

Responsible UCA / Cost Containment

1:40 p.m., 1/17/13

- 👤 Fredricka Sharkey was introduced and appointed to the committee. She will be able to assist with “getting the word out” to the campus and the public when there is news to report or initiatives to announce related to sustainability, “going green,” recycling or cost-saving opportunities, etc.
- 👤 Recyclemania
 - Competition between college campuses across the country – weigh recycled materials
 - Met with John Pope and Melissa Hoofman
 - UCA is signed up to participate in the “benchmarking” category this year
 - Will host recycling drives at various games this spring
 - Water bottles and cans – will cut down on contamination
 - Ready to move ahead with “enhanced” recycling program
- 👤 Website review
 - Please look over website and give feedback on what needs to be added, removed or changed to make the site more engaging and useful/helpful.
 - Some outside links are no longer functioning correctly
 - Might be good to link with the city of Conway’s recycling page or to feature a different student group or office each week
- 👤 RFPs for pouring rights
 - 2 vendors have made proposals – they are currently under review.
 - It was requested that recycling information be included with proposals
- 👤 Bear Ledger article/other marketing
 - Bear Ledger may or may not be the best means to spread the word about things this committee wants to communicate to campus/the public.
 - Not sure what the readership is at this point. Still gathering information on that.
 - Weekly/monthly “Did you know?” email/newsletter – interested parties could sign up to receive this through the website or subscribe to a list

- Better not to send this automatically to *everyone*. There have already been complaints about the number of emails that are already broadcast to all faculty/staff/students
- Twitter and Facebook will be good means to post information where many will see and read it
- Use “sound-off” videos to talk to students around campus about these issues and quiz them about their knowledge of what the campus is doing in these areas
- 👉 Future presentations
 - Have someone come speak about low-impact development
 - Boilers/paybacks – impact on utility bills
- 👉 Larry will check with Purchasing to see if UCA can obtain approval to participate in the City of Conway free electronics recycling drive in April
- 👉 The meeting was adjourned at 2:30