**Energy Conservation & Building Standards Objective 4 Subcommittee**

*In attendance: Alex Dzurick, Claudia Szczepaniak, Jessica Tran, Marian Huhman, Morgan Johnston, Olivia Harris*

1. Discussion of Illini Lights Out iSEE Newsletter blurb draft by CS
   1. All agree that it should be jazzed up to make it more exciting.
   2. Also should include the length of the event, which is from 6-7pm. As for a rough timeline, MJ is thinking we start around 6:05, take about 10-15 minutes to give materials and instructions, and wrap it up by 7pm at the latest, although we anticipate some volunteers finishing earlier. That being said, pizza should be ready by 6:45pm. Should also keep in mind that there’s a movie playing in the Union at 7pm.
   3. OH suggests creating a registration form. Besides the name and email, might ask volunteers if they have a building assignment preference and how they heard about the event. The submission screen could urge volunteers to share the registration link or post about the event on social media.
      1. We are sticking to registration via emailing Alex for now.
   4. OH can create a Facebook event and Twitter tweet, and everyone else can share them on their personal accounts.
      1. MJ thinks we might not need extensive exposure yet due to the limited amount of participants we’re looking for this time around.
   5. MH: Is there a way we could turn all the lights off in a building such as Altgeld for Earth Hour (8:30-9:30pm on March 19)?
      1. MJ doesn’t know what our options are for something like that.
      2. OH thinks that Foellinger might be a good option because the building isn’t really in use. Could take a video of the lights being turned off and post on social media. Should try to make it a symbolic event.
2. Conference call with Toledo about their Lights Out program update by Alex
   1. They count switches, but they think counting lights is just the same.
   2. Morgan Kaplan has more information.
3. Logo contest discussion
   1. OH warns about getting carried away with the number of different versions of the Certified Green Office Program logo.
   2. Ben McCall figured that iSEE should be involved in this campus branding.
      1. To most people, iSEE feels like an institution that they don’t have anything to do with. Seems like the logo we’re going for will feel more personable and people-owned, not university-owned. After all, students will be invited to come up with this logo.
   3. We are extremely loyal to our University, which may be why Orange and Blue Go Green resonates with students, faculty, and staff.
   4. OH thinks it is too late in the semester to do the contest but will run it through some people at iSEE. We will need to provide a very clear definition of what we’re looking for in the logo.
   5. JT has a different idea: distribute the logo via stickers and other channels and have students take pictures with it and caption them #OrangeandBlueGoGreen to be entered in a drawing for prizes during Earth Week. This way, iSEE will have the responsibility of creating the logo while ECBS works on distributing it and engaging campus. The issue will be finalizing the logo in time.
   6. MH has found that logo contests are really fun and participants get really into it.
4. Next steps
   1. Olivia will need to talk to Tony and run our discussion by the iSEE office. She will update ECBS.