

The PowerSave Current

Humboldt State University

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A word from the Editor...

Dear reader,

The year's end is a time for reflection and reconciliation. This month, don't forget to take a moment to catalog your own unique experience of 2014. Think to yourself, write in a journal, call your mom, make some art. Do yourself a favor and enter the New Year without regrets. And, do your planet a favor and TURN OFF THE LIGHTS!

Sincerely,
JLo

Monthly Metrics

3 audits conducted

155 students reached by class announcements

1734 website visits

6 facebook "likes"

949 newsletter recipients

Project Updates

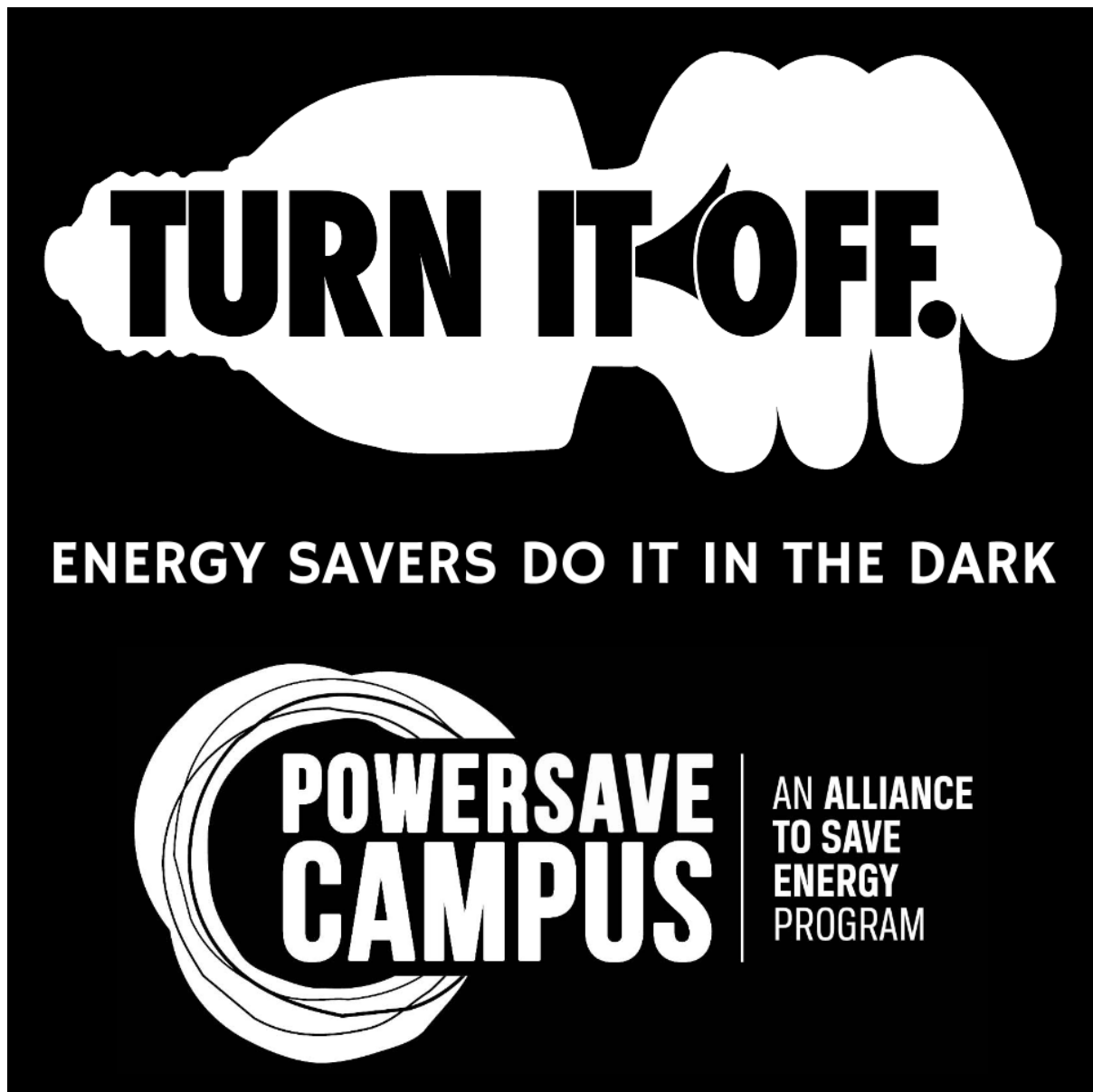
Engaging Students in Competition Planning

by Delia Bense-Kang

Continuing our presence with academic infusion on campus, we will be working with Professor Jennifer Ortega's Environmental Communications class to help develop a media campaign for this year's Campus Conservation Nationals (CCN). CCN is the largest energy and water savings competition for colleges and universities in the world! PowerSave has Humboldt State residents participate by engaging the resident's halls to compete against one another.

The class will work in teams to develop scripts for a 30 second PSA, posters, prompts, press releases, and fact sheets. Media will aim to inform residents of the competition, create awareness for the importance of energy efficiency, and provide helpful tips of ways to save energy. After the teams have developed their various forms of media they will present final products to the PowerSave team. The team will give feedback, and be able to use finished products to engage residents in the competition. This collaboration is beneficial to both the PowerSave team and the environmental Communications students. The students gain knowledge about the importance of energy efficiency, energy savings techniques, and how to convey a message effectively. The PowerSave team benefits by getting a kick start on the CCN competition and having a variety of media to choose from.

Special thanks to Jennifer Ortega for letting us be the "representative agency" for her class project for the second time! Last year we had great success working with this class to develop our "water conservation" stickers, and are happy to continue the relationship. Hopefully this relationship will continue in the future. We are looking forward to seeing what the students have come up with, and the CCN competition this spring!



Electric Connection Recap

by Matthew Ware

Hands were shook, connections were made, and one could say the energy in the air was electrifying! On November 13th, PowerSave Campus at Humboldt State University hosted its second annual Green Speed Networking Event titled the Electric Connection. The event was brought back by popular demand after feedback from the first Green Speed Networking Event Fall of 2013. This year we had a whopping 35 students attend the meeting, and a total of 13 professionals that came out and made the event spectacular!

Now, you might be asking yourself what the event is if you haven't heard of our Networking Event before. The goal of the event is to bring professionals within the

sustainable field and make them accessible to students so that they are able to make connections that could be potentially used for their careers. The first Green Speed Networking Event was modeled after a speed dating method, where students would have a couple minutes to talk to each professional before moving onto the next one. However, with this semester's event we decided to experiment and remove the time limits and rotation element to the event. This lessened how formal the event was, and we believe allowed for much more engaging conversations between students and professionals!

Overall, we have received incredible feedback on this event and strongly encourage you to look out for another Green Speed Networking Event in the Fall of 2015!



Viewpoints

Bring It to the Table

by Rachael Londer

Winter is an optimal time to gather with loved ones to share the bounty of harvest season and express gratitude to one another. It is the time of year for boisterous gatherings with home cooked meals and meaningful conversation. Between the fresh baked pies and mashed potatoes, it may seem like an unsuitable time to make lighting recommendations to your gracious hosts or even bring up the concept of energy efficiency. The last thing anyone wants to do at any gathering is create controversy or bore the entire room, but while you have everyone gathered around the table you may want to consider imparting valuable energy information to your family and friends.

There are many reasons that Winter is an optimal time to talk about energy efficiency. The days become shorter and colder, budgets are tighter, and people are reconnecting and taking time away from work. There are also unique challenges that the season brings, such as the carefree attitudes that come with the holiday spirit and reuniting with family that may have different views than you. The opposition and resistance are enough to scare anyone away from sharing tips and tricks, but with proper preparation even you can confront your Uncle Roger about his halogen string lights and his resistance to recycle.

First, you should try to understand the perspectives of the various people you will be seeing this season. What turns them off from discussion? If it is something political, steer clear from talking about policies. Keep your environmental tips out of controversy by remaining bipartisan. Environmental behavior changes are not inherently political.

It may also be in your favor to choose tips that are pertinent to your audience that will show them that sustainability is accessible and relevant. If your family members are homeowners, talk to them about water heater retrofits, insulation improvements, and window replacements. If they are renters give more affordable and accessible tips, such as exchanging halogen or incandescent lamps to LED's or CFL's. This way sustainability is in their reach and once they make one change they will be more apt to adopt other sustainable behaviors.

Make sure that you read up on home upgrades before you come to the table. Go the extra mile and bring them information from a local organization in their area that specializes in helping people improve their energy efficiency, so they can get professional advice and assistance.

Another consideration is your audience's baseline knowledge of energy efficiency concepts. You don't want to use complex industry jargon, but you don't want to talk down to anyone either. Describe concepts using the same everyday language you use with them typically. If you're not sure on their understanding, check in with them. It is not critical for them to understand the nuances between energy and power, rather it is important that they understand why they should practice conservation.

Remember you are not the Power Patrol, rather you are trying to engage your family in something that is important to you! No need to berate or test your loved ones to get them to turn off their lights.

Don't forget to be a model for your family. Turn off the lights, keep the thermostat under 68 degrees, and utilize those power strips. Put out positivity. Be a living example of what you think sustainability is. It is bittersweet to conclude my final article for the *PowerSave Current*, but with these tips I want to encourage you all to move forward with purpose and to tread lightly along the way.



The last word

Passing the Torch

by Jenna Bader aka J-BAD (feat. RLo & JLo)

Our 5 member team is transitioning, as 3 of our long-loved Project Coordinators will be graduating in a few weeks! Our fearless leader John Lococo, GWA whiz and Public Relations guru Rachael Londer, and myself, Chief of Metrics veteran Jenna Bader, will be moving on to the great big world of energy efficiency beyond our campus borders, but fear not. We are hiring excellent Project Coordinators to fulfill these positions. Hang onto your hats, you'll hear from them next month! For now, we leave you all with some words of wisdom that helped us throughout our PowerSave Campus journey:

1. Follow through with your commitments. This reflects a large part of your personality and the trust others have in you.
2. Never underestimate time. It will always sneak up on you, so get used to getting tasks done early, giving plenty of time to handle setbacks.
3. Speak your mind. Being a team player is awesome, but don't let any one member make decisions that you don't agree with. Take the time to talk through your concerns, and vote if necessary.
4. Lean on your teammates, and in-turn, be reliable.
5. Have fun with the team outside of meeting times.
6. Work hard, research things you don't understand, teach people what you learn, and keep the knowledge cycle churning strong.
7. Work with sincerity and enthusiasm. Not only will you achieve more, but you will find that your work is more fulfilling and it will rub off on others.
8. Keep in mind your values that led you to working in the environmental field. Constantly evaluate what you are doing to make sure that your work is a positive reflection of you.
9. Practice what you preach. Your personal life should reflect the values you promote in the field.
10. Do your best work. Challenge yourself to step it up and don't be afraid to change it up.

I speak for all 3 of us that it's been a pleasure working for the Alliance to Save Energy's PowerSave Campus Program. This program has helped us succeed and excel in ambitious team efforts, and grow into the striking individuals that we are today. Since we have been a part of the magnificent PowerSave Campus HSU team, we've collectively helped to save 79,525 kWh's, which translates to a \$237,172.00 savings of electricity in Humboldt County. These savings were initiated at Humboldt State University through our actions including HEIF grant-funded retrofits, Green Workplace Assessment Certification audits and pledged behavior changes. After graduation, we hope to continue saving the world, one step at a time.

Cheers!



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