – will be essential in facilitating the continuing follow-up work.

Next Year's Plans

Provost Vander Hill plans to review further the Green-2 report and recommendations this summer with President Blaine Brownell and the University's other vice presidents. Based on the continuing work of the faculty receiving summer stipends and the staffing of the Secretariat, the Green-2 Committee recommendations will be revisited, augmented and/or modified.

Quote or Helpful Hint

From a community member who served on the Green-2 Committee:

“The planning process was most exceptional -- I'm taking some new ideas to my own corporation. Superb utilization of e-mail, Web sites and technology/infrastructure to make planning participatory and effective!”

Contacts

For more information about the Green-2 report, visit www.bsu.edu/g2 or contact Robert Koester at (765) 285-1135 or e-mail rkoester@bsu.edu.

(Also review the Web site www.bsu.edu/greening for the upcoming fall 2001 Greening of the Campus conference; this will be the fourth such international conference sponsored and hosted by Ball State University.)