



ITHACA COLLEGE

Resource and Environmental Management Program
Office of Facilities Services

November 15, 2013

Reference: STARS Innovation Credit for Ithaca College "Carry In, Carry Out" program

The Ithaca College Resource and Environmental Management Program (REMP), part of the Office of Facilities Services, was very pleased to have the support of the Dean of the School of Business and the Ithaca College chapter of *Net Impact* to institute a new program, *Carry-In/Carry-Out Classrooms*, in the School of Business in Fall 2011. We were very fortunate in that student who originally came forward with this idea, Katie Oertel, was one of the founders of our college chapter of *Net Impact* and had also been deeply involved as a REMP intern. Katie believed the Business School offered a good "test bed" to try out such a pilot waste reduction strategy. The Park Center for Business and Sustainable Enterprise classrooms are used almost exclusively by Business School students and faculty, so Katie knew that the audience for messaging within the building was somewhat limited and the in-school communication channels could be effectively utilized to reach out and engage that school's community.

While Facilities Services and REMP could operationally support the "Carry In, Carry Out" program once it was in place, we knew that advance communication and preparation of the Business school students and faculty would be critical to the program's success. In advance, the *Net Impact* organization members and the dean's office staff took responsibility for messaging – via email and *Intercom* posts as well as informational flyers in visible locations – to all School of Business students and faculty, informing them that this pilot was being phased in after Thanksgiving Break. Messaging reinforced that members of the school of business community were expected to support the program by taking personal responsibility of their waste materials. They were directed to dispose of any waste and compostable materials properly in the Compost-Recycling-Trash (CRT) stations, which were incorporated into the building design of this LEED™ Platinum-certified building. Fortunately, CRT stations are located on each floor of the Park Center for Business and Sustainable Enterprise, conveniently close to all classrooms.

On the day classes resumed after Thanksgiving break, as promised, Facilities Services removed all the trash and recycling bins from each Business School classroom. IC *Net Impact* had already installed signage in each classroom (near where the now-missing collection bins used to be) to remind faculty and students of the new protocols. During the first week, I additionally dispatched Eco-Reps and REMP interns to "trash cop" at the Business School CRT stations, answering questions and assisting faculty and students to properly separate their compostable, recyclable, and landfill-bound materials.

The staff of Facilities Services fully supported this "Carry In, Carry Out" campaign, as it allowed our staff to empty the building's collection bins throughout the day as needed, rather than being limited to times when classrooms are not in use. The "Carry In, Carry Out" program in the School of Business has been valuable in that the success of this pilot has encouraged us to both continue the program in that building and consider how we might replicate the strategy in other classroom areas on campus.

Respectfully,

Mark Darling
Sustainability Programs Coordinator