Student Sustainability Council
Meeting Minutes
8/22/19

Taken by: Claire Hilbrecht (sub Isabel Jenkins as Claire was a presenter)

1. **Beginning of Meeting**

   a. [4:10] - Reading of the Preamble and Introductions

   b. [4:12] - Discussion of bypassing 72 hour rule

   c. [4:13] - Motion to vote on bypassing 72 hour rule (Motion by Claire; 2nd - Cameron)

   VOTE RESULTS - PASSED   Yes [17] No [0] Abstain [#]

2. **Proposal Presentations**

a. [4:13] - AASHE Conference Presentation Begins

b. [4:17] - AASHE Conference Presentation Ends and Q&A Begins

   1. Should money be allocated for a per diem?

      1. No, some meals are provided/refunded by AASHE and breakfast is served at the hotel. Unnecessary for the scope of this conference.

   2. How do you approach bias in selection?

      1. Selection committee ensures that councilmembers cannot vote for themselves. This opportunity is also open to any student, not just SSC members.

   3. Why AASHE vs other conferences?

      1. AASHE is a longstanding, national conference that sets standards for universities such as STARS.

4. Is there opportunity to allow more students to go but have them pay a portion of the cost?

    1. May be something up for discussion within the council.

5. Who can apply?

    1. Open to all regardless of experience or time on the council.

6. Early bird registration was missed as we were unable to meet. Should we propose in late Spring to make deadline?

    1. May discount new members/senior members. Also, hard to determine schedule that far in advance.

c. [4:26] - AASHE Conference Q&A Ends

d. [4:26] - PIPs Presentation Begins

e. [4:39] - PIPs Presentation Ends and Q&A Begins

    1. How long has PIPs been around?

        1. UC Boulder- 3 years

        2. We would be first land grant and east of the Mississippi to get on board

    2. Are they just focused on Universities?

        1. Align with non-profits, businesses that offer discounts and foundations to offer offsets on tuition

    3. Food discounts just on campus?

        1. Restaurants in surrounding area, Kroger, Whole Foods and UK Dining

    4. Accountability?

        1. Sustainability Office would have a strong verification method

5. How will you choose students? How will you

    1. First come-first serve; student employee will work on outreach; will work with organizations on campus for outreach

6. Is the Coke partnership a done deal?

    1. Strong leaders involved in this process, so good chance it will happen and other partners will be involved if need to make up difference

7. Measure of success

    1. Surveys, retention, using platform and app, existing systems

8. [4:49] Motion to extend- Cameron, 2nd- Isabel

9. Could this be part of freshman orientation if this program is successful?

    1. This 6-month time might be too short to determine success

10. How do you ensure diversity in this program

    1. Students who are not involved with sustainability might not be as incentivized to participate; higher incentives later on might encourage a more diverse body of students to participate

11. Pilot period in November…Would this be established this semester?

    1. Hopefully

12. [4:54] Motion to extend- Cameron; 2nd- Sophie

13. What will public involvement look like?

    1. Nothing is really sensitive from a PR standpoint, so would be promoting this

14. What are priority behaviors that will be rewarded

    1. Personal and planetary wellness; not sure yet what specific goals are- would like more people at the table to determine this

15. If everything goes as planned, and this program expands, what would the monetary value be of this platform then

    1. It would increase as more students get involved, but if we demonstrate success with retention, more funding opportunities will arise

    2. Economics will work if it increases retention

    3. Private partners would want branding in the app for promotion of business to college students

16. [4:59] Motion to extend- Claire; 2nd- Isabel

17. Other partnership opportunities?

    1. There are many private partners involved with sustainability efforts on campus; PIPs should be seeking these private partners out

18. What is the funding commitment down the road?

    1. It would be an annual subscription factor that would be decreasing the money requested as per the SSC constitution

           2. The SSC has traditionally been a catalyst for the university

               to adopt and fund sustainability opportunities and efforts

f.   [5:01] - PIPs Q&A Ends

3. [5:02] Motion to vote by Sophie to vote on paper slips rather than online voting form

    VOTE RESULTS - <mark>**PASSED**</mark> Yes [17] No [0] Abstain [#]

4. **Proposal Discussions**

a. [5:11] - Discussion of AASHE Conference begins

    a. Why 6 vs. 10 last year?

        i. The conference is further away this year (flying cost needed), and 6 keeps the cost in the same range as the closer conference last year.

    b. Clarification on the different $$ requested on the webform vs. PowerPoint

    c. Does this fit in with the long-term funding requirement?

        i. The funding requirement is not retroactive. However, as a "first-time" funding since Spring 2019 this project should have sought ¼ of funding from alternative source.

    d. [5:18] Motion to overrule funding guidelines for this proposal – Jake; 2nd Danielle

    VOTE RESULTS - <mark>**PASSED**</mark> Yes [15] No [0] Abstain [#]

    e. [5:21] Motion to extend – Isabel; 2nd Sophie

    f. This proposal is less than last year, so could we add another person (as it would be closer to last year's cost)?

      i. We could add one more, but this would make rooms difficult with an odd number. It would be easiest with either 6 or 8.

      ii. Adding 8 people with 4 rooms would up the cost to ~$8000.

      iii. Previous attenders note how the conference positively affected their college careers, so more students attending would be great.

g. [5:24] Motion to amend proposal to 8 students – Josh; 2nd Skyler

VOTE RESULTS - **PASSED** Yes [15] No [0] Abstain [#]

h. [5:31] Motion to extend – Danielle; 2nd Bethany

i. Should we set a required ratio between students accepted that are on SSC vs. those unaffiliated with the council?

      i. Could run into the scenario where someone with a higher rubric score isn't allowed to attend because they aren't on the Council/vice versa.

      ii. Do we trust that the rubric would send the right people?

      iii. Membership in SSC does add points to the rubric, as it shows campus involvement in sustainability – however, students sent in the past have not always been on the SSC so the council does not offer an unbeatable advantage. There is no mention of being in the SSC on the rubric.

      iv. Council agrees that setting a ratio is not necessary.

b. [5:37] - Discussion of AASHE Conference ends

c. [5:37] - Motion to vote on AASHE Conference

VOTE RESULTS - **PASSED** Yes [15] No [0] Abstain [2]

PROPOSAL #1 VOTING RECORD

Name	Y/N/A	Name	Y/N/A	Name	Y/N/A
Josh Ehl	Y	Cameron Luker	A	Isabel Jenkins	Y
Sophie Beavin	Y	Kristen Gould		Hattie Nunley	Y
Beth Evers	Y	Joel Huether		Megan Reinhart	Y
Maria Sanchez		Sam Leuthold	Y		
Bethany Schagane	Y	Alyssa Archer			
Jake Simanek	Y	Brittany Lefebvre			
Bri Stanley	Y	Madi Syndor			
Darren Tosh	Y	Jack Swab			
Claire Hilbrecht	A	Sydney King			
Kelly Walker	Y	Ashlee Edmonson	Y		
Skyler Hornback	Y	Danielle Doering	Y		

d.   [5:42] - Discussion of PIPs begins

    1. Freshmen are required to download a lot of apps and having an additional app is a con

        1. This app is better than a lot of apps that are required so would combat this issue

    2. Exchange rate isn't great

    3. Why are we making students who are in need do all of these things to get rewards

    4. Perpetuating class issues

    5. Point is to get students involved in sustainability efforts; rewards are secondary

6. Good intentions but a system that will very easily be taken advantage of

7. Nuanced metrics- points of each activity above what we can control

8. Worried that this will be a fad- difficult to sustain but a lot of money

9. Basis is to push sustainability on campus and around campus- what are other priorities for involvement besides water bottle stations?

    1. Ride shares, busses, etc

    2. Open to discussion

10. Point is to build habits via the pilot program

    1. Create a culture of sustainability, actually use resources

11. Will an app actually increase retention rates

    1. You don't know the actual return on investment but it is a pilot project, so it is the risk that you would have to take if the program is implemented

12. Are we as a council able to discuss what would count for points

    1. Members from the council would serve on whatever body it is that is making the decision later on when and if this would be funded- would be representation from the council

    2. Also larger players because it is an established app

13. [5:52] Motion to extend- Cameron; 2nd- Beth

14. It is a risk for such a large sum of money

1. Could be seen as an opportunity for the university to take a leadership role with sustainability efforts

2. Could be a replacement for giveaways

3. Exciting opportunity- UK could take the first step

15. Will this actually increase retention?

1. Skeptical

16. How will this replace giveaways

1. Question for PIPs people

2. Come to booth and get points (swipe into events)

17. Lots of ways that this could affect retention in ways that we can't see yet

18. So many different areas that this app could benefit- worth a shot

1. Agree that this is worth a shot- only committing to one year of funding

2. Close to 10% of the budget for a year

3. A lot of high profile backers for this program- reason for this

19. Taking an app seriously as having a high impact- apps can actually have high impacts and change the social sphere

1. Apps important for the university- could be integrated into the Smart Campus initiative

20. [6:02] Motion to extend- Claire; 2nd- Cameron

21. Reducing percentage of SSC budget

22. [6:03] Motion to amend the proposal budget to half of the requested amount- Josh; 2nd- Darren

23. Did the SSC run out of funds last year? Are we looking to do that again?

    1. We ran out of money around the second to last meeting

    2. Running out of money is not necessarily a bad thing- have to be wise but makes it better for the SSC to increase our student fee and makes our grant application process more competitive- good impact on campus by the SSC

24. Student employee?

    1. $5,000 to be in charge of outreach and have a student voice, as well as give a student an opportunity to get involved with an internship with sustainability

25. [6:08] Motion to vote- Cameron, 2nd- Isabel

    VOTE RESULTS - **PASSED**   Yes [14]   No [3]   Abstain [0]

26. Motion to amend that we only fund $5,000 for a student intern- Darren; 2nd- Bethany

    1. Would be a slow process to only find corporate funding

    2. It is Shane's job and he is reputable

    3. The more we slash it, the less we are able to get matching funding from corporations

    4. Not a lot of faith in the app, but a lot of faith in the student so makes sense to only fund student

    5. [6:12] Motion to extend- Isabel; 2nd- Cameron

6. It goes further than just the student

7. If we don't fund it enough, there is no student at all- lost opportunity

8. Selected with a resume and cover letter by selection committee on SSC

9. [6:13] Motion to vote- Cameron; 2nd- Josh

e.　　[6:14] - Discussion of PIPs ends

f.　　[6:14] - Motion to vote on PIPs (Motion by Josh; 2nd- Isabel]

VOTE RESULTS - **PASSED**　Yes [13]　No [1]　Abstain [3]

PROPOSAL #2 VOTING RECORD

Name	Y/N/A	Name	Y/N/A	Name	Y/N/A
Josh Ehl	Y	Cameron Luker	A	Isabel Jenkins	Y
Sophie Beavin	A	Kristen Gould		Hattie Nunley	Y
Beth Evers	Y	Joel Huether		Megan Reinhart	Y
Maria Sanchez		Sam Leuthold	Y		
Bethany Schagane	N	Alyssa Archer			
Jake Simanek	Y	Brittany Lefebvre			
Bri Stanley	Y	Madi Syndor			
Darren Tosh	Y	Jack Swab			
Claire Hilbrecht	A	Sydney King			
Kelly Walker	Y	Ashlee Edmonson	Y		
Skyler Hornback	Y	Danielle Doering	Y		

1. Bethany- "No because I think this project isn't well-developed enough and I

don't think it'll do well on our campus because we have too many apps as is. I think we should wait to see more results from UC Boulder."

ATTENDANCE

Name	P/A	Name	P/A	Name	P/A
Josh Ehl	Y	Cameron Luker	A	Isabel Jenkins	P
Sophie Beavin	P	Kristen Gould	A	Hattie Nunley	P
Beth Evers	P	Joel Huether	A	Megan Reinhart	P
Maria Sanchez	A	Sam Leuthold	P		
Bethany Schagane	P	Alyssa Archer	A		
Jake Simanek	P	Brittany Lefebvre	A		
Bri Stanley	P	Madi Syndor	A		
Darren Tosh	P	Jack Swab	A		
Claire Hilbrecht	P	Sydney King	A		
Kelly Walker	P	Ashlee Edmonson	P		
Skyler Hornback	P	Danielle Doering	P		

Funding Application

Before beginning the application process, please verify that you understand the terms and conditions for receiving funding from the SSC:
• The SSC cannot apply retroactive funding, all budget items must occur after the meeting date where the proposal is reviewed.
• Proposals are accepted on a rolling basis and the due date for consideration at each meeting is one week prior to that meeting.
• If approved, the project leader has twelve months to spend the funds. If the project requires an extension beyond this timeline, the project leader will need to submit an extension request.
• The money disbursed from this fund comes from student fees, so sustainability-related student impact is a necessary component for any proposal.
• Presenting the project to the Council is mandatory.
• In order to preserve the Council's ability to effectively review and consider proposals we are limited in the amount of proposals we may review per meeting. In the case that more proposals are received than can be reviewed for a given meeting, Council directors will decide which proposals are heard based on project timeline and order of submission.
• Please note: The SSC has allocated ALL FUNDS for the 2018-2019 academic year. The SSC will continue to review and award funds to projects with a start date of July 1, 2019 or later.

By checking the box below, I verify that I understand and accept these terms and conditions.
: Yes

Project title: AASHE

Project leader name: Cameron Luker

Project leader email: cplu222@uky.edu

Project leader additional contact information:

Contact type	Contact info
Phone	5025926501

Total amount requested from the Council (round up to the nearest whole number): 10,450

UK affiliation: Student

Please fill out the following information about yourself and any other students involved on the project. Previous involvement with the SSC may include membership, funding requests, or involvement with an organization affiliated with the SSC. Answer to the best of your knowledge.:

Name	Major(s)/department	Academic year based on projected graduation date	Previous involvement with the SSC
Cameron Luker	Agricultural Economics/NRES	Junior	At large member from Spring 2018 to Spring of 2019. Director of Development for '19-'20

Jobs funded by the Council should be priced at a livable wage. As one of the three pillars of sustainability, economic sustainability is an important component of any project. The Council aims to fund all jobs at a livable wage. If you are requesting funds for an internship/stipend/etc, please explain how that budget was determined in the framework of economic sustainability.:

Understanding the supply chain for any material purchased is an important component of sustainability. If your project requires materials, please include an explanation of their sourcing.:

How did you hear about the SSC?: I heard about the SSC through a professor when I was a freshman, and have been a member ever since.

Describe how your project relates to the three pillars of sustainability (environmental stewardship, economic equity, and social inclusion).: Attending AASHE will allow for the student representatives to find solutions and get ideas for how to best implement sustainability on campus. Workshops at the conference cover all three pillars, often combining them. Examples are "Using business for Good Education to Co-Create a Sustainability Economy", "Considering Low-Income Students in Sustainability", and "Interfaith Engagement for Climate Action and Advocacy".

Please provide an in depth description of your project. You will likely want to copy and paste your response into the text box.: The goal of this proposal is to send up to 10 members of the Student Sustainability Council to AASHE. The funds will provide for the cost of registration, travel, and a per diem. The conference is described as follows: Expected to draw approximately 2,000 participants, the Association for the Advancement of Sustainability in Higher Education's (AASHE's) annual conference is the largest stage in North America to exchange effective models, policies, research, collaborations and transformative actions that advance sustainability in higher education and surrounding communities. We invite you to join us in Spokane, Washington from Oct. 27 – 30 to share your knowledge, achievements and ideas. With a theme of Co-Creating a Sustainable Economy, AASHE 2019 is tackling the root cause for the continued rise in carbon emissions: our dysfunctional economic system. The conference seeks to showcase and strengthen higher education's contributions to the movement for a sustainable economy, which we see as inclusive of the exciting work happening under a variety of other names such as the solidarity economy, wellbeing economy, circular economy, post-growth economy, regenerative economy and restorative economy.

Who will this project primarily impact?:
The Environmental Stewardship Fee is a $4 per semester student tuition fee. Given that the SSC is in charge of distributing these funds, please describe your project's plan to maximize student impact.: Our aim is to send a delegation of students to the annual conference held by AASHE, the Association for the Advancement of Sustainability in Higher Education. Our goal is that these students can bring new ideas to the University of Kentucky. With the understanding that students should be the leaders in the search of sustainable solutions for our campus, it will be an investment that will bring fresh insights onto our council. The SSC is among the largest drivers of sustainability initiatives, so ensuring that its members are well educated on the issues facing college campuses will radiate benefits to all of to all of the University of Kentucky community. It is likely that the students selected to attend have other leadership roles on campus, meaning a wider dissemination of the information gained at the conference to the wider UK community.

Please select the groups that your project is intended to impact.:
Undergraduate Students

What type of project is this?:
Conference

Please select up to three disciplinary categories that best describe your project.:
Campus Sustainability
SSC - Internal

The SSC is always seeking further outreach opportunities. Please consider doing one or all of the following with your project to help us reach more people. :
Green Talks Radio segment (recommended)

Does this project require the approval of any outside or UK entity? If so, please check the box and include documentation of support at the end of this document.: No

Have this, or any related project, been funded by the SSC in this or previous years?: Yes

You indicated this, or a related project has been funded by the SSC in this or previous years. Please answer the following questions about that project. If the SSC has funded multiple projects in the last three years, please provide information for each one.:

Project	Year funded	Amount (round up to the nearest whole number)
AASHE	2018	6,964

Please fill out an itemized budget for your project as it stands. Indicate line items that could be reduced with a check mark. Round up to the nearest whole number for numerical entries.:

Category: Travel
Item name: Airfare
Amount requested from the SSC: 4,000
Amount requested from outside the SSC: **Name of other funding source**: **Total cost**: 4,000
Would you be willing to accept reductions in your line items? (Leave blank if the answer is no): Yes

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Please describe who will be in charge of dispensing the funds. If it is not a UK department, how will the funds be dispensed?: The SSC, since this is an internal proposal will be responsible.

Does this project have any additional funding partners? If so please list them and briefly describe their contribution and involvement.: No

Estimated project completion date: 10/31/2019

Please provide a list of the major milestones of your project.: -Securing funding -Selecting student representatives -Paying for registration and travel expenses -Attending conference -Debrief on Greentalks

Include the date (mm/dd/yy) and a brief description of the event. This should include all relevant events to your proposals, such as dates for completion of key project milestones, presentations, or final project completion.:

Date	Event title	Brief description
10/27/2019	AASHE begins	conference opening
10/30/2019	AASHE ends	conference closing

If your project timeline is greater than a month, please provide a date around the middle of the project when sufficient progress will have been made to update the SSC.:

Please attach supporting documents such as promotional material, letters of collaborative funding, or a budget spreadsheet, in addition to the budget provided previously. If you are working in partnership with a UK entity such as the Physical Plant Division, an academic department, etc., their letter of support should be uploaded here as well. Please only attach documents necessary to your proposal, so documents such as individual resumes or cover letters should not be included. All supporting documents should be in PDF format.:

Co-Creating a Sustainable Economy

Despite increasingly dire calls from the scientific community for urgent action to reduce greenhouse gas emissions, they continue to rise globally.

With a theme of "Co-Creating a Sustainable Economy," the 2019 AASHE Conference & Expo is tackling the root cause for the continued rise in carbon emissions: our dysfunctional economic system.

We seek to showcase and strengthen higher education's contributions to the movement for a sustainable economy, which we see as inclusive of the exciting work happening under a variety of other names such as the solidarity economy, wellbeing economy, circular economy, post-growth economy, regenerative economy and restorative economy.

Conference Goals

As you prepare your proposal and presentation, please consider the following goals for the 2019 AASHE Conference & Expo. Participants will:

- Attend a high-quality, participatory and interactive event delivered in a professional manner
- Be inspired, motivated, energized and empowered to advance sustainability in higher ed. and beyond
- Develop skills to integrate sustainability into the core culture of their institution, organization or community
- Gain readily applicable lessons, ideas and tools to bring back to their institution, organization or community
- Learn from and network with a diverse audience of faculty, administrators, students, sustainability professionals, non-profit leaders and business partners.

Who Attends

AASHE Conference & Expo convenes a diverse group of campus representatives including faculty, students, sustainability officers, staff and administrators together with business, nonprofit, government, community leaders and members.

- Senior campus administrators
- Procurement Officers
- Sustainability Directors
- Campus planners and other staff
- Facility Managers
- Administrators of system offices
- Campus faculty
- Sustainability officers
- Undergraduate students and graduate students
- Postdoctoral fellows
- Business managers and owners
- Consultants
- Environmental and energy-related government agencies
- Business sustainability directors and managers
- Construction project managers, builders and contractors
- Architects and designers
- Nonprofit professionals
- And more!

Who Exhibits

AASHE offers an exciting and unique opportunity for businesses, higher education institutions and non-profits to reach decision makers and demonstrate to colleges and universities how their products or services can lead the way to a sustainable future. Past exhibitors have come from the following industry sectors:

- Air & Climate
- Buildings
- Campus Engagement
- Coordination, Planning & Governance
- Curriculum
- Dining Services
- Diversity & Affordability
- Energy
- Grounds
- Health, Wellbeing & Work
- Investment
- Public Engagement
- Purchasing
- Research
- Transportation
- Waste
- Water

Funding Application

Before beginning the application process, please verify that you understand the terms and conditions for receiving funding from the SSC:
• The SSC cannot apply retroactive funding, all budget items must occur after the meeting date where the proposal is reviewed.
• Proposals are accepted on a rolling basis and the due date for consideration at each meeting is one week prior to that meeting.
• If approved, the project leader has twelve months to spend the funds. If the project requires an extension beyond this timeline, the project leader will need to submit an extension request.
• The money disbursed from this fund comes from student fees, so sustainability-related student impact is a necessary component for any proposal.
• Presenting the project to the Council is mandatory.
• In order to preserve the Council's ability to effectively review and consider proposals we are limited in the amount of proposals we may review per meeting. In the case that more proposals are received than can be reviewed for a given meeting, Council directors will decide which proposals are heard based on project timeline and order of submission.
• Please note: The SSC has allocated ALL FUNDS for the 2018-2019 academic year. The SSC will continue to review and award funds to projects with a start date of July 1, 2019 or later.

By checking the box below, I verify that I understand and accept these terms and conditions.
: Yes

Project title: Positive Impact Points (PIPS)

Project leader name: Shane Tedder

Project leader email: shane.tedder@uky.edu

Project leader additional contact information:

Contact type	Contact info
Phone	859-257-0014
Phone	513-582-8014

Total amount requested from the Council (round up to the nearest whole number): 20000

UK affiliation: Faculty/Staff

Please fill out the following information about yourself and any other participants involved on the project. Previous involvement with the SSC may include membership, funding requests, or involvement with an organization affiliated with the SSC. Answer to the best of your knowledge.:

Name	Department/major	Title of position/year in school	Previous involvement with the SSC
Shane Tedder	Sustainability	Sustainability Coordinator	Extensive, including annual partnerships with the Sustainability Challenge Grant Program and the Student Internship Program.

Jobs funded by the Council should be priced at a livable wage. As one of the three pillars of sustainability, economic sustainability is an important component of any project. The Council aims to fund all jobs at a livable wage. If you are requesting funds for an internship/stipend/etc, please explain how that budget was determined in the framework of economic sustainability.: We are planning for an u

Understanding the supply chain for any material purchased is an important component of sustainability. If your project requires materials, please include an explanation of their sourcing.: Deploying, marketing, and managing this program will require paid support from a student employee. Funding for a part-time student employee in the Office of Sustainability is included in the budget at an hourly rate of $10. This is consistent with the pay rate for the students participating in the SSC-funded Sustainability Internship Program.

How did you hear about the SSC?: Long story

Describe how your project relates to the three pillars of sustainability (environmental stewardship, economic equity, and social inclusion).: Imagine If every time students rode the bus, biked, donated time or recycled, they were rewarded with a 'currency of good,' that they could redeem for great deals on healthy food, fitness classes and responsibly-made gear OR use to unlock matching scholarship grants when they commit what they earn to pay school expenses. Engagement in purpose, sustainability, health and financial wellness correlates with higher retention, productivity, lifetime value and success; delivering quantifiable ROI to subscribing institutions in higher education, as well as business. Engagement with PIPs supports and aligns with many of the UN Sustainable Development Goals. Excerpted from PIPS presentation.

Please provide an in depth description of your project. You will likely want to copy and paste your response into the text box.: The PIPS platform was first deployed at the University of Colorado at Boulder a little over two years ago and they are currently expanding to several other colleges and Universities along the west coast. UK is position to be the first school east of the Mississippi, the first SEC school, and the first Land Grant institution to adopt. The premise of the program is simple: reward students for engaging in positive actions and behaviors with incentives that are meaningful and aligned with strategic goals (how many t-shirts, pop sockets, and water bottles do we really need). The platform is set up to promote sustainability and well being, two key issues for UK. In practice, the program uses an app and a variety of technologies and integrations with other platforms (Cupanion, Strava, health apps, etc) and strategies like beacons and QR codes to ensure that actions are verifiable and increasingly automated. For example, if we choose to reward students for riding the bus, we would place a beacon on the bus and it would ping web-connected devices on the bus looking for ones associated with a PIPS account. For devices owned by pips participants, their accounts would automatically be credited for taking the bus. UK would work with the PIPS team to select up to 20 actions to include. The thing that really differentiates this platform is the value of the points earned. PIPS works with both national and local vendors to build a robust in-app marketplace where the points can be redeemed for everything from Patagonia gear, to donations to non-profits, to gift cards for groceries. The most exciting aspect of the reward system is the PIPS Education Fund (PEF). PEF which is an affiliated non-profit will match points that are redeemed against tuition and educational expenses like fees and books. So if a student has earned $500 dollars worth of points and they choose to redeem against their tuition they would receive $1000. There are a wide range of potential partners and important stakeholders involved in reviewing this program. Thus far, we have engaged with the Executive Vice President for Finance and Administration, Student Government, UK Purchasing, Student and Academic Life, Transportation, UK Dining, UK Recycling, WellKY, Financial Aid, and UKIT. All of these conversations have been positive and we are nearing consensus that we will proceed provided funding can be secured. We intend to pilot the platform for the 2018-2019 academic year, but there is a 6-8 week set up window once we sign a contract so our current launch date is tracking mid-late October. We plan to limit the pilot to the first 3000 students who sign up. The fees are based on a subscriber per month metric. More details on the cost projections are in the budget. We are proposing a match between the SSC and other funding sources up to a max of $25,000. We are currently exploring the possibility that the matching funds come from a private sponsor. If that does not work out, we will seek the other funding from the programs that are partnering with the platform on the verifiable actions (Recycling, Transportation, Dining, Wellness, etc). Deploying, marketing, and managing this program will require paid support from a student employee. Funding for a part-time student employee in the Office of Sustainability is included in the budget at an hourly rate of $10. This is consistent with the pay rate for the students participating in the SSC-funded Sustainability Internship Program. A slide deck with additional information is attached.

Who will this project primarily impact?:
Please select the groups that your project is intended to impact.:
Undergraduate Students
The Environmental Stewardship Fee is a $4 per semester student tuition fee. Given that the SSC is in charge of distributing these funds, please describe your project's plan to maximize student impact.: Students

What type of project is this?:
Education
Engagement

Please select up to three disciplinary categories that best describe your project.:
Economics/Behavior
Recycling/Waste Management
Solar/Energy
Water Conservation
Wellness, transportation

The SSC is always seeking further outreach opportunities. Please consider doing one or all of the following with your project to help us reach more people. :
Green Talks Radio segment (recommended)
Feature SSC logo on promotional material
Social Media Promotion

Does this project require the approval of any outside or UK entity? If so, please check the box and include documentation of support at the end of this document.: Yes

Have this, or any related project, been funded by the SSC in this or previous years?: No

Please fill out an itemized budget for your project as it stands. Indicate line items that could be reduced with a check mark. Round up to the nearest whole number for numerical entries.:
Category: Other
Item name: Budget spreadsheet attached
Amount requested from the SSC: **Amount requested from outside the SSC**: **Name of other funding source**: **Total cost**: **Would you be willing to accept reductions in your line items? (Leave blank if the answer is no)**: No

Please describe who will be in charge of dispensing the funds. If it is not a UK department, how will the funds be dispensed?: The Office of Sustainability and the Business Office for Facilities Management will handle all financial transactions relative to the project

Does this project have any additional funding partners? If so please list them and briefly describe their contribution and involvement.: Coca-Cola, through their student influence fund is a potential financial partner. If that partnership does not work, we have been in discussion with UK Dining, UK Transportation, UK Recycling, and Student and Academic Life about funding partnerships.

Estimated project completion date: 05/29/2020

Please provide a list of the major milestones of your project.: Secure Funding Sign Contract Set up UK specific App and partnerships Develop marketing materials and press releases Launch program 750 subscribers (25% of cap) 1500 subscribers (50% of cap) 2700 subscribers (90% of cap)

Include the date (mm/dd/yy) and a brief description of the event. This should include all relevant events to your proposals, such as dates for completion of key project milestones, presentations, or final project completion.:

Date	Event title	Brief description
09/06/2019	Funding secured	Funding partners committed
09/09/2019	Contract executed	Written agreement between PIPS and UK detailing terms of the agreement
09/13/2019	Hire student support	Student employee responsible for assisting with development, deployment and management
10/01/2019	Actions finalized	The list of actions student can engage in to earn points
10/08/2019	Marketing plan and materials finalized	self explanatory
10/22/2019	Launch Program	self explanatory
12/20/2019	600 subscribers	20% of cap
02/14/2020	1800 subscribers	60% of cap
04/17/2020	2700 subscribers	90% of cap
05/15/2020	Funding secured to continue program	Evaluation of program success and secure funding partnerships for a 2 year extension

If your project timeline is greater than a month, please provide a date around the middle of the project when sufficient progress will have been made to update the SSC.:
02/14/2020

Please attach supporting documents such as promotional material, letters of collaborative funding, or a budget spreadsheet, in addition to the budget provided previously. If you are working in partnership with a UK entity such as the Physical Plant Division, an academic department, etc., their letter of support should be uploaded here as well. Please only attach documents necessary to your proposal, so documents such as individual resumes or cover letters should not be included. All supporting documents should be in PDF format.:

pips

PIPs on Campus 07-19

Ashley Grosh, COO, 3P Partners, Inc., 773-550-1658

PIPs is a trademarked brand of 3P Partners, Inc - a Certified B Corporation

3P Partners, Inc., a women owned and led Certified B Corp, uses verified behavior tracking of impactful behaviors, powerful data analytics and a vibrant network of beneficial partners to deliver triple bottom line outcomes for customers.

Behavior tracking
Platform

Purpose

People   Planet

Partners
Network

Data
Analytics

University Challenge
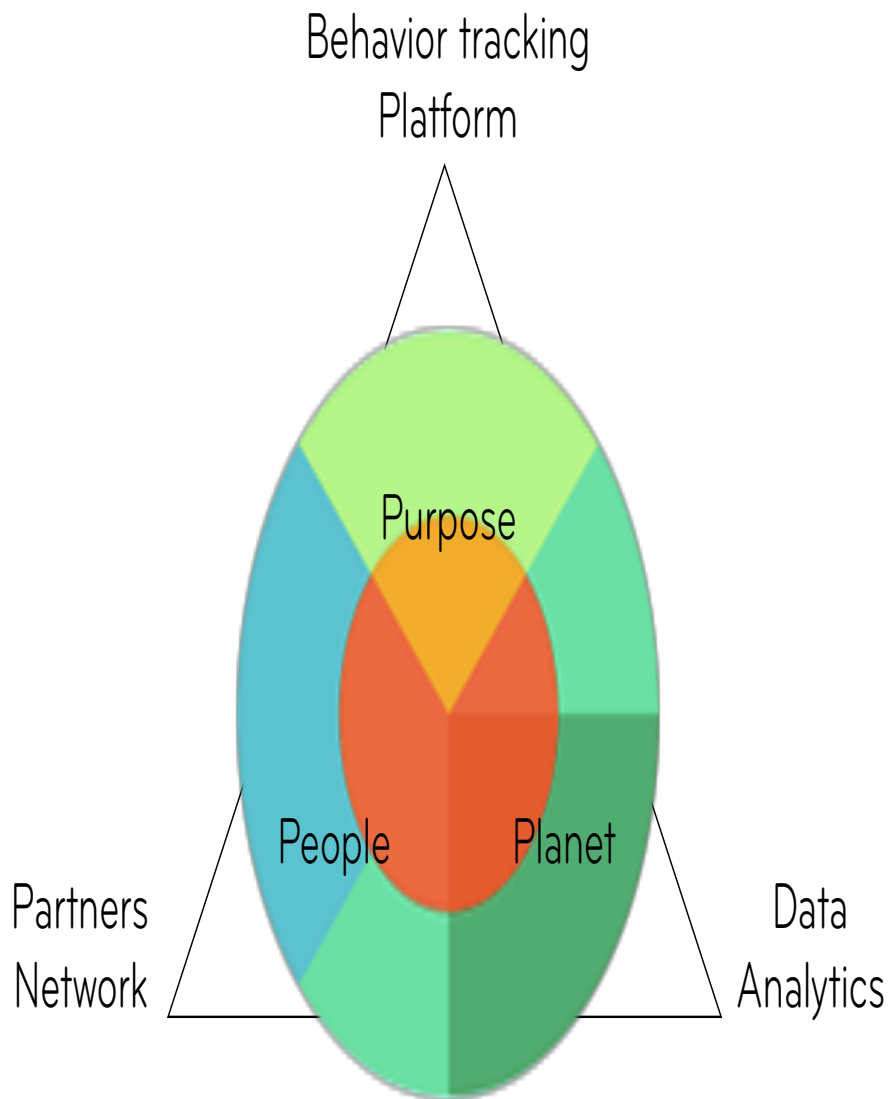
Student retention and success is adversely affected by:

- **Financial stress:** [Many students leave higher education before graduation over unpaid debts under $1,000](#)

- **Food insecurity:** Nearly half of college students didn't have enough money for food last year.

- **Mental stress:** 95% of college counseling center directors surveyed said the number of students with significant psychological problems is a growing concern in their center or on campus.

pips

Imagine

If every time students rode the bus, biked, donated time or recycled, they were rewarded with a 'currency of good,' that they could redeem for great deals on healthy food, fitness classes and responsibly-made gear OR use to unlock matching scholarship grants when they commit what they earn to pay school expenses.

Now they can...with PIPs Rewards

What is PIPs Rewards?

A light-touch, low-friction mobile platform that powers a continuous 'cycle of good' by turning verifiable engagement in personal and/or planetary wellness behaviors into highly valued rewards.
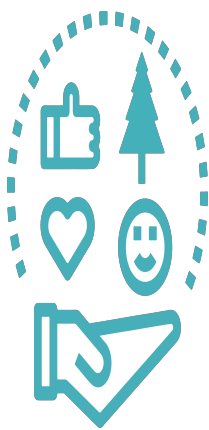
Cycle of Good

Universities, Colleges, & Community Colleges

Increasing Retention & Graduation Rates

Engagement in purpose, sustainability, health and financial wellness correlates with higher retention, productivity, lifetime value and success; delivering quantifiable ROI to subscribing institutions in higher education, as well as business. Engagement with PIPs supports and aligns with many of the UN Sustainable Development Goals.

What are PIPs?

Positive Impact Points

PIPs | noun

A 'currency of good' earned and redeemed exclusively for verifiable daily life behaviors that benefit the planet, community, and personal health.
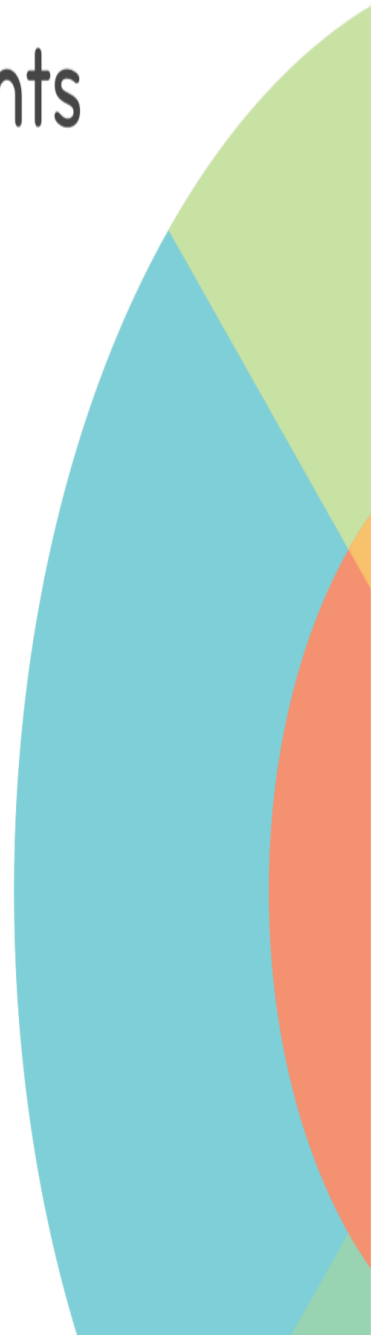
How are PIPs earned?

- Walking and taking public transit

- Bike sharing

- Ride sharing & carpooling

- Complete mindfulness, wellness and fitness classes and modules

- Saving, budgeting and debt reduction

- Recycling or giving a 'second life' to stuff you don't use anymore

- Volunteering with any of our NGO or community partners

- Reducing, reusing, refilling, up-cycling and conserving

- Shopping responsibly with our partners

- Participating in games, trivia, and challenges
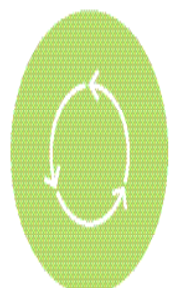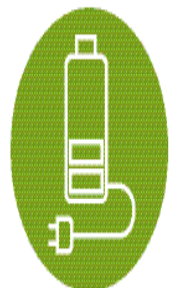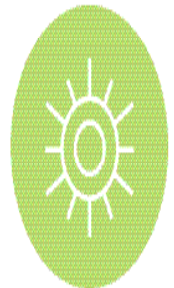
Action Partners

![pips]

Thanks to partnerships the PIPs team creates with third party providers, your users could have many more healthful and earth-friendly actions by which to earn PIPs.
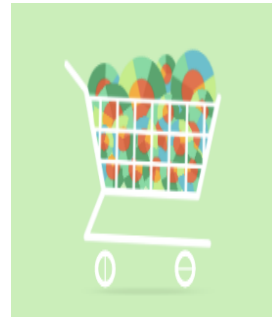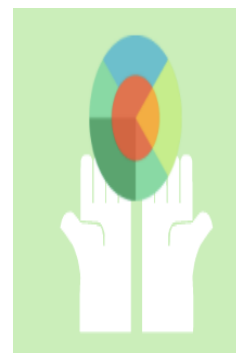
Redeem opportunities

PIPs redeem catalog includes great deals, gift cards and discounts on 100s of beneficial products, services and experiences, including the below. To date, over 60% of redemptions have been for food gift cards and credits

PIPs for School (P4S)

Students earn PIPs making good everyday choices...

Refill a Reusable Water Bottle   Answer Trivia   Bike to Class

Volunteer   Recycle   Bike Home

Bus   Ride with Lyft

Bike Balance   Shop Sustainably   Take a Fitness Class

Earn PIPs doing good

Commit Your PIPs for School

Unlock PIPs for School grants

Help Pay for School
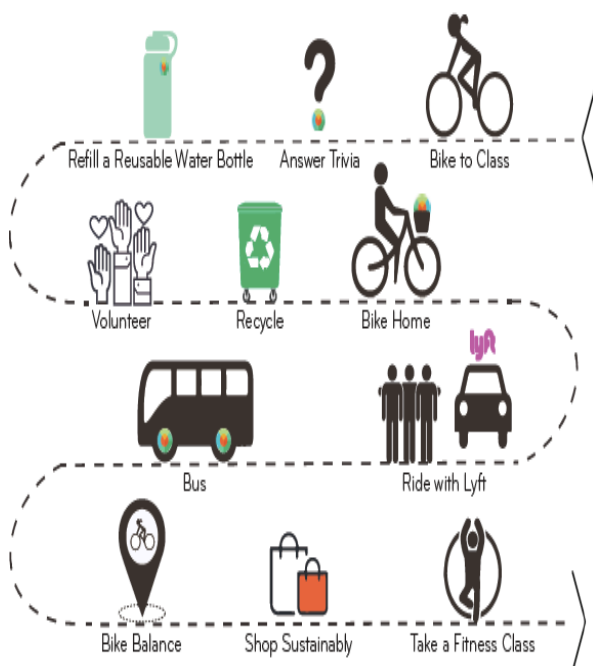
I even learned to ride a bike so I could earn more PIPs for PIPs for School.
— *Michelle , March 2019*
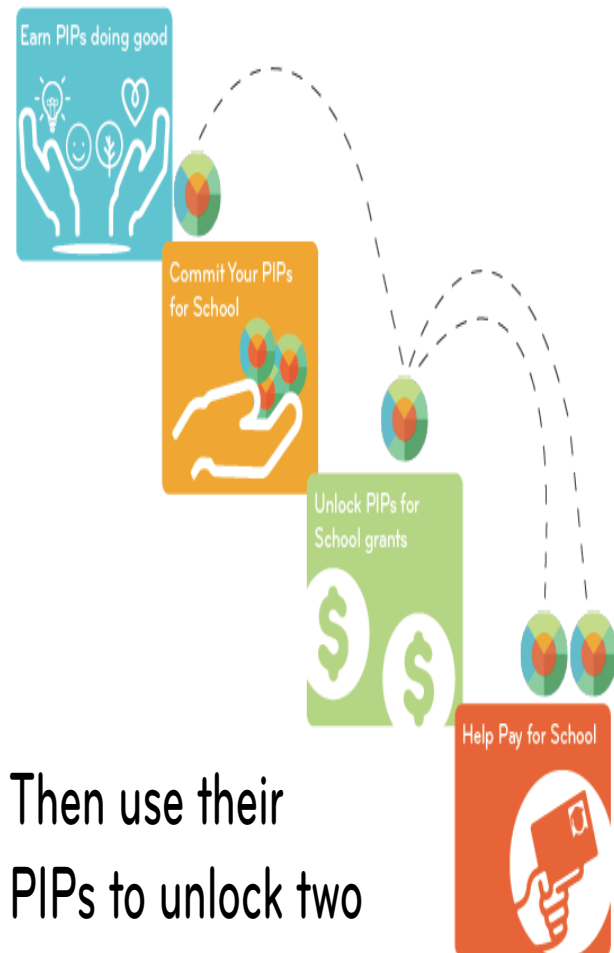
Then use their PIPs to unlock two scholarship grants* for paying school expenses

* The two grants - the P4S grant ($100 - $500) from 3P Partners plus a matching grant (=/> 1:1) from PIPs Education Fund (PEF), a 501(c)(3) public foundation - helps students pay school fees and universities increase re-enrollment.
To learn more: PIPs for School brochure

The power of
PIPs Education Fund

"Invests in students"
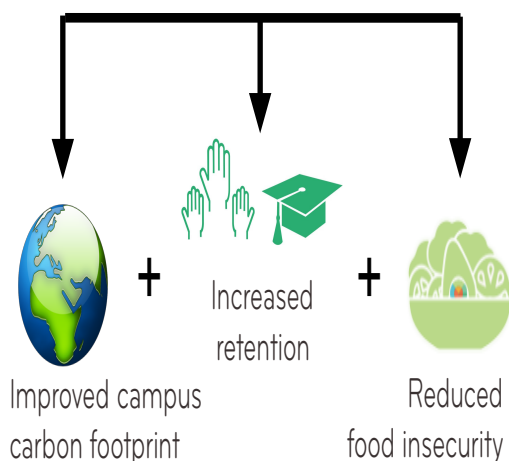by subscribing to
PIPs Engagement Platform

Powering PIPs 'Cycle of Good'

Help Pay for School

Students use their PIPs to stay in school
- converting them into P4S scholarships, food credits -
P4S grants unlock 1:1 or better match from PEF

Quantifiable benefits to students, school

Improved campus
carbon footprint
+
Increased
retention
+
Reduced
food insecurity

PIPs Education Fund (PEF) offers donors the opportunity to MULTIPLY THE IMPACT of PIPs for School (P4S), the unique initiative that:

‣ Combines a campus' retention, sustainability and health goals

‣ Enables underserved students to earn tuition and food credits for engaging in actions benefiting health and the environment

‣ Delivers clear Return On Investment to PIPs subscribing institutions

PEF aims to raise sufficient funds to be able to provide not just 1:1 but 2:1 matching funds to every student at every school implementing the P4S program. Your university can help raise funds for the PEF and earmark for your students.

If a university prioritizes 1) **PIPs earn actions** that deliver carbon footprint reductions, and 2) **PIPs use actions** that help students stay in school (P4S grants, food credits), **thanks to the PEF match,** the university stands to recoup 100% or more of its original investment.

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How does PIPs verify actions?

PIPs uses a number of data gathering methods and tools to verify actions taken, including:

API integrations, beacons, sensors, QR codes and transaction reports

Bike Sharing:
50 PIPs
Volunteering:
750 PIPs
Never taking phone out of pocket...
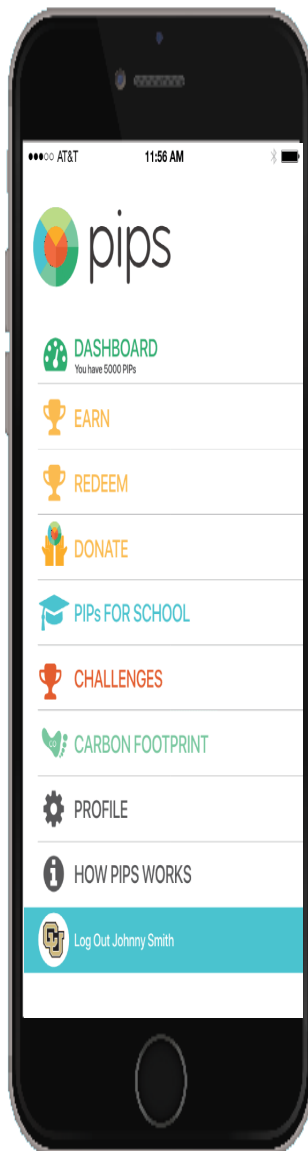Priceless

University of Colorado Boulder

BUFFS
REUSE
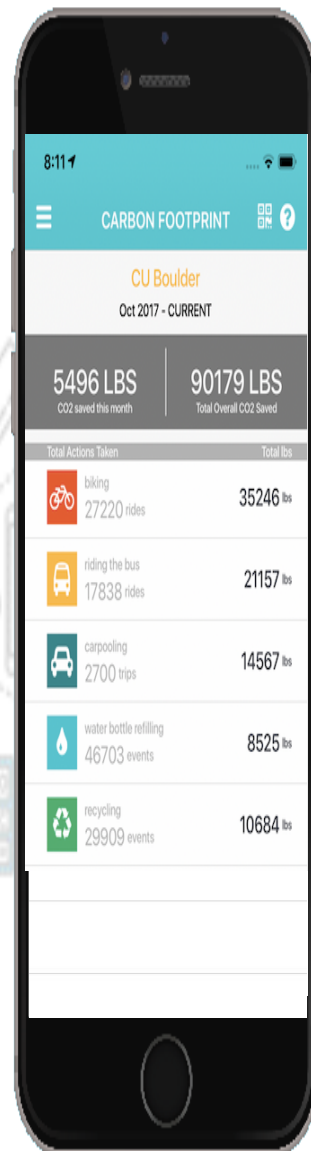
powered by pips

Scanning may be necessary on occasion

A look inside the PIPs Platform

From Main Menu, users click to customize their profile, connect to apps like Lyft and Apple Health, and explore all that PIPs offers.

PIPs Catalogs overflow with Earn, Redeem and Donate opportunities, each delivering some measure of personal, community or planetary benefit.

The app dashboards let users track their actions and their impact, store their rewards and get news on opportunities.

Did we mention all the games?

Along the way there will be challenges, contests, and prizes. From scavenger hunts and trivia to fitness and climate challenges - every action taken ups one's chance to win.
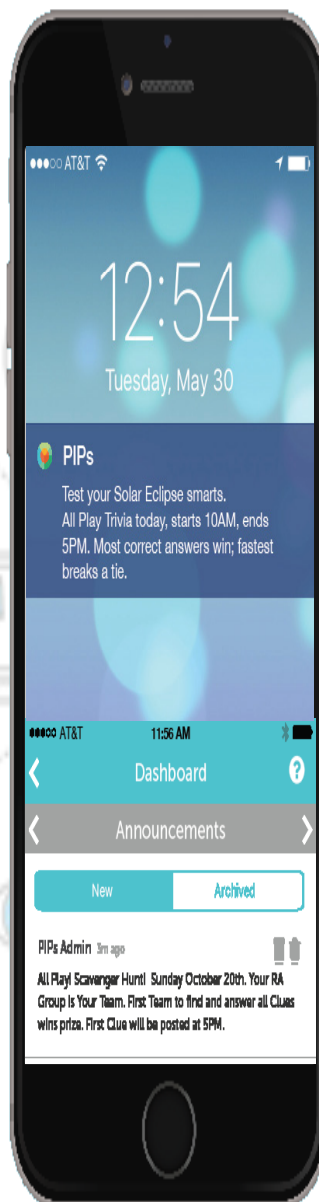
Popular prizes include sponsored prizes like ski passes, yoga memberships, gift cards towards organic clothing brands, gym memberships, experiences and adventures.
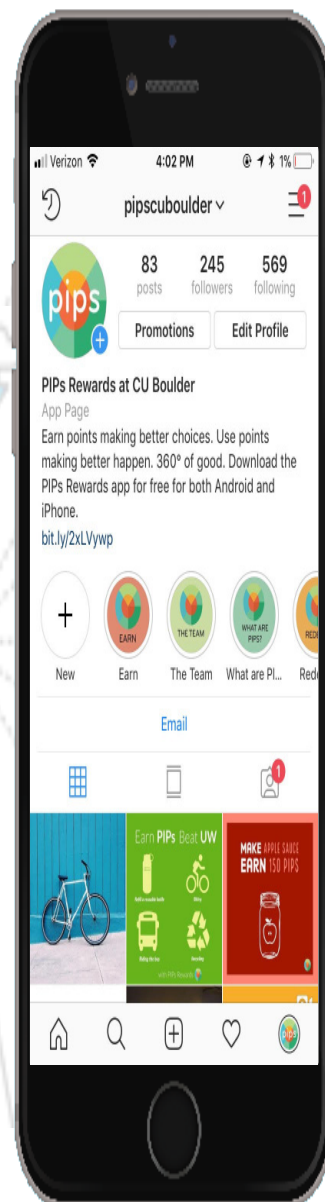
PIPs informs users about:

Instant Rewards and cool prizes	Upcoming contests and events	All things PIPs through social platforms

Action -> Impact + Value

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GOALS

Increase student retention

Drive up engagement in health and sustainability

USERS

3666 / TOTAL
11% all students

375 ACTIVE USERS
>5 actions/week

BEHAVIOR CHANGE

72% say they now always carry a reusable water bottle

43% say riding the bus is now a habit (more survey results on next slide)

ACTIONS

143,594 Earn Actions Taken
2,796,221 PIPs Earned
83% of PIPs Earned are Used

IMPACT (since fall semester 2017)

Carbon Saving Actions	Total Actions Taken	Impact (lbs CO2 saved)
Refilling Water Bottles	42,205	8617
Recycling	30,259	10,809
Riding the bus	17,956	21,297
Biking	27,520	35,634
Carpooling	2752	14,848
Total CO2 Saved		91,204 lbs of CO2 saved
Equivalency		2,028 Trees Planted

VALUE

GIFT CARDS, CREDITS REDEEMED (61% FOR FOOD)

$14,940 VALUE REDEEMED; 77% LOCALLY

PIPS FOR SCHOOL PLUS MATCH PROVIDES STUDENTS UP TO $1500/YR IN SCHOLARSHIPS (LAUNCHED 03/19)

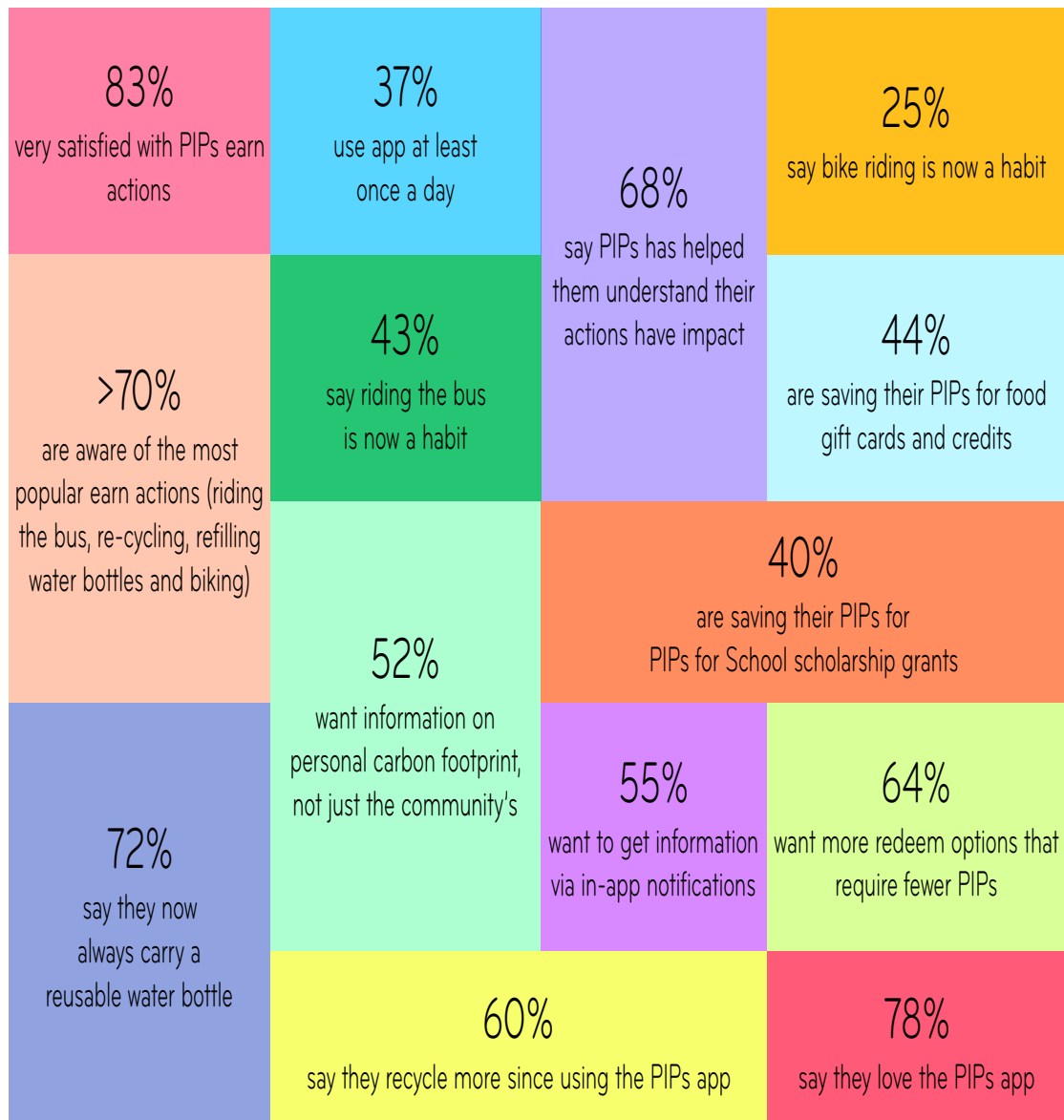CU received AASHE Innovation Credits for implementing the PIPs app on campus, helping them achieve STARS Gold Rating status

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![pips logo] pips

Results of CU-Boulder PIPs user survey, May 2019

› 277 members of CU Community responded (70% undergrads, 17% grad students, 11% staff)

› The below infographic summarizes the responses of the users

83% very satisfied with PIPs earn actions

37% use app at least once a day

68% say PIPs has helped them understand their actions have impact

25% say bike riding is now a habit

>70% are aware of the most popular earn actions (riding the bus, re-cycling, refilling water bottles and biking)

43% say riding the bus is now a habit

44% are saving their PIPs for food gift cards and credits

40% are saving their PIPs for PIPs for School scholarship grants

52% want information on personal carbon footprint, not just the community's

55% want to get information via in-app notifications

64% want more redeem options that require fewer PIPs

72% say they now always carry a reusable water bottle

60% say they recycle more since using the PIPs app

78% say they love the PIPs app

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Annual Subscription			
# Users	<10,000 users	>10,000<25,000	>25,000
Price/User/Month (PUPM) Price/user/year	$2.08 $25	$1.67 $20	$1.45 $17.50
Customer will pay a Set Up fee ($10,000 which includes a $2500 advance on the Per User Per Month/PUPM fee) and a PUPM Monthly Fee (minus the advance) for the term of the subscription. The Company will invoice the Customer for the Set Up fee upon signing and for the monthly fee (minus the advance) on the last day of each month; payments shall be due upon receipt of Invoice. Subscriber may cap the user base.			

Subscriber Benefits

✓ **A ready to use app fully-loaded** with multiple earn and redeem opportunities, as well as tools for creating contests and challenges, including Carbon Drawdown, Trivia Contests, Scavenger Hunts and more.

✓ **Single Sign On SAML** makes it quick and easy for anyone with the institution's email to sign up/sign in to platform and start earning PIPs.

✓ **Valued rewards** including great deals on local and organic food; healthy personal care products; responsibly made clothing and gear; fitness classes; shared services, concert tickets, etc.

✓ **PIPs for School** redemption option through which students can save up and convert their PIPs into a 'PIPs for School' (P4S) grant for paying school expenses and unlock matching funds from the PIPs Education Fund, an independent foundation.

✓ <u>PIPs Playbook</u> offers guidance and advice to the designated enterprise Champion on all aspects of the engagement, including pre-launch set up, rollout and recruitment as well as ongoing user outreach. A PIPs Team Liaison will be the primary PoC regarding content, events, contests and in-app messages.

✓ **Carbon footprint calculator**, updated in real time, shows the impact (in aggregate) of all actions taken by members of the community that can be measured in terms of CO_2 saved.

✓ **Analytics and Reporting**, with deep data metrics on engagement and impact, provided monthly as well as through a subscriber user data portal.

✓ **Return on Investment In addition to quantifiable gains in progress toward retention, health and sustainability goals, our models show that if all possible PIPs are earned and 50% of those are saved up and converted into P4S grants, the university could recoup as much as 70% of its investment within the subscription term.**

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Action Type	KPIs	Value Creation
Environment	lbs CO2 reduced, lbs waste diverted from landfill, gal. water saved, KwHs saved, clean KwHs generated; $ spent on responsible purchasing	**Supports sustainability MDGs**
Financial wellness	Budget goals met; payments made on time; micro-deposits into savings; $ committed to PIPs for School; retention	**Bridges education equity gap, increases retention, supports education/opportunity MDGs**
Health & Wellness	Steps taken, health/fitness classes completed; mindfulness modules completed	**Supports health & wellness MDGs**
Community	Volunteer hours, $ donated, $ spent locally, $ spent on responsible purchases	**Strengthens local, green economy**

MEDIA - 2019

- o Medium: Creating value through good with PIPs Rewards, https://medium.com/@wendyrgordon/creating-value-through-good-with-pips-rewards-c8e5163350d7

- o AASHE Bulletin links to CU Boulder Today: https://www.colorado.edu/ecenter/2019/03/18/pips-school-offers-new-way-pay-school-expenses

- o Forbes: https://www.forbes.com/sites/jeffkart/2019/04/08/earth-pay-colorado-students-can-earn-scholarships-for-green-deeds/#4df0e8582be0

- o Daily Camera: http://www.dailycamera.com/cu-news/ci_32545070/cu-boulder-students-can-earn-tuition-scholarships-riding

- o Denver Post: https://www.denverpost.com/2019/03/31/cu-boulder-scholarships-riding-bikes-volunteering/

- o Solutions Journal, Vol 10, Issue 1 https://www.thesolutionsjournal.com/article/pips-rewards-valuing-good-every-day/

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‣ What's a PIP? video: https://s3.amazonaws.com/ i.pipsrewards.com/resources/what_is_pip.mp4

‣ PIPs on Campus: https://pipsrewards.com/ pips_on_campus

‣ PIPs for School: https://pipsrewards.com/pipsforschool

‣ PIPs on Campus Case Study: https:// www.pipsrewards.com/case_study_cuboulder_2018-19

‣ Action and Reward Partners: https://www.pipsrewards.com/ action_rewards_partner_marketing_brochure

‣ Website: www.pipsrewards.com

Join us!

To schedule a demo, contact:

theteam@pipsrewards.com

Download today!