Lessons Learned in Creating Sustainable Practices and a Greener Curriculum
2016 Oregon Higher Education Sustainability Conference (OHESC)

achs.edu
Your Panel...

Dorene Petersen, President
Tracey Abell, Chief Operating Officer
Ephraim Ross, Director of Instructional Innovation & Design
Susan Yirku, Assistant Director of Compliance
Session Outcomes:

- Leadership and commitment to values
- Experience with integrating sustainability best practices into project design
- Employee Work Practices: a comprehensive approach
- Green Curriculum Decisions
- Planning and the roles of internal and external communication
Leadership, commitment to values
Values Based Leadership

* Commitment * Leadership * Mission * Vision and Planning *
* Resource Allocation * Assumption of Risk * Team Inspiration * Family Friendly *
Who We Are & Where We Came From: Australasian College of Herbal Studies - Auckland, New Zealand 1978-1990
Our Oregon Roots- Lake Oswego
1991- 2001
American College of Healthcare Sciences (ACHS)
Southwest Portland, OR
2003-2015

When we started.

After Transformation.
Our Gardens.....
Commitment to the Mission:

• To provide leadership in holistic health education through comprehensive professional online and on-campus education and high quality natural products with a commitment to sustainable practices and principles.
## Sustainability Model at ACHS

<table>
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<tr>
<th>Values-Based Leadership</th>
<th>Curriculum &amp; Technology</th>
<th>Operations</th>
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<tr>
<td>Mission</td>
<td>Telecommuting faculty</td>
<td>Facilities</td>
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<tr>
<td>Vision</td>
<td>Telecommuting students</td>
<td>• Lighting</td>
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<tr>
<td>Planning</td>
<td>ACHS Values imbedded in all courses</td>
<td>• Renewable Materials</td>
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<td>Resource Allocation</td>
<td>e-textbooks</td>
<td>• Community Partnering</td>
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<td>Policy integration</td>
<td>Organic course supplies</td>
<td>Sourcing Supplies</td>
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<td>Employee benefits</td>
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<td>Community Partnering</td>
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<td>Recognition</td>
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<td>Landscaping</td>
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<td>Long-term Commitment</td>
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<td>Telecommuting staff</td>
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Our values drive all aspects of our financial planning, curriculum development and our campus planning.

The Navajo nation calls teachers “Wisdom Keepers”. We seek the teachers where they live. (Java, 2013)
Dorene Petersen, President
Recognition of ACHS’s Values-Based Leadership

- Oregon Business
- Energy Trust of Oregon
- Green America
- Better Business Bureau
- 2015 Finalist
- 2015-2016 Finalist

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Environmental Education

- Environmental stewardship
- Asking the right questions
Sustainable doesn’t have to be expensive: Innovate!
Campus expansion 2014 -15

BEFORE
2015 Campus Expansion and Renovation

AFTER
Adjacent to Urban Renewal Area:
South Waterfront, Portland, OR
Transformation on a Budget

- Glulam beams and an outdoor rail system created a floating staircase at the heart center of our building.
Workstations: Recycled Materials

Fabric made from:
34% post-consumer recycled polyester
66% pre-consumer recycled polyester
Lighting Plan Maximizes LED on a Budget
Native Landscaping
# Recycling and Composting

## Recycling Guide

<table>
<thead>
<tr>
<th>Category</th>
<th>Acceptable Items</th>
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</thead>
<tbody>
<tr>
<td><strong>Paper</strong></td>
<td>Inclue paper of all colors (tape, staples, glue, paper clips, staples)</td>
</tr>
<tr>
<td><strong>Shredded Paper</strong></td>
<td>Call your garbage and recycling company for preparation instructions.</td>
</tr>
<tr>
<td><strong>Cardboard</strong></td>
<td>Flatten cardboard boxes.</td>
</tr>
<tr>
<td><strong>Plastic Tubs and Bottles</strong></td>
<td>Include pop-up type containers (6 ounces or larger), egg-plastic pots (4 inches or larger) and boxes (16 gallons or smaller), thin plastic bags, and lids.</td>
</tr>
<tr>
<td><strong>Metal Cans</strong></td>
<td>Include rinsed aluminum, tin and steel food cans, empty aerosol cans and empty, dry, metal paint cans.</td>
</tr>
<tr>
<td><strong>Foil</strong></td>
<td>Remove food from foil. Crumple into loosely-pitched balls.</td>
</tr>
<tr>
<td><strong>Scrap Metal</strong></td>
<td>Include scrap metal that is smaller than 20 inches in any direction and less than 40 pounds.</td>
</tr>
<tr>
<td><strong>Glass</strong></td>
<td>Recycle glass bottles and jars in a separate container.</td>
</tr>
</tbody>
</table>

*Food-Scrap Composting: [www.portlandoregon.gov/sustainabilityatwork](http://www.portlandoregon.gov/sustainabilityatwork) or 503-823-7037, Electronics, batteries and other plastics: [www.portlandoregon.gov/redcycle](http://www.portlandoregon.gov/redcycle) or 503-234-6000.*

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## Food Only

**Solamente Comida**

- **Food Only**
- **Not Accepted**
  - Cardboard, paper, paper towels
  - Plastic gloves, containers
  - Liquid, grease, cooking oil
  - Plastic, Styrofoam™
  - Yard debris, wood

**IF IN DOUBT, THROW IT OUT!**

*Even if a product says compostable, it goes in the garbage.*

**¡EN CASO DE DUDA, TÍRELO A LA BASURA!**

*Aún si un producto dice adecuado para composta, tíralo en la basura.*

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**NO SE ACEPTAN**

- Cartón, papel, plástico desechable
- Grasa, aceite, aceite
- Plástico, Styrofoam™
- Desechos de jardín, maderas
Updated student and consumer access to information
Community Education
Classroom
Natural Products: Wellness as a Way of Life
Investing in People: Making Sustainable Choices
Employee and Workplace Practices

- Commuter options that support sustainability and promote productivity
- Wellness benefits – gym membership
- Employee Assistance Program
- Paid parental leave
- Subsidized Childcare Benefit up to $1200 per month
- HSA with childcare/dependent care deferrals
Family Room
Tea toast to the new campus
Greening the Curriculum: Opportunities and Challenges
Ephraim Ross,
ACHS Director of Instructional Innovation & Design

Where I’m Coming From

- Literally started my career with my dream job
- Phenomenal project based schools (Oprah, Bill & Melinda Gates Foundation)
- Dynamic, engaging curriculum
- Positive outcomes for students
Ultimately, I left disillusioned

- Incredibly high teacher burnout
- Built with capital partnerships not available to typical communities
- Model was not sustainable (or reproducible) on a broader scale
- Successful because they were the exception, not the rule
I wanted to be a part of something sustainable.
Now, when I think of sustainability, I think in terms of:

- Direct Environmental Impact
- Affordability and Accessibility
- Process Efficiencies
- Engagement (is it meaningful?)
Learning Online is Green by Nature
Our campus is always open
Environmentally friendly campus
It’s not just the students who log in remotely

- It’s also faculty
- and increasingly, staff like me

Ultimately, the flexibility in terms of time and place has a lot to do with sustaining a happy and effective workforce.
Green by Nature
doesn’t mean there’s not room for improvement
eTextbooks Whenever Possible

- Students are given **choice**, encouraged to go digital (60% do)
- Lower price, lower impact
- Accessible on any device - anywhere, anytime
- Extra functionality: search, bookmarks, highlight, copy & paste, etc.
- Instant updates can be pushed out to students
Customized Publisher Textbooks

- The Positive:
  - Print only what is needed
  - Potentially lower direct costs
  - Potentially lower shipping costs
  - Students have the ‘feeling’ that none of the book is ‘wasted’
Sustainability questions are rarely straightforward
Customized Publisher Textbooks

• The Negative:
  – Limited print runs can actually be more expensive
  – Students may not be able to resale the book once used

In this case, what may be slightly better for the environment may be worse for students.
Change often brings hidden opportunities
Transition from PBX to VOIP

- Zero capital outlay/investment
- Lowered monthly service costs
- Perfectly scalable
- Highly customizable, flexible
Hidden Opportunity

• Our new VOIP system could natively handle incoming faxes
• Faxes now delivered via email as PDF directly to the user
• Most of these documents never need to be physically printed
Turnitin Implementation

• Launched Turnitin campus-wide last year
• Instead of punitive approach, provided to students first as a resource
• Instead of launching via the Turnitin site, spent extra time and expense to integrate it directly into our LMS, requiring much less training of both students and faculty
• We put a lot of time and energy into making our new tools (and transitions to them) as easy as possible
New Challenges, New Opportunities Ahead

New Learning Management System:
• This year we’re beginning the transition to a new LMS
• While this isn’t something you ordinarily look forward to, we’re convinced that this journey – however challenging – will offer countless opportunities to improve our current processes.
  – For students
  – Faculty
  – And Staff alike
New Challenges, New Opportunities Ahead

- B-Corp Certification
- Exploring LEED certification identified through our partnership with Energy Trust – we never imagined that would be in our budget
Lessons Learned & Quick Takeaways
Top Tips

• Construction & Improvements: You need a dedicated project manager at the institution driving the project
• Ask the right questions (and many of them!)
• Have policies in place that educate your stakeholders – does everyone know your mission and objectives about sustainability ie is everyone on the same team
  – Green purchasing policy
  – Formalize alternative commuter options

• MOST IMPORTANTLY…
Negotiate, negotiate, negotiate!

• If I have one last quick and easy tip for you, it’s to **negotiate**. We never pay for any service, however small, without first asking for a discount.
• Many companies offer educational or non-profit discounts – even if they don’t say so publicly.
• Many companies will offer discounts simply because you ask.
• Between software licenses, web based services, stock photography licenses, etc. our small team saved several thousand dollars last year.
• That helps us reduce costs for students, and allows us to better budget for future resources in their benefit.
• Collaborate – Offer to cross promote, share resources, make relationships a win-win!
Our Partners in Sustainability:

- 100 Best Green Workplaces in Oregon
- Oregon Tilth Certified Organic
- Oregon Energy Trust
- When Work Works
- US Green Building Council
- Green America’s Green Business Network
- Centrex Construction
Moderator Wrap-up

As sustainability leaders on campus, what are your final thoughts to share before we open it up to audience questions?
Have questions?

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Visit us online at www.achs.edu.
Thank You!