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# March 2014 Newsletter

## Issue #87

Welcome to the March 2014 PSC Newsletter!

There is so much new and exciting information to share this month! I will start by announcing that we have added a member to our team, Monique Gil! I am also pleased to announce that we have created a new club, Green Campus.

March is Water Awareness Month in lieu of World Water Day March 22nd. PowerSave Campus will be hosting a screening of *Treading Water* followed by a Q&A with Director Jesse Dizard. We will also be hosting our annual water-themed photo contest.

In this month's newsletter you will find a recap of the Spring Clubs Fair, HSU Career Expo and Volunteer Fair, Campus Conservation Nationals kick-off events, and the PowerSave Campus Summit. We also keep readers informed about the latest Green Workplace Assessment and sticker implementation plans.

Enjoy!

Anais Rodriguez  
*Newsletter Editor*



ABOVE: (left to right) Delia Bense-Kang, Rachael Londer, Anais Rodriguez, John Lococo, and Jenna Bader

# Water Awareness Month

By Anais Rodriguez

This month we will be celebrating Water Awareness Month to honor World Water Day on March 22nd. This year, PowerSave Campus will be screening a documentary titled “Treading Water” on Wednesday, March 26th in Siemens Hall 108 at 6pm. The screening will be followed by a Q&A with director Dr. Jesse Dizard, an anthropology professor from CSU, Chico. Bring your water scarcity concerns and questions for an open discussion after the film. We hope to see everyone there! We will also be hosting our annual Water Awareness Month Photo Contest. Submit up to 3 water-themed photos to us for a chance to win prizes.

This event is especially important because of the current state drought emergency. Governor Brown urges California residents to reduce their water consumption by 20% to address the low levels of reservoirs and rainfall experienced in the last year. We hope that this event will heighten awareness about the drought and increase conservation efforts on campus and at home.



ABOVE: WAM Photo Contest Flyer

“Treading Water” screening followed by a Q&A session with director Dr. Jesse Dizard

Join us March 26th in Siemens Hall 108 at 6pm

## Stop the Flow, Conserve H<sub>2</sub>O

By Jenna Bader

Last year, I worked with a group of 4 talented students from Jenn Tarlton's Environmental Interpretation Graphics class to design a water conservation sticker for PowerSave Campus that will be placed above the campus sinks. Since the completion of the final sticker design, there have been some institutional hurdles, but alas, we have permission to distribute! Thanks to Traci Ferdolage, Associate Vice-President of Facilities Management, HSU has generously agreed to allow us to distribute these stickers campus-wide on the soap dispensers! We are also helping to fund the project so these stickers can quickly reach campus-wide distribution at all sinks, reminding users to turn off the water while soaping their hands.

Keep your eyes peeled for the stickers at the end of the semester, and in the mean time, remember to conserve water any way you can!

After presenting this class project at the UC Santa Cruz PowerSave Campus Summit in February, we have received interest from other PowerSave Campus teams to implement this sticker on their campuses as well. We are going to freely distribute the design (without the HSU logo) so look out for the water conservation sticker at UC San Diego, CSU San Bernardino, and some of the K-12 PowerSave Schools in California sometime this year!

RIGHT: Water Conservation Sticker



# New For-credit Intern!

Hi Humboldt! This semester I will be working as a for-credit intern with PowerSave Campus. I am a transfer student from San Diego majoring in Environmental Management and Protection with a minor in Geospatial Analysis. In the past, I worked for the City of San Diego Park and Recreation Department as a Recreation Leader. I have a lot of experience creating and organizing projects, workshops and events for local communities. My role as a Recreation Leader allowed me to find out what local community members were interested in and design programs based on their feedback. I hope to combine my skills from my Park and Recreation experience with the knowledge I gain from the PowerSave Campus to create meaningful projects that will help keep HSU green!



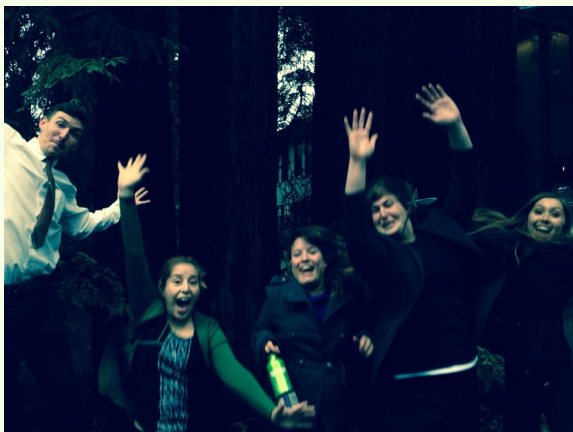
ABOVE: Monique Gil exploring in the forest

## PowerSave Campus Summit By Delia Bense-Kang

To kick-off the semester, Project Coordinators from across California traveled to Santa Cruz, California to “Ride the Energy Wave” at the 2014 PowerSave Campus Summit! The PowerSave Campus Summit occurs once a year and it is an opportunity for all the PowerSave Campus teams, stakeholders, and Alliance to Save Energy representatives to come together. It is always an informative and inspiring event and we returned to back to Humboldt with exciting project ideas! Not a moment was spared that weekend! We attended a multitude of workshops and speeches in addition to a career panel and networking event. Some of the workshops we really enjoyed included; “Graphic Design Crash Course,” “Interviewing; Don’t Be Scared, Just Be Prepared!” and “Academic Projects; Going Beyond the Classroom.” We also were able to check out a variety of hands-on technology stations. These included a lighting presentation, energy audit tools, microscope lighting technology, and a presentation on demand-side management. Another highlight of the weekend was the Keynote Speaker Emily Bailard, the Director of Solutions Marketing for Opower. She talked about the power of using social norms to influence behavior change.

My favorite part of the weekend was the career panel. This year’s career panel included a wide variety of professionals; Allison Paradise, Executive Director of My Green Lab, Linh-Chi Hua, Program Advisor for San Diego Gas and Electric, Jordan Sager, LEED Program Manager and PowerSave Campus Alumni, and Andy Bayowski, Business Developer of kW Engineering. The panelists did a great job of answering our questions and giving real-world advice. The career panel was followed by a poster session and networking reception. This gave us the opportunity to talk one-on-one with the stakeholders.

The weekend was so inspiring that we decided to host our own PowerSave Summit at HSU this semester! We had such a great time visiting and collaborating with other schools and wanted to continue the conversations we started. HSU has a lot of unique learning opportunities and we look forward to sharing it with students and stakeholders from all over California soon!



ABOVE: HSU team at UC Santa Cruz



ABOVE: PowerSave Campus Summit attendees

# Campus Conservation Nationals: Recap

By Rachael Londer

Energy and water conservation can be a *watt* of fun, especially during Campus Conservation Nationals (CCN). In order to maximize the savings and fun, we have been encouraging residents to unplug their electronics, take shorter showers and join us for activities throughout the competition. Not only do we aim to reduce energy and water consumption on campus, we strive to create a lasting impression on residents that keeps them conservation-minded long after they move out.

To get the four week competition started right, we hosted two kick-off parties. The two night affair outreached to the residence halls on both ends of campus. While residents munched on pizza and fruit, there was a live musical performance provided on both evenings. Of course, we only brought in the best acoustic ensembles to remind residents that you do not need electricity to have a rockin' good time. Several on-campus organizations came to show support for the competition, such as the Natural Resource Club and the Waste-Reduction and Resource Awareness Program (WRRAP), by bringing their own tips for sustainable living.

We also raffled gift cards generously donated by local businesses, power strips, and t-shirts. Even residents who were not so lucky in the raffle walked away with fun prizes to remind them about the importance of conservation. Participants in our water trivia or Guess Watt game had the opportunity to win a frisbee that would encourage them to hang out outside and leave their lights off. It can be easy being green, especially if there is some friendly competition. We reminded residents on how they could track their building's progress against neighboring buildings displayed on the building dashboard site as well as our posted mock energy bills in each competing building. We also emphasized the importance of encouraging their neighbors that were not at the party to *tune in and turn it off*, since the competition extends far off the campus.

At the end of the second kick-off party, I overheard one resident exclaim, "I can't wait to turn off everyone's lights!" The initiative and eagerness that the residents showed during these kick-off events demonstrates what a unique and sustainable community we are fortunate to be a part of.



ABOVE: Students interacting with PSC for-credit intern, Akira Brathwaite



ABOVE: Table-set-up

## HSU Career Expo & Volunteer Fair: Recap

by John Lococo

On Thursday February 13th, the HSU Career Expo & Volunteer Fair drew hundreds of job-seeking students to network with employers from a wide range of industries. The PowerSave Campus team saw this venue as an excellent opportunity to encourage the next generation of HSU graduates to pursue careers related to environmental sustainability and made an outstanding presence by pointing job-seekers in the direction of green career opportunities. The team also provided job-seekers with environmentally relevant talking points specific to employers at the expo.

In order to ensure that their green career promotion efforts at the expo were a slam dunk, the PowerSave Campus team partnered with the Career Center and collaboratively designed the *Green Employer Survey*, which they sent to every employer that RSVP'd to the event. This survey helped the team identify employers that offer job opportunities related to sustainability or that practice sustainability in the workplace. The team displayed a green leaf emblem on the tables of qualified green employers and helped students interested in green jobs to network with them.

The PowerSave Campus Team is passionate about promoting green careers among the student body at HSU. Their efforts at the Career Expo & Volunteer Fair, alongside the Green Speed Networking Event last semester, are helping students take initiative in forming the next great wave of the environmental workforce.

# **Green Workplace Assessment and Certification: Update**

By Matthew Ware

The Green Workplace Assessment and Certification Program (GWACP) is excited to announce that it is broadening its scope on campus! The program will continue to work with faculty to reduce energy consumption in their offices; however the GWACP is now opening the possibility to certify other student organizations. PowerSave Campus is outreaching to our athletic teams and facilities on campus. We are also collaborating with several clubs and the Resident Sustainability Advisor, Anna Rhoads. We expect that the GWACP will encourage students to be environmentally conscious while on and off campus through these new initiatives!

## **HSU Spring Clubs Fair: Recap**

By Lindsay Loparco

The Spring Clubs Fair was on February 5th at HSU and we had such a fun time talking with everyone. Sitting amongst our colleagues for an afternoon was inspiring and exciting. The quad was filled with green scene advocates, juggling acts, dancing folk, gamers, and the list goes on. To distinguish our green clubs on campus, PowerSave Campus for-credit interns made and distributed green ribbons to clubs that lead the way towards sustainability.

Our day at the clubs fair was a success! We promoted our current event, Campus Conservation Nationals, and requested attendance and participation for our new club, Green Campus. It is an exciting time for us as we continue to track campus residents' energy and water consumption and savings! We hope that the enthusiasm to conserve water and energy will be a lasting habit. Together we can make great changes and the easiest ones start with your everyday living. The competition ends March 5th. Keep up the great work and continue to save!

## **Green Campus Club**

by Akira Brathwaite

In an effort to increase campus-wide engagement in conservation efforts, we have created a new club on campus! Green Campus is a collaboration between for-credit interns and another campus conservation organization, the Waste Reduction and Resource Management Program (WRRAP). Rather than having 2 separate clubs with the same resource-saving mission, we hope to maximize our attendance, increase our overall knowledge base, and expand our connections on campus.

The purpose of Green Campus is to help students learn about and get involved with conservation. It is our goal to educate our peers on different ways to save, get members involved with conservation projects, and to teach them the skills to complete their own projects. The club goal is to make sure that members have the tools and support necessary to address issues on campus.

In order to meet our goals, the structure of Green Campus includes both informational workshops, such as our upcoming Water Conservation Workshop in honor of Water Awareness Month, and group projects, such as designing a green presentation for campus events. We will also increase the networking skills of our members by fostering higher levels of student involvement and intra-campus cooperation. Green Campus shows high promise as a way to further the PowerSave Campus goals. We hope that those who join will accomplish great water and energy saving feats.

**Green Campus meets every Wednesday at 3pm in Siemens Hall 2 (in the basement)**

# Picture of the Month:



ABOVE: Power Patrol officers Anais Rodriguez and Jenna Bader

## Stakeholder of the Month:



**Resident Sustainability Advisor  
Anna Rhoads** tabling at the  
Campus Conservation Nationals  
Kick-off Event

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[facebook.com/HSUpowersave](https://facebook.com/HSUpowersave) // Instagram: "powersavehsu"

## FEBRUARY METRICS

**31** residents reached by the Power Patrol, **39** Facebook likes, **56** personal interactions, **147** students reached through tabling events, **400** reached people indirectly at Greening the Career Fair, **2,000** remote interactions from the Lumberjack newsletter article, **3,553** website hits, **3,600** remote interaction from the library display



*"The Alliance to Save Energy's PowerSave Campus Program is funded by the ratepayers of California under the auspices of SCE, PG&E, and Southern California Gas Company"*