

Campus Conservation Nationals 2015 Case Study

Missouri State University Springfield, MO

1. SCHOOL DEMOGRAPHICS

Public, 4 year institution, total enrollment 2015: 21,179

2. AUTHOR AFFILIATION

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3. COMPETITION TYPE & DATES

We hold an electricity reduction competition, from April 5th until April 25th, 2015.

We decided to hold the competition after Spring break in order to have all students fully active and engaged on the competition.

4. OVERVIEW

Over the three-week competition we reduced our energy usage on campus by 11.1% compared to a baseline prior to the start of competition. Since April 5th, we saved 135,816 kWh (\$8,149).

We also averted 255,480 pounds of carbon dioxide.

We included 17 buildings on the competition, as follows:

Academic buildings: 5

K-12 School: 1

Athletic & Recreational buildings: 3

Residence Halls: 6

Health care and retail: 1

Administrative building: 1

5. GOALS

The goals of the competition were as follows:

- Achieve electricity reduction
- Reduce Carbon Emissions
- Increase energy awareness
- Engage the campus community with energy and sustainability
- Behavior change

6. RESULTS

Overall % reduction: 11.1%	Average CCN % reduction (electricity): 2.9%
Electricity saved (kWh): 135,816	
Equivalent \$: \$8,149	
Equivalent lbs CO2: 255,480	

7. GROUP COMPETITION

Competition name: N/A
 Participating schools: N/A

8. PLANNING

Competition Organizing Team

The Energy Subcommittee of the Sustainability Advisory Committee served as the main planning group for CCN. Committee members volunteered to fill the following leadership roles: Technical Manager (TM), Marketing Manager (MM), Building Capitan Manager (BCAM), Behavior Change Manager (BCHM), Events Manager (EM), and Research Manager (RM). Committee members could also volunteer to serve on these various organizing teams. Managers were in charge of calling meetings or coordinating via email with their teams and assigning any necessary tasks. Some brainstorming, planning, and task assignment was also done during the monthly Energy Subcommittee meetings. Next year, we will probably not break into so many different organizing teams, as many of the duties and tasks overlap. We have found that a small core group of planners is the most efficient. We will then assign specific, predetermined tasks to Energy Subcommittee members.

Key Supporters

- Building Coordinators were tasked with raising awareness and encouraging participation in their buildings.
- Green Teams were tasked with raising awareness and encouraging participation in their office, department or building.

- Eco-Reps tabled several times throughout the competition in an effort to raise awareness, encourage participation in our competitions and events, and giveaway promotional materials.
- Students for a Sustainable Future hosted the Ecopalooza wrap-up event, helped with Eco-Rep tabling, raised awareness about CCN and encouraged their members and other students to participate.
- Residence Hall Association sponsored our Trivia Night Kick-Off Event.
- Residence Life, Housing and Dining Services helped with publicity, hosted events within the residence halls, and provided discounted food and free materials for our Ecopalooza wrap-up event.

Timeline

Discussions about CCN 2015 began as early as December 2014; however, manager roles and initial tasks were not assigned until January 2015.

Funding

Johnson Controls, the City of Springfield, and Administrative and Information Services made monetary donations totaling \$2500 to support our competition events, marketing efforts, and promotional materials. Our main expenses included the room reservation and equipment rental for our Trivia Night Kick-Off Event; food for our Ecopalooza wrap-up event; Flip the Switch t-shirts; reusable stickers; sticker, poster and brochure printing; and a traveling trophy between us and Mizzou.

Resources

We utilized several of the planning resources, including the planning guide and organizing team templates; however, the most heavily utilized resource was the Marketing and Behavior Change Guide.

9. OUTCOMES & ACCOMPLISHMENTS - OVERALL

Over the three week competition we reduced our energy usage on campus by 11.1% compared to a baseline prior to the start of competition. Since April 5th, we saved 135,816 kWh (\$8,149). We also averted 255,480 pounds of carbon dioxide. The winner of the Academic Building Energy Competition is Strong Hall, which reduced energy usage in their building by an impressive 35.8%. Hutchens House took first place in the Residence Hall Energy Competition by reducing energy usage by 10.6%.

In collaboration with Wellness, we hosted our first ever “Take the Stairs” competition to encourage students, faculty and staff to reduce energy usage while increasing their physical

activity. We had over 30 submissions during the three week competition and 3,931 flights of stairs were logged!

We also gave away over 100 t-shirts to any student, faculty or staff member who committed to wearing it at least once a week during CCN.

Finally, we took 1st and 3rd Place in the Best Behavior Change Category of the 2015 Campus Conservation Nationals Poster Innovation Contest!

10. OUTCOMES & ACCOMPLISHMENTS – STUDENT LEADERSHIP

We developed a CCN training for our Eco-Reps and other students engaged in sustainability on campus. These students were provided information on CCN and all of our Flip The Switch initiatives and events. They were also educated on the importance of energy conservation. These students were asked to spread the word about CCN through word of mouth, social media and tabling events. The training covered proper tabling behavior and tips for engaging other students, as well as the importance of getting students to make commitments to conserve energy.

Students for a Sustainable Future, a student organization, was in charge of organizing Ecopalooza, which served as our CCN wrap up event. This allowed them to gain valuable experience planning an event from start to finish, including marketing, soliciting vendors, making reservations, organizing volunteers, and booking bands, etc...

11. OUTCOMES & ACCOMPLISHMENTS - MARKETING, EDUCATION, & BEHAVIOR CHANGE

Implementation & Outcomes

Our campaign for Campus Conservation Nationals is called Flip The Switch. Some of our taglines included: Flip It Off, Flip Me Off, I'm Flipping It Off, Are You? and I Pledged to Flip The Switch, Will You? Our hashtag was #MSUFlipTheSwitch. Below is a list of the programs, events and initiatives that we planned and more information about each. This list was posted on the sustainability website. This information was promoted via social media, the sustainability newsletter, tabling, posters, and default computer backgrounds in computer labs. We gave away gift cards to local businesses as prizes for many of our competitions. We also gave away t-shirts to help with promotion, as well as free CFL bulbs and LED nightlights at our tabling events.

- **Get Energy Conservation Certified**
 - Faculty and Staff can make a big impact on campus energy usage by making small changes during the day. Print out the [Faculty/Staff Commitment](#)

[Poster](#) and place a check next to all the practices you pledge to carry out. There is no minimum, but try to set as many realistic goals as possible! Hang this poster on your office door or window to demonstrate your commitments and encourage others to do the same!

- **Take the Stairs Challenge**
 - Simultaneously reduce your energy usage and increase your physical activity by committing to take the stairs instead of the elevator. Compete with other Bears for prizes to see who takes the most stairs!
- **Hour Without Power**
 - Each week try to go at least one hour without using any electricity: take a walk, grade papers using only natural light, or eat your lunch outside without the distraction of your phone.
- **Green Room Certifications - Residence Life**
 - Fill out a quick form to get your Room or Suite, Office, or Residence Hall Front Desk Green Certified! You will receive a badge to hang on your door and other free things.
- **Energy Conservation Commitment Instagram Challenge**
 - Take a picture of one thing you commit to do to conserve energy in April. Post your picture on Instagram to be entered to win one of dozens of prizes! Make sure you tag your post with #MSUFlipTheSwitch and @MSUSustain
 - **Ideas:**
 - Show us how you are spending your Hour Without Power
 - Get a group picture at the CCN Trivia Night Kick-off Event
 - Post a picture in your Flip The Switch t-shirt
 - Take a picture with the giant light switch in the PSU
- **Academic Building/Residence Hall Energy Competition**
 - Make sure to keep tabs on the **Building Dashboard** to see how you are stacking up to other buildings on campus. We have prizes for the academic buildings & residence halls that reduce the most! Find out who your **Building Captain** is to see how you can help reduce energy consumption in your building.
- **Social Media Energy Trivia**
 - Throughout Flip the Switch we will be posting energy related trivia questions on our [Facebook](#) and [Twitter](#) pages. Prizes will be awarded by a random drawing of those faculty, staff and students who submit correct answers.
- **Ecopalooza – April 24th from 11:00 a.m. to 7:30 p.m. on the North Mall**
 - Each year, Students for a Sustainable Future organizes a solar powered concert on campus! Join us as we celebrate Earth Day, sustainability and the results of CCN! Black bean burgers will be served on a first-come, first-served basis

beginning at 11:00 a.m. Winners of the Academic Building/Residence Hall Energy Competition will be announced at 11:15 a.m. You can then watch local bands, eat snacks, check out the booths, and make some eco-friendly crafts. This event is completely free and open to the public.

- **Lunch Without Lights**
 - For each of the three weeks of CCN, one dining hall will turn out their lights during lunch to raise awareness about the competition and to save energy!
 - April 6th - 10th in Blair Shannon from 11a-1p
 - April 13th - 17th in Garst from 11a-1p
 - April 20th - 24th in Kentwood from 11a-1p
- **Tips to Conserve Energy**
 - Unplug everything not in use
 - Set computer monitors to sleep after 5 minutes (or less) of inactivity
 - Adjust the thermostat to conserve energy
 - Turn off all the lights when you leave the room
 - Unplug electronics as soon as they are finished charging
 - Use a power strip and turn it off OR unplug it when not in use
 - Shut down computers every night
 - Turn off lights in common areas when you leave the room
 - Open the blinds during the daytime to make use of natural light
- **Flip The Switch Shirts**
 - Want to help promote Flip the Switch?! You can receive a free Flip The Switch t-shirt! All you have to do is commit to wearing your shirt at least once a week during the CCN competition between April 5th and April 25th.
- **Trivia Night Kick-Off Event – Wednesday, April 8th at 7:00 p.m. in the PSU food court**
 - Bring a team of up to five people or join a team when you arrive! The top three teams will win gift cards to local business! All participants will be entered to win a \$250 gift certificate to Springfield Bicycle Co.

Effectiveness

Based on the level of reduction we achieved, we think we effectively reached out target audiences about ways to conserve energy; however, we plan to improve on our results next year.

12. CHALLENGES

Our major challenge is that we are working with limited finances, time, and manpower to change the behavior of a large campus in a region of the United States that doesn't typically place a heavy emphasis on energy conservation. In order to save money, most of our marketing

was done through social media and word of mouth. Another challenge was figuring out how to reach all of our target audiences: faculty, staff and students. We had to develop different programs, events and messages to appeal to each of these groups.

13. WISDOM & GUIDANCE

Some of the improvements we plan to incorporate in 2016 include:

- Collaborate more with ResLife to ensure our promotional materials are consistent and that we are promoting each other's programs and not duplicating efforts.
- Incorporate CCN into more classes, find faculty who will promote the competition in their classes and offer extra credit to students who participate.
- Increase use of posters, chalking and tabling to spread the word.
- Tie a small informational handout to all of our giveaways.
- Increase involvement of building captains and other key faculty and staff members. Provide training and promotional materials to these individuals and encourage them to keep track of their efforts so that we can better determine what has the biggest impact on reduction.

14. CONTACT

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**Open to being contacted by other schools for questions and further information*

15. SUSTAINABILITY AT MISSOURI STATE UNIVERSITY

Missouri State University is committed to environmental sustainability and stewardship. By working to create a cleaner environment through community service efforts, the application of earth-friendly technology and practices, research projects, and responsible development planning, we will strive to work for a better tomorrow. Through education and community outreach, we will provide students with the knowledge and skills to be environmentally responsible citizens and consider the global ramifications of their actions and the actions of others around them.

We recently received a Silver STARS rating from the Association for the Advancement of Sustainability in Higher Education (AASHE).

<http://www.missouristate.edu/sustainability/>

16. POSTERS, PHOTOS & VIDEOS

<https://www.flickr.com/photos/133718740@N07/sets/72157655530781761>