

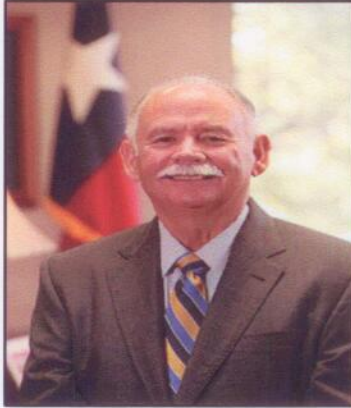


College of Business Administration  
Texas A&M University-Kingsville

Principles of Responsible  
Management Education  
(PRME)

Sharing Information Progress Report  
2014 - 2015

**PRME** Principles for Responsible  
Management Education



May 2015

To Our PRME Colleagues,

It is our pleasure to submit to you the first Sharing Information on Progress report from the College of Business Administration at Texas A&M University-Kingsville for the academic year 2014 - 2015.

All members of our administration, faculty, staff, and students are committed to meeting and exceeding the objectives of the United Nations' Principles of Responsible Management Education on both our campus and in our community.

Sincerely,

A handwritten signature in black ink that reads "Steven H. Tallant".

Steven H. Tallant,  
President, Texas A&M University-Kingsville

A handwritten signature in black ink that reads "Natalya (Natasha) Delcoure".

Natalya (Natasha) Delcoure  
Dean, College of Business Administration

## **SUSTAINABILITY AT TEXAS A&M UNIVERSITY-KINGSVILLE**

Sustainability at Texas A&M University-Kingsville began in 2010 when students signed a petition on Earth Day to start a recycling program. Their voices were heard and campus administrators acquired sufficient funding from the Student Service Fee for a recycling program and from the Environmental Service Fee to hire a full-time Sustainability Coordinator. President Steven H. Tallant recently stated in a message to all stakeholders that one of his goals for Texas A&M-Kingsville was to, "increase our sustainability efforts."

Through his encouragement, a campus-wide University Sustainability Committee (USC) was formed. Chaired by University Provost Rex Gandy, the committee was charged with the task of compiling a university wide sustainability plan that encompasses academics, energy, technology, operations, student co-curricular affairs, marketing and communications. In its first year the USC achieved its goal and President Tallant signed the document, establishing the universities' commitment to the implementation of the University's Sustainability Plan (see Appendix A).

Laura Prange, Director for Campus Sustainability and coordinators work with the campus community on all levels towards making Texas A&M University-Kingsville a Go Green Campus.

### **Office of Campus Sustainability**

The Office of Campus Sustainability is housed in the Javelina House on Santa Gertrudis Blvd. The door is always open to students, faculty, staff, administrators and the Kingsville community. Sustainability encompasses every aspect of human endeavor, so that means everyone is included and everyone can get involved!

The office serves the campus community by inspiring and facilitating sustainability initiatives, aside from the many excellent research and teaching programs already occurring in academic units throughout the university. Our aspiration is that a strong and vibrant office will represent the importance that Texas A & M University-

Kingsville places on being a State of Texas leader in university sustainability! A strong and vibrant office supports a culture of sustainability, meaning that our campus community recognizes our responsibility to practice sustainability habits in everyday life and understands the impact that such actions have on the local, regional, national and global communities.

The office facilitates the implementation of the University Sustainability Plan, including the enhancement of academic learning and research, service learning, student engagement, awareness, and campus operations. We support the efforts of all campus entities working for social equity, reducing our carbon footprint, conserving water, and reducing our dependence on the landfill; and we aspire to empower everyone to work for a better future for future generations.

### **Office of Campus Sustainability Mission Statement**

The Office of Campus Sustainability promotes the stewardship of societal and environmental resources by developing and joining in initiatives both internal and external to our campus, in order to cultivate the spirit of sustainability throughout the Javelina Nation and for future generations.

### **The Javelina Habitat (The Last Great Habitat)**

South Texas is one of the most bio-diverse and ecologically important regions in North America and known to many ecologists as “The Last Great Habitat.” Many of the plants and animals here are found nowhere else. South Texas also serves as the greatest migratory bird corridor in the United States.

The diversity is attributable to the highly variable precipitation and temperature this region experiences, the high variation in soils and topography, and the amount of acreage in large ranches which have maintained native habitat for wildlife because wildlife are economically important in the region. No other campus in the United States is surrounded by so much beautiful and unique plant and animal life!

## **Stewardship**

The Texas A & M University Kingsville campus, also known as Javelina Habitat by the Office for Sustainability, began introducing measures to save costs and resources many years ago. The process gains momentum as Administrators, students, faculty and staff recognize that every day presents opportunities to conserve energy and water, recycle, and take care of our health! As individuals, each of us is responsible for sustaining a healthy lifestyle and performing all the little daily tasks that add up to making a big difference to the local habitat and to Planet Earth throughout the year. As students and faculty, each of us can take advantage of opportunities to learn how our major can make an impact on a sustainable future. As administrators, we will guide our institution of higher learning toward practicing sustainability in our energy, water and construction management.

Our campus is a very special place and Javelina Habitat is a state of mind for Going Green on campus and into the world.

## **Javelina Habitat Student Competition**

The Javelina Habitat Student Competition is funded by the student green fee with \$10,000 in awards. This competition was organized and driven by TAMUK students who, in the fall of 2012, stated that they would like to inhabit a more sustainable campus, with the support of the Office of Campus Sustainability. This year (2015) marks the third annual competition for student sustainability projects to create a living learning environment in our Javelina Habitat, and it continues to evolve. Members of the Student Sustainability Advisory Council offered suggestions to improve its structure and make the implementation of projects more efficiently and effectively realized, and faculty advisors urged the OCS to offer the competition in the spring so that faculty can use it as an assignment.

For more information about this competition, please see Appendix B.

## **The Javelina Habitat Logo**

In the summer of 2012 a group of people met to talk about what the logo for sustainability at TAMUK would look like. It should be lively! It should be unique! It should express our campus! So, this is what the Office of Marketing and Communications came up with.



The Javelina Habitat logo expresses Texas A & M University Kingsville's mission to **Educate** our entire campus in the ways that sustainability can make a difference in the interdependent welfare of people and the environment! In all aspects of campus life all year round, people **Advocate** for change that will benefit societies and the planet! And at TAMUK we are proud of the academic and operational activities to **Innovate** in sustainability, whether it's adopting a new drought resistant grass, or the creation of a Center that will help guide energy resource development.

## **The Symbolism in the logo**

**Apple** – *Excellence in academics is a long-standing mission of our university! This includes all the courses and majors that are related to or focused on sustainability.*

**Light bulb** – *Practicing energy conservation habits in our day-to-day local life on campus really will help to turn around Climate Change on a global scale!*

**Water droplet** – *Water conservation in the arid climate of South Texas is so important and is as simple as turning off the water faucet while you wash your hands or brush your teeth!*

**Hand** – *Sustainability is all about fairness in the lives of people on our campus, in our state, our country and our planet! Now and for future generations!*

**Bicycle** – *When you ride a bike across campus, you make a real contribution to mitigating Climate Change! And you sustain your own health in the process!*

**Tree leaves** – *The beautiful Live Oaks that grace our Javelina Habitat are precious to our campus.*

## ENGAGEMENT OF PRME PRINCIPLES

### **PRINCIPLE 1: Purpose**

- Javelina Sustainability Mission

### **PRINCIPLE 2: Values**

- University Sustainability Plan
- Campus Culture
- Sustainability Literacy

### **PRINCIPLE 3: Method**

- Office of Campus Sustainability
- Sustainability Week
- Curriculum Additions
- Campus Certifications
- Minor and Certification Programs in Sustainability (tentatively scheduled to begin being offered in the 2015-2016 academic year)
- Sustainable Community Management student internships in Africa through a program headed by Dr. Nirmal Goswami. More information is available at: [http://www.caracal.info/CARACAL/Welcome\\_1.html](http://www.caracal.info/CARACAL/Welcome_1.html)
- The Institute for Sustainable Energy and the Environment is housed in the Frank H. Dotterweich College of Engineering at TAMUK. The College also offers graduate degrees (M.S. and Ph.D.) in Environmental Engineering.

### **PRINCIPLE 4: Research Samples**

#### College of Business Administration

- Sale, Martha Lair and R. Samuel Sale, (2015), "Financial Rewards of Social Actions," In press, *Academy of Accounting and Financial Studies Journal*.
- Cavazos-Garza, Agustina and Tom Krueger (2014), "Wealth Impacts Arising From Hiring a Sustainability Officer," *Journal of Strategic Innovation and Sustainability*, 10.1, p. 24-33.
- Bennington, Ashley J. and Marcel Minutolo, (2013), "Intent to be a Socially Responsible Small or Medium-sized Enterprise: Theory of Planned Behavior and Leaders' Actualizing," *Journal of Management and Sustainability*, 3.1: 1-8.

#### Frank H. Dotterweich College of Engineering

- Singh, H., T. Sinha, and A. Sankarasubramanian (2014), Impacts of near-term climate change and population growth on within-year reservoir systems, *J. Water Resour. Plann. Manage*, 10.1061/(ASCE)WR.1943-5452.0000474,04014078. [IF: 1.71]
- Rivas, R., Jones, K., Mills, P. (2013) A citrus waste based bio-refinery as a source of renewable energy: technical advances and analysis of engineering challenges, *Waste Management & Research*, v3:4, 413-420.

- K.J. Liao, P. Amar, E. Tagaris and A.G. Russell, Development of Risk-based Regional Air Quality Management Strategies under Impacts of Climate Change, 2012, *Journal of the Air & Waste Management Association*, 62(5):557–565.

### **Working Papers**

#### College of Business Administration

- Cicala, John and Jesus Carmona, “Does Economical- or Environmentally-Themed Marketing Have More Influential on Consumers’ Willingness to Recycle?”  
Target: *Journal of Marketing Theory & Practice*

### **PRINCIPLE 5: Partnership**

- Eagle Ford Shale Center
- Steering committee to investigate the feasibility of a multi-disciplinary South Texas Water Resource Center.

### **PRINCIPLE 6: Dialogue**

- Forum on Natural Resource Reform scheduled for October 8, 2015
- Economic Forum
- Community Breakfast

## **CAMPUS ACTIVITIES & BEHAVIORS**

Everyone who works, studies and lives on the Javelina campus is part of a community. And all the varied members of the community including administrators, students, faculty and staff, share certain values in common: Javelina Pride! We value education, we respect and want what is best for one another and society, and we enjoy each other’s company in work and play. Our culture is how we think of ourselves as a group and how we wish others to perceive us.



## **Recycling**

Students will find blue bins for recycling and brown bins for non-recyclable garbage in locations across campus, both indoors and outdoors.

<b>Area</b>	<b>Type of bin</b>	<b>Type of recycling</b>
Residence Halls	Residential bags	Single stream (mixed)
Faculty and Staff	Indoor blue office bin	Single stream (mixed)
Public Places	Indoor big blue bin	Separated: Paper & Plastic/Metal
	Indoor big tan bin	Separated: Trash Only
	Outdoor blue roll-out bin	Flattened cardboard & bagged shredded paper
	Outdoor cages	Flattened cardboard & bagged shredded paper
	Cardboard boxes	Special materials such as ink cartridges

**Residence room bags** filled > students empty into > indoor blue bins > emptied by Recycling Crew

**Offices bins** filled > custodial staff empties into > indoor blue bins > emptied by Recycling Crew

**Indoor big blue bins** filled > emptied by Recycling Crew

**Outdoor blue roll-out bins** filled by custodial staff > emptied by Recycling Crew

**Outdoor cages** filled by Javelina Dining and custodial staff > emptied by Recycling Crew

**Cardboard boxes** filled by campus community > emptied by Recycling Crew

### **Additional measures taken**

- Placement of PRME posters in College of Business Administration as reminder to faculty, students, staff, and guests of our commitment to Principles.
- Held our first "Sustainability Week" April 15 - 22, 2015 which included activities such as "Bike to Work Day," gardening and cooking demonstrations, turning off lights in the dining halls one day to conserve energy, and weighing the amount of waste created at lunch and dinner. There was also a student academic poster session to help educate students about the importance of sustainability. The weeklong event culminated in an Earth Day Fair on April 22.

**[http://tamuk.edu/events/2015/04/sustainability\\_week\\_2015.html](http://tamuk.edu/events/2015/04/sustainability_week_2015.html)**

- Use of GoPrint in computer labs to discourage wasting paper and ink;
- Sustainability Certified computer labs and TAMUK Library
- Increased use of online Learning Management Systems (Blackboard) to decrease paper and ink usage;

## **CURRICULUM**

### **Undergraduate**

- The College of Business Administration now offers an elective in Sustainability Marketing (MKTG 4354); its catalog description reads as follows, "*Marketing as a role player in the creation of a more sustainable society. Tools to optimize marketing decisions with respect to the natural environment, human well-being and profits.*"
- Increased promotion and use of e-textbooks

### **Graduate**

- A new doctoral program at the Frank H. Dotterweich College of Engineering at Texas A&M University-Kingsville aims to promote the development of innovative sustainable energy systems in the region and beyond, while preparing students for emerging careers in energy and technology. The new program will begin admitting students in the fall of 2015 and is the only such multidisciplinary degree with an energy focus in the state. The interdisciplinary program will focus

on four areas - Production, including renewable sources, bio-fuels, solar cells, wind and natural gas; Sustainability, including shale gas production and reduced environmental impact; Efficiency & Conservation, including green building and industrial efficiency; and Conversion Storage Distribution, including fuel cells, gas hydrates and smart grids.

## **COMMUNITY INVOLVEMENT**

- Certification through Eagle Ford Shale in conjunction with the College of Engineering
- Forum on Natural Resource Reform scheduled for October 8, 2015
- Campus cleanup activities undertaken by various student organizations
- About 400 students engaged in community service by participating in The Bigger Event. The students partnered with the City of Kingsville and Kleberg County to make an impact in the community by cleaning up parks, painting buildings, and picking up trash.

# APPENDIX A

## UNIVERSITY SUSTAINABILITY PLAN

Definition: Sustainability is adherence to principles and practices that meets the needs of the present without compromising the future.

Mission Statement: Through education, practice, and example, Texas A&M-Kingsville promotes environmental, societal, and economic qualities that exist in balance to meet the resource needs of today and of future generations.

### IMPERATIVES

1. Make Texas A&M-Kingsville the State leader and a recognized national leader in university sustainability.
2. Zero net carbon emissions within 30 years and 50% reduction in net carbon emissions within 15 years.
3. Establish 5-8 new sustainability-related academic degrees.
4. Add additional staff and resources to Sustainability Office.
5. Hire a Director of Energy Management (DEM) to oversee an energy management program.
6. Achieve sustainability literacy among faculty, staff and students.

### ACADEMIC SUB-COMMITTEE

#### Goals, Objectives, and Strategies:

Goal 1: Abundant curricular learning opportunities

Objective 1.1: Offer undergraduate transcribed certificate in Sustainability.

Strategy 1.1.1: Identify courses having sustainability content suitable for use towards the certificate.

Strategy 1.1.2: Designate courses as “sustainability courses” based on components of course content, as described in the course catalog or as established by contract.

Strategy 1.1.3: Encourage faculty members to include components of sustainability in their courses, particularly in core-curriculum courses.

Strategy 1.1.4: Provide support for faculty desiring to have sustainability courses.

Objective 1.2: Offer undergraduate minor in Sustainability.

Strategy 1.2.1: Identify courses having sustainability content suitable for use towards the minor.

Strategy 1.2.2: Designate courses as “sustainability courses” based on components of course content, as described in the course catalog or as established by contract.

Strategy 1.2.3: Encourage faculty members to include components of sustainability in their courses, particularly in core-curriculum courses.

Strategy 1.2.4: Provide support for faculty desiring to have sustainability courses.

Strategy 1.2.5: Develop courses in non-traditional formats (intersessions, eight-week sessions, etc.) to accommodate sustainability topics and projects.

Strategy 1.2.6: Explore an interdisciplinary course to provide an overarching framework for the minor.

Objective 1.3: Establish an office for academic sustainability.

Strategy 1.3.1: Develop administrative structure and home for academic programs on sustainability.

Strategy 1.3.2: Select a director of academic programs on sustainability.

Goal 2: Abundant academic co-curricular learning opportunities

Objective 2.1: Provide sustainability-related service-learning opportunities.

Strategy 2.1.1: Develop a process for competitive funding of sustainability proposals.

Objective 2.2: Provide sustainability-related Internships.

Strategy 2.2.1: Coordinate with Career Services to identify placement opportunities and to place students in internships.

Objective 2.3: Develop a sustainability learning community.

Strategy 2.3.1: Coordinate with external organizations to identify common interests and opportunities for cooperation.

Goal 3: Solutions to sustainability problems

Objective 3.1: Perform pilot projects addressing sustainability problems.

Strategy 3.1.1: Develop a process for competitive funding of student-led projects.

Objective 3.2: Perform research aimed at addressing sustainability problems.

Strategy 3.2.1: Recognize excellence in sustainability research by students.

Strategy 3.2.2: Recognize excellence in sustainability research by faculty.

Strategy 3.3.3: Coordinate research ideas and projects with McNair Program.

Goal 4: A campus community that is literate in the principles and practices of sustainability

Objective 4.1: Achieve sustainability literacy in the student body.

Strategy 4.1.1: Infuse existing freshman course content with sustainability.

Strategy 4.1.2: Infuse existing courses throughout the curriculum with relevant sustainability issues.

Objective 4.2: Achieve sustainability literacy among faculty.

Strategy 4.2.1: Use appropriate instructional technology to communicate sustainability to faculty.

Strategy 4.2.2: Provide tools and incentives for interested faculty to infuse relevant sustainability issues into existing courses.

Objective 4.3: Achieve sustainability literacy among staff and administrators.

Strategy 4.3.1: Use appropriate instructional technology to communicate sustainability to staff and administrators.

Strategy 4.3.2: Provide tools for interested staff and administrators to participate in campus sustainability activities.

### CO-CURRICULAR SUB-COMMITTEE

A co-curricular activity complements but is not part of the curriculum; involves learning through hands-on student engagement; a civic or service activity outside the classroom.

Goal 1: Campus awareness of ongoing sustainability co-curricular learning opportunities is enhanced.

Objective 1.1: Increase campus awareness of ongoing co-curricular learning opportunities.

Strategy 1.1.1: Sustainability staff will survey departments and access available resources to develop an inventory and list ongoing sustainability activities in a central location online i.e., Javelina Students for Sustainability; Earth Day activities; Using Fling Bins to promote recycling in the halls, etc.

Strategy 1.1.2: Develop a marketing/communication plan for the Office of Sustainability.

Strategy 1.1.3: Provide information on sustainability literacy concepts and campus initiatives at new employee training.

Strategy 1.1.4: Present a sustainability update to key faculty, staff and student groups once a year.

Objective 1.2: Actively promote existing co-curricular sustainability activities.

Strategy 1.2.1: Establish an Internship Program for marketing campus sustainability activities.

Strategy 1.2.2: Inform students about upcoming study abroad initiatives which focus on sustainability topics (i.e., the College of Engineering will be offering a spring intersession 2013 program in

either the Netherlands or Brazil; Dr. Goswami is working on a summer 2013 program in Bhutan).

Strategy 1.2.3: Use other major events to promote and practice sustainability (waste reduction, recycling, upcoming events, etc.).

Goal 2: Design and implement quality sustainability co-curricular activities at TAMU-K.

Objective 2.1: Enhance the quality of co-curricular activities available at TAMU-K.

Strategy 2.1.1: Research best practices at other universities to identify successful initiatives.

Strategy 2.1.2: Become an active member of AASHE (Association for the Advancement of Sustainability in Higher Education) to gain additional expertise and resources on designing co-curricular activities.

Objective 2.2: Increase staff/faculty expertise in designing co-curricular activities.

Strategy 2.2.1: Develop a toolkit and other resources on sustainability for faculty and staff.

Strategy 2.2.2: Highlight ongoing co-curricular faculty/staff initiatives to share ideas and provide recognition of sustainability efforts.

Objective 3.1: Identify departments and outside agencies/entities to collaborate with on major campus sustainability initiatives (Residence hall competitions in energy conservation; community garden; enhancing Earth Day activities with a lecture series or film series, etc.).

Strategy 3.1.1: Develop a standing committee to collaborate on major sustainability initiatives (Residence Life, Student Activities, Academic Affairs, Student Success, International Studies, Facilities, etc.).

Strategy 3.1.2: Research the feasibility of the Honors College and Mesquite Village West as possibility for a green floor or hall; adding sustainability as a Living Learning Community themed floor in the future.

Strategy 3.1.3: Host a mini-planning retreat and invite sustainability-related groups and agencies to participate.



Goal 3: Mechanisms are established to increase student participation in sustainability-themed co-curricular activities.

Objective 3.1: Sufficient staff and funding are budgeted to achieve a robust sustainability program.

Strategy 3.1.1: A staff position to develop student engagement activities is created.

Strategy 3.1.2: A staff position for student projects management is established.

Strategy 3.1.3: Establish a budget for student sustainability programming and media promotion.

Strategy 3.1.4: Establish a student “eco-reps” volunteer program modeled on the one provided by AASHE (Association for the Advancement of Sustainability in Higher Education).

Strategy 3.1.5: Establish funding and a process where students and faculty can apply for mini-grants to fund sustainability-related campus activities or projects.

Objective 3.2: Promote sustainability awareness and opportunities for engagement in co-curricular initiatives at major campus events.

Strategy 3.2.1: Develop awareness information to present during Javelina Preview Day, Hoggie Days Orientation and Welcome Week.

Strategy 3.2.2: Tie into the UNIV 1101 and 1102 courses which require 10 hours of service learning and provide a great opportunity to focus on campus sustainability or for possible research assignments.

Strategy 3.2.3: Create campus-wide activities involving competition, films, prominent speakers, etc.

Strategy 3.2.4: Develop a Speakers Bureau on sustainability as part of a “Don’t Cancel Classes Option” for faculty.

## ENERGY and IT SUB-COMMITTEE

### Vision

Texas A&M University-Kingsville significantly reduces its energy consumption and costs and in doing so provides learning opportunities for all campus community members.

### Goals/Objectives/Strategies

Goal 1: Reduce annual energy consumption (on a kW-hr/ft<sup>2</sup> basis) in existing buildings by 25% (from FY 2013 levels) over a 5-year period (ending with FY 2018).

Objective 1.1: Build the foundation for an energy management program (EMP).

Strategy 1.1.1: Hire a Director of Energy Management (DEM) by June 1, 2013 to oversee an energy management program. The DEM reports to the Vice President for Fiscal and Student Affairs and has supervision of an appropriate staff (likely 3 or 4 positions). The DEM should be certified by the Association of Energy Engineers.

Strategy 1.1.2: The DEM develops an accurate energy usage baseline (on a kW-hr/ft<sup>2</sup> basis) in FY 2013, including spatial and temporal patterns and a total for the campus.

Strategy 1.1.3: The DEM leads the implementation of common sense measures in 2013-14 by reviewing various studies performed by internal and external entities. Identify and implement the most cost-effective measures.

Objective 1.2: Design and implement an energy management plan.

Strategy 1.2.1: DEM engages with TAMUS to develop a proposed campus-wide energy management plan (EMP) by June 1, 2014. Include input from all campus constituencies through public workshops and forums.

Strategy 1.2.2: Final plan is developed by the DEM and approved by the President through the recommendation of the Vice President for Fiscal and Student Affairs channels.

Strategy 1.2.3: DEM communicates the EMP to the entire campus community through his/her staff and other appropriate avenues on campus.

Strategy 1.2.4: DEM directs implementation of the EMP through his/her staff and other staff as directed by the Vice President for Fiscal and

Student Affairs through the Directors of the Office of Engineering and Campus Planning and the Physical Plant Department.

Strategy 1.2.5: The DEM monitors and reports monthly campus energy usage and modifies the EMP if appropriate.

Objective 1.3: Develop and implement an education and engagement program built around the development and implementation of the EMP.

Strategy 1.3.1: The DEM directs an educational effort on campus involving the employment, supervision, and mentoring of a reasonable number of students in paid positions to perform research, development, and implementation projects related to the design, implementation, and continuous improvement of the EMP. Faculty members are provided stipends to direct student research teams.

Strategy 1.3.2: Create a program where University employees and students submit energy savings ideas to the DEM. Ideas that are implemented result in cash awards.

Goal 2: New construction and significant renovations of existing buildings include appropriate energy-efficient designs.

Objective 2.1: Engage architects and engineers with expertise and strong positive reputations for energy-efficient designs.

Strategy 2.1.1: Include students and faculty on design review teams for new buildings and significant renovations of existing buildings. (See Strategy 1.3.1.)

Objective 2.2: Consider LEED gold or higher certification for all new construction on campus and major renovations.

Strategy 2.2.1: Provide LEED training and certification for appropriate campus personnel.

Strategy 2.2.2: Provide opportunities for students to obtain LEED training and certification. (See Strategy 1.3.1.)

Goal 3: To reduce the University's associated energy usage by 15% (from the FY 2013 level) by FY 2018. ("Associated energy usage" is the energy consumption generated by the University community coming to work and classes and returning home.)

Objective 3.1: Estimate the baseline associated energy usage in FY 2013.

Strategy 3.1.1: Support a team of faculty and students (Associated Energy team) to estimate the associated energy footprint of the TAMU-K campus in FY 2013. Estimate the portion of the footprint associated with major campus activities and determine temporal patterns. Complete by December 1, 2013. (See Strategy 1.3.1.)

Objective 3.2: Develop a plan for the 15% reduction of associated energy usage.

Strategy 3.2.1: Continue to support the Associated Energy team for the development of a proposed plan by June 1, 2014. This effort is overseen by the DEM. (See Strategy 1.3.1.)

Strategy 3.2.2: The proposed plan is reviewed, modified, and approved by a faculty/staff/student committee, with campus-wide input. The final plan is approved by the DEM and recommended for approval to the President through the Vice President for Fiscal and Student Affairs.

Strategy 3.2.3: Plan is communicated to the campus community and implemented beginning in January 1, 2015.

Objective 3.3: Review the associated energy reduction plan and modify the plan as appropriate.

Strategy 3.3.1: Continue to support the Associated Energy team to estimate the associated energy footprint of the TAMU-K campus for FY 2014 forward.

Strategy 3.3.2: The plan is reviewed annually and, if deemed necessary, modified by a faculty/staff/student committee with campus-wide input. Most modifications are approved and implemented by the DEM. Significant changes are approved by the DEM and recommended for approval to the President through the Vice President for Fiscal and Student Affairs.

### PUBLIC RELATIONS AND COMMUNICATIONS SUB-COMMITTEE

The Public Relations and Communication Sub-committee advances sustainability through identification of available communication resources, provides consultation on public relations issues and assists in the development of branding with associated design material.

Goal 1: Identify paths of communication on and off campus for the Office of Sustainability, the Sustainability Committee and sub-committees.

Objective 1.1: Require individual groups under the Sustainability Committee to maintain transparent communication regularly by providing updates on: research, events, news, volunteer opportunities, etc. through all available content appropriate media outlets.

Strategy 1.1.1: Publishing on JNET: On Campus Community.

- JNET Announcements: See announcement help under employee tab on JNET for publishing instructions.
- JNET Groups: Setting up Sustainability Committee group with subcommittees that will provide another source for internal communication.
  - Available resources under JNET Groups: Announcements, News, Photos, Links, Files, Message Board, Creating Sub-Groups

Strategy 1.1.2: Publishing on Facebook: On and Off Campus Community.

- Sub Committees may choose to create individual Facebook accounts for projects if necessary for posting messages. Any Facebook accounts created should be identified to the Office of Marketing and Communications for friending on the official university Facebook page.
- When publishing content on the university website sub-committees or individuals involved in sustainability projects should request a link post on the official university Facebook page through the Office of Marketing and Communications. Contact: ([adriana.garza@tamuk.edu](mailto:adriana.garza@tamuk.edu)). The Office of Marketing and Communications has discretion over what links to post and must follow their guidelines.

Strategy 1.1.3: Publishing on the University Website: On and Off Campus.

- Events Calendar: To have content posted on the main university events calendar contact Jason Marton, Assistant Director of Public Relations ([jason.marton@tamuk.edu](mailto:jason.marton@tamuk.edu)). The Office of Marketing and Communications has discretion over what events to post and must follow their guidelines.
- News: To have content posted on the main university news area contact Jason Marton, Assistant Director of Public Relations ([jason.marton@tamuk.edu](mailto:jason.marton@tamuk.edu)). The Office of Marketing and

Communications has discretion over what news to post and must follow their guidelines.

- Sustainability Website – The Office of Marketing and Communications will work with the Office of Sustainability on updating its site and ways to increase its visibility online until a time the Office of Sustainability can
- provide a dedicated web content manager. The Office of Marketing and Communications will then take on the same support role it already provides to other content managers on campus.
- Sub-Committees or sustainability projects can choose whether or not to have a presence on the tamuk.edu website. These subpages should be hosted under their existing units or areas of expertise website. If subpages are created please notify the Office of Sustainability for inclusion into consolidated links page.

#### Strategy 1.1.4: Print Publishing: On and Off Campus Community

- See Strategy Print Collateral under Goal 2.

#### Strategy 1.1.5: KTAI 91.1: On and Off Campus

- Charges for advertisement
- Individual DJs have discretion to plug events on air

#### Strategy 1.1.6: TV2: On and Off Campus

- Charges for Advertisement
- News reports are only done during semester with TV4 classes and are at the discretion of the reporting student.

#### Strategy 1.1.7: The South Texan: On Campus

- Charges for Advertisement
- News articles are at the discretion of the reporting student.

#### Strategy 1.1.8: Local Cable: On and Off Campus

- Still need to contact

#### Strategy 1.1.9: Kingsville Record: Off Campus

- Charges for Advertisement
- Paper decides what is newsworthy.
- University contacts are through the Office of Marketing and Communications

Strategy 1.1.10: Campus Groups: On Campus

- Contact Student Activities to make announcements.

Strategy 1.1.11: Community Groups: Off campus word of mouth.

- Still need to find contacts within the following groups: The Chamber (should be able to provide contacts on each group), KNG, Keep Kingsville Beautiful, Lions Club, Rotary Club, The Elks Lodge, Knights of Columbus and other lodges

Strategy 1.1.12: Local Business: Off campus word of mouth

- Posting of print collateral

Strategy 1.1.13: Emailing: On and Off Campus

- Internal and external one-on-one communications and small groups. Does not have mass email capability.

Strategy 1.1.14: Other Media Sources: Off Campus

- All news coming out of the Office of Marketing and Communications is Syndicated and news agencies choose whether or not to pick up a story.

Strategy 1.1.15: Other Social Media Sources: Off Campus

- Other than Facebook, the Office of Marketing and Communications only officially uses Twitter, YouTube and Google+ for posting of its news releases. These are not for general campus use.
- The use of any social media sites is at the discretion of individual sub-committees but the Office of Marketing and Communications should be notified to provide links to that content when and where it deems necessary.

Goal 2: Use the campus knowledge base around research and sustainability projects to assist the Office of Sustainability in producing print collateral that educates the campus community and public in a manner that supports sustainability efforts.

Objective 2.1: Print Collateral – Material used in printing should be in line with the spirit of sustainability on campus, strategically target audiences and use a minimal amount of printed materials.

Strategy 2.1.1: Posting of printed material should target areas where people congregate to limit the amount of necessary material.

- Bathrooms - water, electricity and paper towel usage
- Find captive audiences.
- Student Commons, Staff and faculty break areas
- Canvas Bags – Sustainability information on the bag – discount on products from use of the bag

Strategy 2.1.2: Messages need to be on general subjects to reach a broad spectrum of individuals.

Strategy 2.1.3: Messages need to educate in a manner that supports sustainability through the day-to-day use of commonly used resources.

Goal 3: Develop a recognizable brand with associated design material.

Objective 3.1: Create focus groups to identify if the current branding will stick in the public minds.

Strategy 3.1.1: Identify what we want the brand to accomplish over the next five years.

Strategy 3.1.2: Identify what the brand means to the public.

Objective 3.2: Create focus groups for associated design material.

Strategy 3.2.1: Identify what message each design sends to the public.

Strategy 3.2.2: Identify what we want those designs to accomplish over the next five years.



## SUPPORT SERVICES SUB-COMMITTEE

Goal 1: Explore all water resources and research the options available for water conservation, sustainability and a potential conservation program.

Objective 1.1: Review all water resources and determine feasibility of sustainability. Many options are available to conserve water and determine if the cost of well water is economically feasible compared to city water.

Strategy 1.1.1: Compare the pros and cons of use of water well service versus city water services by reviewing cost of new and repairing our water wells to becoming a self-sustaining university.

Strategy 1.1.2: Obtain data and analyze historical usage of water from both entities to determine the potential usage.

Strategy 1.1.3: Obtain cost of water well water versus city water to determine the feasibility.

Objective 1.2: Educate and promote water conservation among students, focusing at dormitories.

Strategy 1.2.1: Cooperate with the Marketing sub-committee to create a campaign that will target students at the dormitories on water conservation measures.

Goal 2: Explore the commitment to purchase recycled items and environmental preferable materials.

Objective 2.1: Increase the purchase of environmentally friendly and preferred products.

Strategy 2.1.1: Review current processes which are in place that already make a positive impact on the environment concerning procurement and increase the areas that could potentially use this process.

Strategy 2.1.2: Review the possibility of recycled and environmentally preferred materials available to be considered "first choice."

Goal 3: Explore sustainable land use concerning ground management.

Objective 3.1: Review the current program dealing with open spaces, water conservation and native plants for sustainability concerning our ecological system.

Strategy 3.1.1: Review the current processes which are in place such as “zero-scape” and identify areas that could utilize this program.

Strategy 3.1.2: Review current Beautification Committee plans and integrate the current “zero-scape” into the long range plans. Include current and future construction plans to embrace “zero-scape.”

Strategy 3.1.3: Explore the use of automated measuring equipment which can assist in the current growth of green space and native plants.

Goal 4: Review traditional transportation methods and develop alternative methods.

Objective 4.1: Review the current transportation methods and develop alternative methods to reduce emission.

Strategy 4.1.1: Review the components of the current fleet and identify areas that could improve by using alternative methods such as golf carts, segways, bicycles, etc.

Strategy 4.1.2: Review the life span of equipment versus replacement feasibility.

Goal 5: Review building practices to reduce the environmental impact and include the upkeep and cleaning of the buildings.

Objective 5.1: Review the current buildings and promote “green building maintenance.”

Strategy 5.1.1: Work with Facilities to ensure future projects embrace green building practices.

Strategy 5.1.2: Review the cleaning projects used and ensure “green” products are being selected and utilized as “first choice.”

Strategy 5.1.3: Review all processes used for window seals, facet replacement, etc. to ensure energy efficient materials are being utilized.

Goal 6: Dining. Since this activity is outsourced, the vendor sustainability report will be reviewed by the committee.

Recommended for approval:

*Rex Gandy*

5-15-13

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Rex F. Gandy, Chair  
University Sustainability Committee

Date

*Steven H. Tallant*

5/15/2013

Approved: \_\_\_\_\_

Steven H. Tallant, President

## APPENDIX B



### What is the Javelina Habitat Student Competition?

The **Javelina Habitat Student Competition** is funded by the student green fee with \$10,000 in awards. This competition was organized and driven by TAMUK students who, in the fall of 2012, stated that they would like to inhabit a more sustainable campus, with the support of the Office of Campus Sustainability.

This year marks the third annual competition for student sustainability projects to create a living learning environment in our Javelina Habitat, and it continues to evolve. Members of the Student Sustainability Advisory Council offered suggestions to improve its structure and make the implementation of projects more efficiently and effectively realized, and faculty advisors urged the OCS to offer the competition in the spring so that faculty can use it as an assignment.

*You might ask your professor(s) if an extra credit project is possible!!!*

Projects are intended to be tools for students to learn about sustainability through actions on our campus. Any project that builds on any aspect of sustainability\* in our Javelina Habitat is eligible!

#### **Rules and regulations**

##### **Eligibility: Who Can Enter**

The contest is open to organizations, groups of students, and individuals.

Participants must be currently enrolled TAMUK students, but those graduating in spring or summer 2015 are not eligible (because they would not be on campus to implement their project). Graduate students are eligible. Each entrant must register one faculty advisor, with secondary advisors allowed.

Students may enter once in each topic/award category as part of an organization, part of a group of students, or as an individual. Each group/individual may only win one award per competition season.

##### **What are the submission topics?**

Like last year, topical categories are intended to assist students in targeting areas where sustainability projects are needed on our campus. If your concept for a project falls outside these topics, then enter your project in the "Other" category.

The topics are:

*Water Conservation*

*Energy Conservation*

*Waste/Reduce/Reuse/Recycling Management*

*Other (projects in art, psychology, anthropology, history, gardening, bicycles, marketing and media, etc.)*

### **What are the three award categories?**

To enter Phase I, you must have a broad idea of the cost of your project, considering materials, etc. Any of the above topics should be entered in only one of the three award categories below:

<b>Mesquite</b>	\$5,000 projects; to be completed within a \$5,000 budget; the budget must be no less than \$3,000 to enter this category.
<b>Prickly Pear</b>	\$3,000 projects; to be completed within a \$3,000 budget; the budget must be no less than \$1,000 to enter this category.
<b>Buffalograss</b>	\$1,000 projects; to be completed within a \$1,000 budget; the budget has no minimum to enter this category.

### **Phase I**

The first phase of the entry process is focused on *the concept* of the project and is a written submission. Two projects from each topic category will be selected by the judges to advance to Phase II (see below).

***Students and faculty are invited to an Open House at the Javelina House,***

***5-6:30 pm on Tuesday, February 2***

*It's an opportunity to ask questions of the Student Sustainability Advisory Council, faculty and staff about how water, energy and waste work on our campus.*

### **How to Register**

Each organization, student group, or individual student should complete the Registration Form and include it as a part of their submission packet. The Registration Form is available for downloading at the Javelina Habitat Facebook page Facebook/JavelinaHabitat.

### **What to Submit**

- 1) Registration form
- 2) Project Description
- 3) Visual aids, if applicable

### **Project description**

The description sheet should provide a one-page introduction to the project, with an overview of its goals. Descriptions must be formatted in a double spaced 12 Arial font. Address the following points:

- > How does the project relate to the global context?
- > Is this a "systems thinking" project\*\*\*?
- > How great will the project's impact be on our campus? Will it call for student involvement? Will it be visible and cause Javelina pride?
- > How will you measure and/or track the impact of the project on campus so that yours is a Living-Learning-Lab project\*?
- > What is the potential for expanding the project by increasing its size or implementation in other areas of campus?

>How long will the benefits of the project last? What will it take to maintain the project over time?

### **How to submit the Phase I packet**

Proposals must be submitted along with the Registration form via e-mail to the Office of Campus Sustainability in a Microsoft Word or PDF file with any Audio/Visual aids attached separately. Use the e-mail address: Sustainability@tamuk.edu

### **Deadline**

The deadline for all submission packets is Monday, March 2, at 6 p.m.

### **Judging**

A panel of judges is comprised of faculty and staff representing a broad spectrum of our campus community. The panel excludes those who are advisers to student project submittals.

### **Phase II**

The emphasis of this phase of judging is on the *"nuts and bolts"* aspects of the project. Students selected to advance to this phase will present a ten-minute Power point or poster about their project to a panel of judges that includes practitioners of construction-related projects on our campus, as well as administrators, faculty and staff on the original panel.

You will be contacted on Monday, March 9 by the Director of the Office of Campus Sustainability with the outcome of Phase I so that, if selected, you can prepare for the Phase II presentations during the week of April 13.

### **What to Present**

#### **Overview**

Introduce your project with a brief description of the project and its goals.

#### **Budget**

The budget should list the costs for all materials, parts, equipment and student labor. Budgets that include quotations from vendors will have greater credibility. Budget is detailed and demonstrates research into the actual costs of materials, parts and equipment and student labor. Judges will balance of the merits of the project with the cost of implementing the project.

#### **Schedule of Implementation and long-term plans**

The schedule should include a step-by-step timeline (it is understood that the actual implementation of winning proposals may vary somewhat). At each step of implementation, the students who will be involved should be identified. Projects must be completed by December 1, 2015. Implementation should include a timeline projection for the maintenance of the project and plans to track/measure the impact of the project on campus. Judges will consider the long-term benefits of the project.

#### **Audio/Visual Aids**

If the project is one that will be highly visible on campus, the applicant should consider including aids such as photos, designs, sketches, maps, CAD drawings, etc. to help the panel of judges understand the visual impact of the project.

**The Phase II presentation schedule will be created with each student (or group) for the week of April 13, 2015.**

### **Winning projects**

The winning project for each category will be announced at **the Earth Day Fair at the Pavilion, April 22<sup>nd</sup>**. Be sure to attend!!!

### **Media coverage**

Winners will be announced through traditional and social media outlets. Their projects will also receive media coverage as they progress and are completed.

### **Student voting**

Students will be able to vote for a project in each category through a Collegiate Link site. The student vote will be the equivalent of one judge's vote.

### **Awards** (same as Categories, above)

A sustainability project will be funded in each of the following categories:

- |              |                                                                                                                           |
|--------------|---------------------------------------------------------------------------------------------------------------------------|
| Mesquite     | \$5,000 project; to be completed within a \$5,000 budget; the budget must be no less than \$3,000 to enter this category. |
| Prickly Pear | \$3,000 project; to be completed within a \$3,000 budget; the budget must be no less than \$1,000 to enter this category. |
| Buffalograss | \$1,000 project; to be completed within a \$1,000 budget; the budget has no minimum to enter this category.               |

**Each of the above categories will receive a \$250 check as a reward to the individual or group.**

**Good luck to everyone, from  
The Student Sustainability Advisory Council and  
The Office of Campus Sustainability!**



\*Sustainability is defined at Texas A&M University-Kingsville as, "adherence to principles and practices that meets the needs of the present without compromising the future."

\*\*A Living-Learning-Lab is a campus where the entire environment, indoors and outdoors, presents the opportunity for a learning-by-doing experience.

\*\*\*"Systems thinking" is an approach that considers the interconnectedness of everything. For example, a Coke can is recyclable, which is good, but also consider how much energy was required to make the coke and the can, not to mention digging up the raw materials out of the ground for the can, and delivering the Cokes to the Coke machine and the cost of refrigeration, etc. on top of all those empty calories that are consumed by the human body, etc., Better to drink a glass of water?