The Institute for Sustainable Development (ISD) was created in the spring of 2007 to help implement the University’s Sixth Strategic Priority. The ISD integrates and gives focus to broad University sustainability efforts, serves as a point of contact for regional sustainability issues, and seeks resources to support the University’s sustainability work. The institute’s most visible sustainability contribution may be its annual conference, This Way to Sustainability, which now regularly attracts upwards of 1,000 registrants and is distinguished by the inclusion of community members as panelists and participants.

Sustainable development, with its focus on strong economies, healthy ecosystems, and vibrant societies, necessarily involves the entire University. We all have something meaningful and important to contribute when it comes to deciding what one generation owes to another, how to sustain democratic societies, and how to address complex issues related to global climate change.

The ISD began with so much to build on. Our students have often led the way—in 1970 when the Community Legal Information Center was established, in 1996 when the Associated Students started the campus recycling program and also created an environmental resource center, and in 2007 when students approved a special fee to support sustainability, including student-generated sustainability projects.

As President Zingg has said, we choose our future by acting on our core values. Our students have chosen their future by acting on their desire to achieve sustainability. The University has chosen a leadership role in sustainable development by acting to support its core values. The ISD chooses to support sustainability in every way possible. Our hope is that this brochure honors the dedicated work of the entire University community.

—Scott G. McNall, Executive Director
The Institute for Sustainable Development

California State University, Chico is, fundamentally, a place of public purpose and service. We fulfill our responsibilities through the high aspirations we set for ourselves and the values that inform and govern our endeavors. We aim to be a leader in American higher education by building on our core commitments, connecting to our region, and helping to create a more just and vibrant democratic society. Among the choices we’ve made to prepare our students for the challenges they will face are cultivating respect for the planet and championing sustainable development.

The term “sustainable development” assumes that the people of the world have a common future and that they can and must work together to protect it. Our job, as members of a university community, is to help students see the relationship among environmental, social, and economic issues. Because we want sustainability to be infused across the curriculum we adopted a plank in our Strategic Plan that affirms our belief that each generation owes something to those who follow, and that we will create environmentally literate citizens who embrace sustainability as a way of living.

Embracing this core value of the University requires us to act on it. As you read this brochure, which is only part of the story, you will see that faculty, staff, students, and other members of the Chico State family are acting to make a sustainable future a reality. They are helping to implement the University’s vision and values, and they are making a commitment to create a vital community of public purpose and service. We hope you will recognize the importance of this effort and that you will join us in it.

—Paul J. Zingg, President
California State University, Chico

Choosing our Future

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Educating for a sustainable future

Acting on our Values
Understanding Sustainability

As John Muir said, “When one tugs at a single thing in nature he finds it attached to the rest of the world.” Societies, economies, and the environment are similarly connected and cannot be understood in isolation from one another. Sustainable development is defined by the United Nations’ Division for Sustainable Development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” Clearly, each generation must be mindful that its decisions will affect others, both now and in the future. Included in sustainability are the interconnected needs for vital and stable economies, vibrant societies based on a commitment to equity and social justice, and healthy environments that safeguard human well-being while also protecting and restoring the earth’s ecosystems.

ENVIRONMENT:
Wise stewardship and use of resources, habitat conservation and restoration, building livable cities.

A focus on the environment engenders mindfulness about conserving resources for future generations, protecting biodiversity essential for life, and supporting sustainable agriculture. Sound environmental practices improve soil health, protect wetlands and wildlife habitat, allow for water filtration and groundwater recharge, reduce runoff and erosion, and reduce fire danger.

EQUITY:
Vibrant communities that support equal opportunity, education, meaningful employment, health, and quality of life.
Equitable societies protect the environment and support healthy economies as investments in a more viable future for all. Education and equal opportunity support engaged and democratic societies. Just as diversity in the natural world supports stability in any given ecosystem, societies achieve diversity—and considerable stability—by fostering the innovative ideas, unique perspectives, and inclusiveness that offer a competitive edge in a global economy.

ECONOMY:
Vital new business opportunities, creativity and enhanced competitiveness, innovation and profitability.

The day-to-day business of sustainable development supports new technologies and creates new jobs—because of the need to minimize materials use, reduce pollutants, protect biodiversity, address issues of water quantity and quality, build sustainable cities, and transportation systems, conserve energy, and discover and engineer alternative energy sources. Sustainable communities are also appealing places to work and live, and attract commercial innovation.

THE ORGANIC DAIRY: An Example of Sustainable Development

The University’s organic dairy demonstrates all three dimensions of sustainability: environment, economy, and society. First, an organic pasture requires no chemicals or pesticides, reducing dependency on petrochemicals and also reducing their environmental impacts. Organic milk is a healthful product that contributes to healthy lifestyles and offers “added value” in the marketplace. The dairy also establishes that green business is profitable. The University’s partnership with Organic Valley, a company that shares its profits with farmers, employees, and farming communities, also demonstrates an economic model that supports society—and family farming—on the local, regional, and national levels.
The Associated Students (AS) Environmental Affairs Council is a branch of the student government focused on developing policies to guide the AS—and the University—toward sustainability in their actions and operations. The AS Recycling Program recycles approximately 520,000 pounds of paper, beverage containers, food waste, and other recyclables each year, and offers student internships focused on recycling education and waste reduction. The community focused Recycling And Rubbish Exhibit (RARE) features more than 20 hands-on interactive displays, from the evolution of trash to composting with worms.

The Environmental Action and Resource Center (EARC) is the campus environmental library, offering unique opportunities for students in environmental thought, education, and activism.

The Alliance to Save Energy’s Green Campus Program, sponsored by the California Public Utilities Commission, received $50,000 of incentive funds through the UC/CSU/IOU Partnership in 2008 for installing energy management software in campus computer labs.

The student-funded AS Sustainability Program develops sustainable practices within the AS, and fosters student sustainability internships and projects. The program’s AS Sustainability Fund supports student sustainability projects such as the Zero Waste Task Force and the new Slow Food USA student chapter.

AS Recycling provided more than 16,000 free worms for gardeners’ worm bins.

Paper products and books—96 tons of paper, 295 tons of cardboard, and 21.5 tons of books—topped the University’s materials recycling totals for 2007.

Other recycled commodities included some 21 tons of cans and bottles, 3 tons of scrap metal, 2 tons of CDs and other media waste, and 1.7 Tons (3,370 lbs.) of toner cartridges.

Free bus transit is offered to students, faculty, and staff during the fall and spring semesters, subsidized both by the AS and the University through an agreement with the City of Chico.

The new Organic Vegetable Crop project—a collaborative effort among the University Farm, AS Recycling, AS Food Services, and the Chico Food Network—produces exceptionally fresh, student-grown vegetables that are served on campus.

In a recent survey 95 percent of University students agreed, “Taking care of the environment is important.”

The AS Adventure Outings Bike Cart offers free “bike repair by students for students” and also faculty and staff, recycles unwanted bicycles and bike parts, and supports bicycling as a viable transportation option. In a typical year Bike Cart staff repair 300 or more flat tires, tune-up at least 160 bikes, and recondition then sell 200 used bikes.

The AS at CSU, Chico was the first in the nation to sell organic cotton T-shirts—a boost for organic cotton growers and for manufacturer Patagonia, which had not previously sold collegiate wear.

Chico mechanical engineering students won the Human-Powered Vehicle Challenge West Coast Competition at San Luis Obispo, besting 52 other universities with a three-wheeled recumbent bike that reaches speeds of 45 to 50 miles per hour.

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Recent AS-funded projects with a community focus include Growing Resourcefully United Bellies, or GRUB, which emphasizes food as a medium for environmental and social change, and the Solar Installation Workshop and Urban Forest projects.

The AS-funded Community Action Volunteers in Education (CAVE) program, established in 1966, offers 2,000 students each year the opportunity to participate in more than 20 volunteer programs that serve people of all ages, abilities, and backgrounds. Environmental programs offered through CAVE include the National Parks Program, developed in collaboration with the Golden Gate National Conservancy and the Tahoe National Forest, the locally focused Adopt-a-Park project, and the StreamTeam.

The Community Legal Information Center (CLIC) is a free legal information and referral office. One of several CLIC programs is Environmental Advocates, comprised of CSU, Chico interns who work to safeguard the environment. Recent winners of the twice-annual $6,000 Jack Rawlins Environmental Award include The Cause, a residence where CSU, Chico students cultivate sustainable, low-impact lives—from the greenhouse to compost piles and lush gardens where chickens help with pest control—and Melissa Dalzell, who used her award to install solar cookers at the Our Lady of Perpetual Help Education Centre children’s home in Kenya.

Net Impact educates and inspires students about sustainable business, corporate social responsibility, and social entrepreneurship, “changing the world through sustainable business.”

Leading Green

As of 2007 about 54 percent of total campus waste was diverted from landfills—including 55.5 tons of food waste transformed into compost.

Taylor Bass received the one-time $10,000 Jack Rawlins Environmental Prize for his Social Entrepreneurs Emerging with new Direction (SEED) project, a student-run hub for social entrepreneurship related to the environment.

More than 85 percent of CSU, Chico students believe global warming is real, according to a recent survey, and 66 percent already take specific actions to minimize climate change.

An expansion of the April 22 Earth Day tradition, AS-sponsored Earth Month features more than 60 events, workshops, panels, and discussions and events focusing on environmental awareness and sustainability.

University business student Greg Turcotte received the prestigious $10,000 2007 SAP America Scholarship for a research paper applying accounting principles to monitoring greenhouse gas emissions.

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Making a Lasting Difference
Chico mechanical engineering students won the Human Powered Vehicle Challenge West Coast Competition at San Luis Obispo, besting 32 other universities with a three-wheeled recumbent bike that reaches speeds of 45 to 50 miles per hour.

Greg Kallio of the College of Engineering used his 2007 Lantis Professorship to continue work begun with colleagues to develop Zero Energy Homes.

The local chapter of Engineers Without Borders was established thanks to Stewart Oakley of Civil Engineering, who collaborated with students to provide the town of Tela in Honduras with improved wastewater treatment.

Ray Boykin of the College of Business and international software leader SAP Research recently completed Green 2.0 in conjunction with Lundberg Family Farms, exploring the environmental footprint of food products. Green 2.0 investigates the role software can play in resolving pressing environmental problems.

Professors William M. Murphy and Dave Brown of Geological and Environmental Sciences and Becky Damazo of Nursing researched the lasting human and environmental impacts of mining for the ground-breaking 2008 report Mining’s Toxic Legacy: An Initiative to Address Mining Toxins in the Sierra Nevada, published by The Sierra Fund and supported by The California Endowment, The Richard and Rhoda Goldman Foundation, and True North Foundation.

The new Concrete Industry Management major, developed with help from industry leaders, educates future managers and builders about sustainable aspects of concrete.

The University’s Tourism and Communication Design Partnership, developed and directed by Emilyn Sheffield of Recreation and Parks Management and Alan Rellaford of Communication Design, supports regional economic and tourism development by promoting awareness of public lands and their scenic, recreational, and cultural values. These wide-ranging student projects require applied research, strategic planning, and cooperative marketing with local partners.

According to a recent survey of CSU Chico students, 91 percent believe the U.S. government should take an active role in curbing climate change.

In his research Anthropology Professor Jesse Dizard explores the junctures of political ecology, globalization, rural development, and applied anthropology.
Conservationist Jack Rawlins established CSU, Chico’s Rawlins Endowed Professorship of Environmental Literacy, currently held by Biology Professor James Pushnik, to integrate environmental concepts into the education of all students.

The University’s noted On the Creek Lecture Series, cosponsored by Chico Performances, has featured such celebrated voices in support of sustainability as Paul Hawken, Robert F. Kennedy, Jr., Frances Moore Lappé, and Gary Snyder.

Troy Jollimore of the Department of Philosophy won the 2006 National Book Critics Circle Award for Poetry for his Toni Thompson in Purgatory. The collection’s title character, hailed by former U.S. Poet Laureate Billy Collins as “our hero for the moment, a man of the hour,” is also an everyman for the Age of Climate Change.

Supporting the green economy, the College of Business offers an 18-unit interdisciplinary Minor in Managing for Sustainability open to all majors, which combines business coursework with sustainability-focused classes.

Human life has dignity and value, the underlying message of much University work. Janja Lalich of Sociology, author of Captive Hearts, Captive Minds: Freedom and Recovery from Cults and Abusive Relationships, is a researcher, consultant, and specialist in the study of psychological manipulation and abuse. Kate Transchel of History received a 2008 Lantis Professorship to advance her work to abolish the international sex slave trade.

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Lee Altier and Richard Russonis of the College of Agriculture are teaching agroecology at the National University of Costa Rica. Altier also offers his Food Forever: Comparisons of Sustainable Food Production Systems class at Chiang Mai University in northern Thailand.

CSU, Chico is one of just 12 CSU campuses to offer a new two-year Professional Science Master’s degree, and the only one to have a program in environmental sciences.

Geography professor LaDonna Knigge and her Planning for Sustainable Communities class developed the Eco-Chico Bicycle Tour, a five-mile bike ride with stops at sustainable housing developments, eco-conscious businesses, even composting worm bins.

Pam Fegy of Geography and Planning worked with her site planning class on a comprehensive plan for a Skyway Bicycle Trail linking Paradise to Chico using a 1964 analog aerial map and GIS technology to collect data for the estimated $1.16 million project.

The “Greenies,” awarded at the annual This Way to Sustainability conference to recognize the sustainability contributions of individuals, businesses, and nonprofit groups, are handmade from reused and recycled window glass by students in Robert Herhusky’s art-glass class.
With the signature of President Paul Zingg, CSU, Chico became one of the first campuses in the nation associated with the American College & University Presidents Climate Commitment, a long-range commitment to reduce greenhouse gas emissions.

Regional and Continuing Education integrates sustainable conference management practices into the planning, marketing, design, implementation, and evaluation of all conference events organized. Working with representatives from Cornell University, Yale University, and the University of Colorado, Continuing Education helped create and disseminate best practices for conference management included in the Sustainable Campus Conference Guide.

Chico State was the first CSU campus to embrace Leadership in Energy and Environmental Design (LEED) green building standards. The new Student Services Center (shown below) is expected to be certified to the LEED Gold standard. Additional buildings to be constructed to LEED standards include the Wildcat Recreation Center, the Northern California Natural History Museum, major renovation of historic Colusa Hall, and Sutter Hall, a new student residence hall.

An ongoing partnership between University Housing and Food Service and Associated Students Recycling, the award-winning Diversion Excursion program in 2008 diverted 17,953 pounds of unwanted electronics, clothes, canned goods, and furniture from student residence halls, and distributed these reusable and recyclable items to community charities.

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The Associated Students uses only Green Seal Certified cleaning products in its Bell Memorial Student Union building. The entire campus will soon achieve the same goal in 2008, about 60 percent of its cleaning products were Green Seal Certified.

The University’s Facilities Management Services purchased its first electric cart in 1989, and now owns a fleet of 43 electric vehicles. The Associated Students also owns electric vehicle and one propane-powered cart.

Solar panels installed by SunEdison on the roofs of Yolo Hall and Acker Gym—1,212 three-by-four foot solar panels—generate an average of 300 kilowatts of power per hour.

Even with new facilities and enrollment growth, total University water use has declined more than 25 percent since 2000 due to water conservation measures.

CSU, Chico produces 464,345 kilowatt hours of solar power per year, roughly equivalent to 40,077 gallons of gasoline.

According to a recent survey, 95 percent of University students regularly turn off lights when they’re not being used.

University Printing Services has received Forest Stewardship Council (FSC) chain-of-custody certification—one of the first U.S. universities to do so, verifying products bearing the FSC trademark come from responsibly managed forests.

Creekside Cafe and Common Grounds coffee shops, along with Tully’s Coffee cups, 100 percent biodegradable and compostable. The Marketplace Café uses 100 percent biodegradable, compostable food containers made from sugarcane.

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The Big Chico Creek Ecological Reserve (BCCER) contains 3,950 acres of diverse canyon and ridge habitats, including 4.5 miles of Big Chico Creek. Home to many species of plants and animals and prime habitat for student research projects, the BCCER is part of the reserve system owned and managed by the CSU, Chico Research Foundation.

The Geographical Information Center was established in 1988 to introduce digital mapping and geographical information systems (GIS) technology to Northern California, and to provide valuable on-the-job training. Projects have included Sacramento River habitat restoration mapping and monitoring, an online GIS template for California water districts, and an agricultural land use map of California.

The University Farm’s new Organic Dairy, the first of its kind in the West, provides hands-on instruction in organic livestock production, generates industry research, and provides organic milk which is distributed through Organic Valley.

Originally the dream of biologist Dr. Vesta Holt more than 60 years ago, the University’s Eagle Lake Field Station offers students and faculty the opportunity to study and undertake field research across disciplines.

A million-dollar CALFED Ecosystem Restoration grant for monitoring and assessing the environmental health of the Sacramento River offers interdisciplinary research opportunities for CSU, Chico as well as UC Davis, UC Santa Cruz, the Sacramento River Conservation Area Forum, and the Nature Conservancy.

The National Park Service Learning course offered at Golden Gate National Recreation Area through Recreation and Parks Management integrates classroom work with field service as students plan, implement, and evaluate community-based stewardship and other service or volunteer projects.

Funded by the U.S. Bureau of Reclamation, the College of Agriculture offers low-cost public workshops on how to audit and schedule irrigation systems, and how to assess energy and water savings.

Each year Jon Hooper’s Recreation and Parks Management Methods and Materials for Environmental Education class helps with the Butte Environmental Council’s Endangered Species Fair by planning, preparing, and staffing educational booths.
In a move unprecedented within the CSU, in fall 2005 President Paul Zingg signed a memorandum of understanding with the local Native American tribe, the Mechoopda, to practice “open, candid, respectful, timely, and effective communication” concerning future campus land use and decisions concerning cultural heritage.

The University’s Center for Nutrition and Activity Promotion includes six nutrition and fitness service-learning programs, the largest of which is the Sierra Cascade Nutrition and Activity Consortium or SCNAC. Student interns prepare healthful eating and physical activity promotions for more than 50 schools and community agencies in Northern California.

Nine nursing students traveled to Mexico with Janelle Gardner of the School of Nursing for a health care service-learning project in the rural, indigenous Mixtec region in Oaxaca. Students explained the importance of hand washing and the use of latrines to prevent infection, and taught children how to brush their teeth.

In 2008 CSU, Chico students once again demonstrated their commitment to equity and social justice as the nation’s top collegiate fundraisers for St. Jude Children’s Research Hospital in Memphis, Tennessee, the cutting-edge cancer hospital that admits patients based on need, not ability to pay. The campaign was capped by the Up ‘Til Dawn letter-writing event, which brought the total contribution to $183,561.

The new Cross Cultural Leadership Center incorporates the JFR LEADership programs with the Multicultural Center to provide leadership programs and services to all student organizations.

• Instructor Debbie Doman of Kinesiology served as the Team USA head swim coach for Special Olympics for the World Games held in Beijing, China.

• The Dorothy Morehead Hill Collection now housed in Meriam Library Special Collections offers unique and impressive documentation of area history—some 4,000 photographs, 30 boxes of field and research notes, 90 hours of videotape, and 400 audio tapes of Hill’s exhaustive interviews with Native American elders.

The Greendance Film Festival includes a juried competition of original environmentally themed films from around the world. Festival winners in 2008 included Crude and Kilowatt Ours. University alumnus and keynote speaker Matt Petersen screened and discussed his film The 11th Hour, produced and narrated by Leonardo DiCaprio.

The University is among the top 25 medium-size colleges and universities in the country with alumni serving as volunteers for the U.S. Peace Corps. Presently there are 23 alumni serving in 18 countries. More than 550 alumni have served as volunteers since the inception of the Peace Corps in 1961.

CSU, Chico is one of very few campuses to support strategic priorities by hiring full-time staff to implement its commitments. Supporting the University’s key sustainability efforts are the director of civic engagement; the sustainability coordinator; the AS sustainability and recycling coordinator; and the director of diversity programs.

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In July 2008 CSU, Chico was recognized as among Ten of the Greenest Colleges in America—along with Duke University, Harvard University, Middlebury College, Oberlin College, and Warren Wilson College—by TheDailyGreen.com, a Web-based sustainability magazine.

Chico State was the first CSU campus to register a new building project under Leadership in Energy and Environmental Design (LEED) standards for green building, an event acknowledged by the California Integrated Waste Management Board.

Biologist Jeff Price of Geological and Environmental Sciences was one of the lead authors of the Intergovernmental Panel on Climate Change report, and received the 2007 Nobel Peace Prize along with other IPCC members and former Vice President Al Gore.

CSU, Chico was named to the President’s Higher Education Community Service Honor Roll with Distinction for its 2007 civic engagement activities. In 2006 the University was one of 10 national finalists for the President’s Higher Education Community Service Award for Excellence in General Community Service.

CSU, Chico was among “Publisher’s Picks” selected by Hispanic Outlook in Higher Education as universities with solid records in recruiting, empowering, and graduating Hispanic students.

In May 2008 the University’s Green Campus program won the Best Practices Award for Student Energy Efficiency from the Energy Efficiency Partnership Program of the CSU Office of the Chancellor.

For its efforts to reduce global warming, the National Wildlife Federation awarded CSU, Chico its 2007 Chill Out Campus Ecology grand prize.

The University was ranked Number 8 on Grist magazine’s list of top green colleges and universities.

Three University projects received best-practices commendations at UC Santa Barbara’s 2006 sustainability conference: The Diversion Excursion Program, the Associated Students Sustainability Program, and the demolition and waste diversion preceding construction of the new Wildcat Recreation Center.