

Chancellor's Memo

Eastern Iowa Community College District
June 15, 2008



EICCD Diversity Committee Has Great Plans!

This month's
Chancellor's
Memo *In-Focus*
Podcast airs a
recent interview

with two of our Diversity Committee's most energized members: **Karen Roebuck**, District EEO Officer and Co-Chair of the EICCD Diversity Committee, and **Erin Snyder**, Associate Director of District



Recruiting. In addition to quickly reviewing some upcoming events and initiatives sponsored by the Diversity Committee, they talk about an upcoming **Diversity Conference** for our region which will not include guest speakers and CEU credits for community business and organizational leaders but a structured participation and follow-up projects for two students from each of our district's high schools.

Take a minute, click on this link, and hear what's coming up!

◆ www.eicc.edu/infocus

No Smoking on College Grounds!



You'd have to be living in a (smoke-free) bubble not to know that as of July 1, 2008, smoking will not be allowed *at all* on college grounds . . . and that includes parking lots, lawns, or any roads the college has control over. We have done some research and found that public streets (such as in front of the Kahl Building) are still places people could smoke, but if you study or work at many of our colleges

or sites, opportunities to smoke near classrooms and buildings have disappeared.

As a former heavy smoker myself, I am already in sympathy with faculty, staff, and students who no longer find it possible to take a smoke break anywhere on college grounds. Iowa law, however, requires the district to enforce this law, in particular to be responsive to complaints launched by others who spot someone smoking where they shouldn't be.

Each college will be stepping forward to assist smokers in quitting in as many ways as feasible. And I think we can all agree to put up with someone's grumpiness for a week or so if that person takes on the challenge to quit.

If you have any questions about the law, don't hesitate to contact your supervisor or let me know.

In the meantime, here's a site I found that might be of help.

◆ [Help to Quit Smoking](#)

I have never, ever been sorry that I quit smoking!

Former SCC CASS Student (Who Met President Bush Last Year)
Checks in.



I don't know if you remember **Victor Lopez**, who was first cited in a speech by President Bush and then actually met him over breakfast in Mexico, but he has checked in with **Susan Hess** and Tatiana Ballentine, CASS Advisors at SCC. In the (unedited but remember he achieved this level of English in two years!) letter below, he discusses what has happened to him since he returned home.

As Susan mentioned in her e-mail to me, "here is what just one of the 158 SCC CASS graduates has accomplished thus far with his Associates Degree from SCC."

Dear Susan and Tati,

*Glad to hear from you, hoping you are doing great.
lately I have been little busy at school, business, work, and community projects.*

this month I am going to manage two community projects named "Combate al rezago de Registro Civil en las Zonas Marginadas de Chiapas" through cooperativa Flor de la Selva organization and ""Abatir el Rezago de los Actos del Registro Civil en la Región Fronteriza de Chiapas" through Tojtzotze li maya organization, getting birth certificates for adult and children, in two regions. planning in these projects will benefits directly 1800 peoples. (I attached one of the project.)

A part time job through United nation Program working with two communities, making plans about development, building a better life. And to prevent natural disaster like hurricanes, fire, drought, other. Last Saturday it was my training graduation through this program, and I am attaching a copy of my diploma.

I am managing a family business paper store and cyber named "azteca" and small grocery store, I am happy of the result, a year of its founded is growing considerable, now I have 13 computers with internet access.

in small amount we are selling coffee and exporting to Aguascalientes Mexico, well for now just a local market.

about my education at the university this week, will be finals exams, and I am doing okay with. will be in november 2008 my graduation. hopefully.

I am looking forward to be at the next steps, working as always,

my best to you and all cass student. keep in touch. about my phone and email you can share, I am ready for any contact or information,

saludos

*Victor Lopez
General Manager*

The amazing CASS program, where students come to SCC from poor neighborhoods all over Latin America to earn an Associate Degree, has made such a difference in the lives and potential of so many students. I have been able to congratulate many of them as they step across the stage at the SCC graduation, many graduating with honors!

Iowa State Dual Admissions Press Conference a Success



Here is a picture of ISU President **Gregory L. Geoffroy** and I signing a dual admissions agreement at a press conference at the district office on May 15, 2008. This dual admissions program provides new EICCD students with a coinciding admission to ISU, with immediate access to many of the "rights and privileges of ISU students"

plus special counseling and advising throughout their community college studies.

To me, far more exciting than the partnership or the comments of two presidents, was the live testimony by the first students to sign up for the program: CCC's **AJ Richter**, MCC's **Elmer Ayala**, **Jesus Campa**, and **Jorge Rios**, and SCC's **Norallene Able**. The students are planning to transfer to ISU and will receive assistance and advice on taking the right courses for their planned major, guaranteed admission if they meet the ISU requirements in existence at the time they sign the dual admission request. Interestingly, the three MCC students, all from Columbus Junction, had graduated from high school on the morning of the event and so received additional kudos from all present.

Please share the existence of this dual admissions opportunity with any students you think might be interested. (We have similar agreements with the other regents' colleges also.) It is wonderful to see the state's Regents Universities take steps to make the path to transfer as seamless as possible.



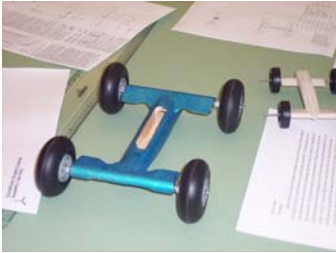
Celebrating with Quad City Minority High School Graduates



On May 17, 2008, at the Redstone Room of the River Music Experience in Davenport, EICCD, [Iowa@Work](#), Black Hawk College, and the Quad City Minority Partnership (QCMP) honored a total of seventy-five Quad City minority graduating seniors with thirty of them attending the ceremony. **Dr. Tom Coley**, **Dr. Kim Armstrong** (BHC), **Valerie Garr**, President of QCMP, and I were among those who saluted the students' accomplishments. Each student received a certificate and goody bag with items to start college, along with lots of encouragement. (I was especially happy to hear that a number of the students being honored will attend one of the EICCD colleges this coming fall.)

A thank you goes out to EICCD's Diversity Committee for their sponsorship of this event and to **Karen Roebuck** and **Shirleen Martin** who helped to organize it.

Students Engineer, Machine, and Race Rocket Cars



I really had a wonderful and exciting time attending the finale of the NSF-funded EICCD workshop on engineering, producing, selling, and racing rocket cars held at the Blong Technology Center on Saturday, May 17. Many EICCD faculty and staff had a hand in developing this great learning experience for local students, and I asked **Ann Lawler**, SCC faculty Member, to provide a description of the purpose and outcomes of the workshop.

This spring, we offered a free 8-day, 4-weekend engineering workshop for 17 high school and EICCD students at the BTC. The goal of the workshop was to introduce students to what engineers might have to do in the real world to get their designs manufactured.



*The workshop included learning 3-D modeling software called Solid Works to design a 7" race car, printing half-scale models in a Rapid Prototype Machine, manufacturing a car out of wood in a CNC milling machine, and finally, racing the cars to see if they function. In addition, visiting electrical and manufacturing engineers, **Pat Barnes** and **Doug Ross**, spoke to the group about their jobs. Two \$500 scholarships were awarded and engineers, **Pat Barnes** and **Steve Morford**, and journeyman, **Jim Glaser** served as our judges. **Julian Stahl** from Dewitt won the "Fastest Car" category and will attend the BTC in the fall and **Kurt***

***Lundeen** from Scott Community College won the "Most Innovative Design" and will again attend Scott in the fall.*

*The idea for this workshop came from BTC instructor, **Robert Border** who also served as the instructor for the event. The idea and event was supported by the "Rocket Car Committee" which consisted of **Robert Border**, **Dr. Bhaswati Gangopadhyay** (SCC), **Dr. Dan Hanson** (SCC adjunct and full-time engineer), and **Ann Lawler** (SCC). SCC students and NSF Scholars, **Dale Schumann** and **Mike O'Brien** served as assistants during the workshop.*

*This workshop was sponsored by a grant from the National Science Foundation, but many thanks need to go to our community donors who gave additional financial support and "gifts in kind" to the project: The Society of Manufacturing Engineers, Sedona Technologies, Tridaq, Genesis Systems Group, the Scott Foundation, and individual donors. In addition, **Mike LaCoursiere**, a CNC programmer in the community, and instructors and staff at the BTC deserve our thanks as we wouldn't have been successful without their support.*

I have often talked about the value of applied learning and its importance in drawing students into engineering, math, and science careers in the future. This learning experience exemplified the very best learning experiences for students considering STEM careers.

Chancellor Attends NISOD with Award-Winning Faculty



The annual NISOD conference is fantastic, primarily because it is so spirited and so focused on teaching and learning.

I was very happy to be able to attend the event this year, particularly because two of our district's faculty, **Monica Kurth** and **Jerry Wilkerson**, were awarded Outstanding Faculty Status at this event. (Faculty members from CCC and MCC were also given the opportunity to attend, but were unable to.) Joining me to celebrate our award winners' accomplishments were Deans **Andrew Burt** and **Janet Coogan** from SCC – and, an extra bonus for me, my daughter, **Jessica Carpenter** from Elgin Community College, was also attending. Monica's workshop on Math History drew a considerable and satisfied crowd.

All of us had a fantastic time enjoying Austin's hospitality and hearing from a number of wonderful keynote speakers (including country music legend **Larry Gatlin**) and workshop leaders from across the nation. Congratulations to our NISOD winners. I hope we can repeat this very fulfilling experience in years to come.



New EICCD Blog Features Articles, Information, and Interactive Discussions about e-Learning



Want to insert a wiki in your college course? Listen to a very amusing video about the boom and bust nature of technology inventions? Listen again to the podcast featuring an interview with Jeff from last month's [Chancellor's Memo](#)?

You've probably figured out by now how much I appreciate the efforts of EICCD faculty and staff to move our district's curriculum, services, and communications into the global world of the Internet so I want to provide you all with a link to the new e-learning blog sponsored by **Jeff Larson** and his e-learning staff so you can explore and respond to what's happening in the e-learning environment of the district, nation and world.

Take a minute and visit the blog – and be sure to bookmark it and go back to visit it often.

◆ [EICCD Online Blog-Spot](#)

EICCD Initiative on Sustainability Making Progress



I have been keeping close “tabs” on the progress made by various, highly energized EICCD teams who will contribute to the district’s sustainability draft action plan -- hopefully ready to be aired for review in September at a second district-wide Sustainability Retreat at my home. In the meantime, I want to share a set of global recommendations I was introduced to at a gathering of college and university presidents in Grand Rapids, all of whom have signed the Presidents’ Climate Commitment. Even though these

recommendations are broad, I like them because of their global nature. (Note the odd spelling.)

Twelve Steps to Help You Kick the CO₂ Habit

Whether you are an individual, an organization, a business or a government, there are a number of steps you can take to reduce your carbon emissions, the total of which is described as your carbon footprint. You may think you don’t know where to begin, but by reading this, you have already begun.

Make a commitment

Reducing your carbon footprint is no different from any other task. Telling people you will reduce carbon emissions may seem simplistic, but even simple actions like announcing your commitment to going carbon neutral can be effective, while the simple act of asking for ideas can lead to creative and innovative solutions. Several countries have indicated in recent months that they will go carbon neutral, led by Costa Rica, New Zealand and Norway. The United Nations system itself, led by Secretary-General Ban ki-Moon, and guided by the UNEP-led Environment Management Group, is moving towards carbon neutrality. UNEP is also facilitating carbon neutrality in all sectors and all regions through its climate neutral network.

Assess where you stand

It is likely that carbon will eventually be judged as an atmospheric pollutant and regulated accordingly, with consequent costs—and opportunities—for all sectors of society. Knowing where and how you generate greenhouse gases is the first step to reducing them. For individuals and small businesses, online calculators and internal assessments can help start the process. Larger organisations may need specialised advice and tools, such as the new ISO 14064 standard for greenhouse gas accounting and verification, or the Greenhouse Gas

Protocol, provided by the World Resources Institute and World Business Council for Sustainable Development, which is an accounting tool for government and business managers to understand, quantify, manage and report greenhouse gas emissions.

Decide and plan where you want to go

Based on your assessment of climate-related risks and opportunities, a strategy and action plan can be developed. Targets help focus efforts and also provide a benchmark for measuring success. Most homes or businesses can reduce energy use by 10 per cent—which almost always results in a 10 per cent reduction in greenhouse gas emissions—with a one year payback or less. A plan to reduce carbon emissions will first focus on the type of energy and the way it is used; for example electricity for buildings and fuel for transport. Reducing this energy can create instant savings. An effective tool is an energy audit. Many electric utilities and government energy offices now offer an audit as part of their efforts to reduce carbon emissions.

De-carbon your life

There is a broader way to think about carbon and climate. Everything an individual, organization, business or government does or uses embodies some form of carbon, either in products themselves or in the energy and materials it takes to make them. Buildings, fittings and equipment are all proxies for carbon; ‘carbon copies’ can be chosen based on the least amount of impact they will have on the climate. Integrating climate friendly criteria into decision making can trigger a ripple effect.

If consumers, manufacturers and lawmakers all think ‘low carbon’ and ‘climate friendly’ savings in carbon emissions will multiply. Take packaging as an example. US retail giant Wal-Mart worked with one of their toy suppliers to reduce packaging on just 16 items. The toy suppliers saved on packaging costs while Wal-Mart used 230 fewer shipping containers to distribute their products, saving about 356 barrels of oil and 1,300 trees. By broadening this initiative to 255 items, the company believes it can save 1,000 barrels of oil, 3,800 trees, and millions of dollars in transportation costs.

Another example: you can buy paper or wood products that adhere to internationally certified standards. The Forestry Stewardship Council (www.fsc.org), for example, is an international non-profit organisation promoting responsible management of the world’s forests. The FSC trademark is increasingly recognised as an international standard for responsible forest management. More than 90 million hectares in more than 70 countries have been certified according to FSC standards while several thousand products are produced using FSC certified wood and carrying the FSC trademark. Switching to recycled or sustainably sourced paper can also lead to considerable savings, reducing both landfill use and carbon emissions. Using recycled paper can save 1.4 tonnes of CO₂ for every tonne of paper and cardboard.

Other ways of reducing your carbon footprint include wasting less time and energy on travel. Cities can improve public transport options, companies can encourage low carbon habits (by ceasing to subsidize parking or investing in hybrid technology company vehicles), and individuals can car pool or use public transport. Sometimes simple actions can produce a shift. Secure bicycle storage and changing and shower facilities, for example, are often inexpensive compared to other parking structures but create a strong incentive for those who can commute by bicycle. In larger cities with adequate public transport, a monthly or yearly pass can be offered instead of parking facilities. Paris and Vienna, for example, offer a public bicycle system that reduces greenhouse gas emissions and traffic congestion.

Get energy efficient

Improving the efficiency of your buildings, computers, cars and products is the fastest and most lucrative way to save money, energy and carbon emissions. This does not mean going without. Energy efficiency is about increasing productivity but doing more with less. More efficient buildings, cars and products will a direct and lasting contribution to limiting carbon emissions. Conventional buildings can account for almost 40 per cent of CO2 emissions. High performance, environmentally accountable, energy efficient and productive facilities are now economically possible.

Very simple measures can lead to immediate savings. Just turning off unused lights, motors, computers and heating can substantially reduce wasted energy—and money. Generally, laptop computers use less energy than desktop computers and LCD monitors use less energy than CRT screens. Also consider what to do with equipment when its useful life is finished. Some manufacturers offer take-back or recycling. Also look for energy efficiency standards. For appliances, the Energy Star rating is a way to describe efficiency. For many brands now, the highest energy efficiency rating does not cost any more than less efficient products. Originally from the United States, Energy Star is now applicable in Europe.

Think about your travel. Advanced web and video conferencing technology mean the time is rapidly approaching when the need to travel will be substantially diminished. A two-day trip to attend a meeting 1,000 km (600 miles) away can cost about US\$2,000 per person when accommodation, travel and meals are included, while a video conference may cost as little as US\$200. The savings are US\$1,800 and about half a tonne of carbon. Telecommuting is also increasingly an option for many. A study by the Telework Coalition (www.telcoa.org) found that if 32 million Americans who could telecommute did so one day a week, they would drive 2 billion kilometres less, save 300 million litres of fuel and gain the equivalent of 32 million extra hours every week for leisure, family or work.

Lighting can account for 15-20 per cent of total electricity use. Converting coal at the power plant into incandescent light is only three per cent efficient. Compact fluorescent lights (CFLs) have evolved rapidly in the past decade. They now last between six and 15 years and reduce electricity use by a minimum of 75 per cent compared to a standard incandescent bulb. The advantages of CFLs and other high efficiency lighting have prompted legislation to ban incandescent bulbs. In 2007, Australia was the first country to mandate that no incandescent bulbs will be sold by 2012, a move that will reduce emissions by four million tonnes and cut power bills for lighting by up to 66 per cent.

Switch to low carbon energy

If possible, switch to energy sources that emit less carbon and can reduce costs and emissions. Generally, coal produces twice the emissions of gas, six times the amount of solar, 40 times the amount of wind and 200 times the amount from hydro. In many parts of the world customers can choose to have a percentage of their electricity supplied from a renewable energy source, such as a wind farm or landfill gas project. These 'green choice' programmes are maturing and proving to be a powerful stimulus for growth in renewable energy supply. Today, more than 50 per cent of all US consumers, for example, have an option to purchase some type of green power product.

Larger users can even build their own lower emission energy systems, using solar power or lower carbon technologies such as generators powered by natural gas. A Global Environment Facility project in eastern and southern Africa is promoting small scale hydro schemes in the tea industry and cogeneration using agricultural waste from the sugar industry to generate electricity for industry use and to feed into national grids. In the United Kingdom, the Body Shop bought a 25 per cent stake in a large modern wind generator to provide renewable energy for its UK operations. Other companies installing their own renewable energy plant include 3M, DuPont, General Motors, IBM, Johnson & Johnson and Staples.

At the small business or household level, tax breaks and incentives can make solar photovoltaic systems and other renewable energy technologies cost effective. Rooftop solar electric panels can provide energy over time, reduce electricity costs and provide a buffer against price fluctuations. UNEP is helping promote such schemes in southern India and North Africa.

The transport sector is responsible for 25 per cent of total energy consumption and greenhouse gas emissions, mainly from burning petrol and diesel. Various options exist for kicking the carbon habit. Hybrid engines that combine electricity and conventional petrol or diesel engines can offer substantial fuel savings while reducing emissions. Vehicles can also run on a range of alternative fuels that can offer both cost and environmental benefits, although they also often require an additional investment that take some time to pay back. These include compressed natural gas (CNG), liquefied petroleum gas (LPG), liquefied natural gas (LNG) and biofuels.

Biodiesel and bioethanol are biofuels made from crops, such as wheat, soy, corn and sugar cane. They are often blended with petrol or diesel, and almost all vehicles can run on blends up to 10 per cent without modification. Specially enabled biofuel cars can run on higher blends, such as a mix of 85 per cent bioethanol and 15 per cent petrol. In many parts of the world, biofuels are becoming more popular and easier to find commercially and in various blends. For companies with automotive fleets, biofuels can be a cost-effective low-carbon alternative.

Invest in offsets and cleaner alternatives

There is a limit to how much efficiency you can squeeze from your lifestyle or your organisation's operations, or how much renewable energy you can employ. The choice for those who wish to compensate for their remaining emissions is to fund an activity by another party that reduces emissions. This is commonly called a 'carbon offset' or 'carbon credit'. The term carbon neutral includes the idea of neutralising emissions through supporting carbon savings elsewhere.

The average price for carbon offsets is US\$15 per tonne, but costs range from US\$5-50 per tonne. To purchase offsets, individuals or businesses pay an offset company to implement and manage projects that avoid, reduce or absorb greenhouse gases. Climate change is a global problem, so carbon reductions will have the same impact no matter where they are implemented. Carbon credits can be generated by emission-free energy generation, reduced demand, including energy efficiency, or sequestration in the form of underground and forestry storage.

According to one report, the highest quality offsets are generated from the flaring of methane from landfills, since methane is an even more potent greenhouse gas than CO₂. Green Gas International (www.greengas.net) is a company that generates carbon credits by converting waste gas to clean energy through partnerships with mines, landfills and biogas producers. The worldwide benefits of such projects include 125 megawatts (MW) of power, saving four million tonnes of CO₂.

Get efficient

Looking at your life or business through a carbon neutral lens can help you in other ways by increasing the efficiency of resource use, avoiding and reducing waste and ultimately improving your overall performance and reputation. Economists are fond of saying that there are no banknotes lying around because someone will have already picked them up. In climate change, there are still plenty of banknotes just waiting to be picked up. After all, carbon is generally the waste product of producing energy, and reducing waste and becoming more efficient is always a good idea. Integrate the 3R approach—reduce, reuse and recycle—into your thinking.

Offer—or buy—low carbon products and services

The market for climate friendly products and services is growing rapidly, from energy efficient products to new renewable energy systems. To offer such products, however, it's important to begin at the design stage. Actions as simple as adding energy efficient specifications into the design process, for example, can produce a design that minimises energy consumption during its use and saves customers the time and energy from making adjustments to a product after a purchase, (for example having to wrap water heaters with insulation blankets).

A more systematic approach comes from the field of 'design for sustainability', which includes life cycle design and environmentally conscious design and manufacturing. This new approach considers environmental aspects at all stages of development to create products with the lowest environmental impact throughout the product life cycle. Ecodesign is an important strategy for small and medium sized companies both in developed and developing countries to improve the environmental performance of their products, reduce waste and improve their competitive position on the market.

Buy green, sell green

The market for green products and services is growing rapidly. In many countries consumer surveys report that growing numbers of consumers are willing to buy green products if given the choice. For businesses, innovative product design and presentation combined with responsible marketing and communications can help ensure that this consumer interest translates into purchasing. However, the market for green products remains underdeveloped because people still find it difficult to locate products or trust their environmental claims. Businesses can help consumers to be more climate friendly, from the online click for carbon offsetting on a tourism booking website to the label on a product at the local store.

Team up

Many private sector companies are increasingly working with non-governmental organisations, cities or governments to identify and implement best practice solutions to reduce emissions. The Carbon Disclosure Project (www.cdproject.net), for example is an independent non-profit organisation providing information for institutional investors with a combined US\$41 trillion of assets under management. On their behalf, CDP seeks information on the business risks and opportunities presented by climate change and greenhouse gas emissions data from more than 2,000 of the world's largest companies.

Similarly, local and national governments are seeking opportunities to partner with business on delivering low carbon solutions. In countries such as Canada, government institutions and power utilities supported the setting up of Energy Service Companies (ESCOs). In the United States, the federal Environmental Protection Agency started the Energy Star program (www.energystar.gov) in 1992 as a voluntary partnership to reduce greenhouse gas emissions through increased energy efficiency. In 2006, American businesses and consumers saved US\$14 billion on energy bills with the help of Energy Star saved and reduced greenhouse gas emissions equal to 25 million vehicles annually.

Talk

The increasing importance of climate change means that companies and organisations will need to communicate. Transparency is critical. The internet and other new media mean that companies, organisations and governments cannot hide behind greenwash. This is where tools for verification and reporting guidelines with recognised indicators are critical. One example is the Global Reporting Initiative (GRI) (www.globalreporting.org). Internal communications via intranets and company publications can report progress and acknowledge contributions by individual staff or teams. It's also important to let shareholders know. Reducing emissions,

particularly by improving efficiency is a win-win situation that can also enhance a company's reputation. Consumers and investors alike are requesting information on a company's response to risks and opportunities related to climate change.

(This is an abridged and adapted version of an original piece produced by UNEP for the UNEP/Sustainable Development International publication 'Climate Action' www.climateactionprogramme.org)

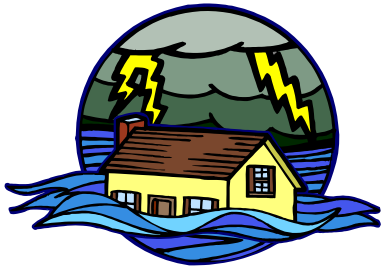
Source: http://www.unep.org/wed/2008/english/Information_Material/factsheet.asp

If you have a desire to add your ideas on how EICCD can become more sustainable over the next decade, please don't hesitate to share them or better yet, contact **Robin Blount** or **Julie Plummer** and join one of our active teams!

(Send me a message if you actually read all of the above! You deserve extra offset credit. [I read the whole thing!](#))



Flooding Redux in Iowa



I know that all of us share concern with our fellow Iowans, in fact fellow Americans, about the impact of all of this flooding on towns and people. As I write this, our center in Columbus Junction is under a flood threat, and we are gearing up to protect the downtown Career Assistance Center again – just as we did several weeks ago. And getting to work has certainly been an exciting experience for many this

morning.

I hope that all of our district employees and students have escaped the wrath of nature this spring! And I hope that you will enjoy balmy, sunny, and gale-free weather for the rest of the summer.





Speaking of weather you might want to look at the distance between Grand Marais and Munising on the map above since that's the distance I will be hiking along with a few friends the first week of July! I want to thank everyone for the tips they gave me on surviving the 40 mile hike and camping experience I'm still eager for more. It could be that the July 15 memo, written just after I return from Michigan, will be considerably shorter than this one assuming I survive!

Pat