

*iCAP Engagement Team*

*December Meeting Minutes*

*12/06/2025 4:00 P.M. – 5:00 P.M.*

*Teams*

**Action items highlighted\*** **Things to remember\***

***In attendance:***

Sheri Glowinski, Audrey Sweeney, Larinda Frushour, Sara Maxwell, Quinn Connolly, Daphne Hulse, Kathy Adams, Jim Fry, Ryan Moore, Miriam Keep, Adam Betz

**Agenda:**

[https://uillinoisedu.sharepoint.com/:w:/r/sites/iCAPEngagementTeam/Shared%20Documents/General/Meeting%20Agendas/2025-26%20Agendas/12.06.2025\\_Agenda.docx?d=w75c614c74fd34c5b871877b8a4974e9a&csf=1&web=1&e=60gYKZ](https://uillinoisedu.sharepoint.com/:w:/r/sites/iCAPEngagementTeam/Shared%20Documents/General/Meeting%20Agendas/2025-26%20Agendas/12.06.2025_Agenda.docx?d=w75c614c74fd34c5b871877b8a4974e9a&csf=1&web=1&e=60gYKZ)

**One Illinois**

- Jim Fry provided updates related to the **Illinois App**.
- QR codes linking to the **Sustainable Illini Group** have been created and added to the Illinois App.
  - These QR codes were also posted to the general channel in Microsoft Teams.
  - The Illinois App was highlighted as an effective outreach tool due to:
    - Push notifications.
    - Polling capabilities.
    - Broad campus reach.
- Jim shared that **Jen Federico** (iSEE) is in ongoing conversations with the **One Illinois Committee** about expanding sustainability-related content and functionality within the app.
  - Sheri Glowinski will eventually join a future meeting to discuss this expansion further.
- Sheri Glowinski noted that she will update the Illinois App and should be able to view **Sustainable Illini** within her groups.

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**Zero Waste**

- Daphne Hulse shared a Zero Waste educational video:  
[https://www.youtube.com/watch?v=tsETiiA\\_MGM&t=195s](https://www.youtube.com/watch?v=tsETiiA_MGM&t=195s)

- The purpose of the video is to **re-engage the campus community** on how individuals can support a sustainable campus.
  - The video intentionally models **ideal behaviors only**, rather than highlighting mistakes.
- The group discussed ways to amplify Zero Waste messaging, particularly to:
  - Engage **new students**.
  - Reintroduce sustainability practices to staff.
- A **virtual option** was identified as especially valuable, as it can be easily shared with:
  - New students and staff.
- The video is currently being broken into shorter segments for **social media**.
  - These segments could potentially be repurposed into **module content** for training or orientation.

## Orientation and Distribution Opportunities

- Jim Fry noted that sustainability content in the **online orientation** gets strong engagement, like **5,000 clicks**.
  - **Gretchan Foreman** as a key contact for:
    - Including sustainability or Zero Waste video content in orientation modules.
  - **Kathy Adams offered to share the video with staff orientation.**
  - The video is **not yet uploaded** to the Facilities & Services (F&S) website.
  - Sheri Glowinski offered to host the video on the **SSC website**.
    - She also suggested sharing it with the **iCAP Engagement Team**.
  - Note that the video was filmed **before union-directed removal of shadow boxes** from trash bins.
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## EcoReps Program

- EcoReps are actively seeking opportunities to take on leadership roles.
- Potential EcoReps initiatives include:
  - An ongoing swap program.
  - Work days in natural areas on campus.
- EcoReps are selected from a **wide variety of majors and colleges**, increasing representation.
- The EcoReps team can:
  - Help generate ideas for events.
  - Promote student involvement opportunities.
  - Maintain a visible sustainability presence across campus.

## Events and Partnerships?

- Examples of past or potential collaborations include:

- Sustainable Film Festival (Adam).
  - Sustainapalooza.
- Ryan Moore noted that the Illini Union Board is consistently interested in collaboration and often able to provide funding support.
  - Possible introduction of the Illini Union Board at EcoReps meetings.
- Graduation and Commencement.
- Identifying the best point of contact for major events was discussed.
  - Potential offices include Public Affairs or Event Services within the Chancellor's Office.
  - Eric Covasola was mentioned as a possible contact.
  - Kathy Adams and Jim Fry to identify the appropriate contact for Miriam.

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## Sustainability Newsletter & Communications

### iSEE Newsletter Access

- A concern was raised regarding why individuals were unable to register for the iSEE newsletter.
- Daphne Hulse shared a working sign-up form:  
<https://forms.illinois.edu/sec/356262395?referrer=>
- Miriam Rose Keep will double-check with the Communications Team to confirm that the form is functioning correctly.

### Eweek Promotion

- Eweek
  - A blurb about iCAP was suggested for submission to Eweek.
    - Sheri Glowinski and Quinn Connolly will collaborate on drafting and submitting content.
- A limitation of Eweek is that it avoids publishing too many items on the same topic.
  - Coordination with other teams was emphasized to prevent content overlap.

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## DIA – (on backburner for now)

- Sheri Glowinski shared that she reached out to Jen for more information about:
  - Existing DIA-related efforts already underway.
- Once additional information is received:
  - The group will discuss whether there are gaps to address.
  - Potential areas for collaboration or new initiatives will be identified.

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# Employee Engagement & Well-Being

## Campus-Wide Initiatives

- Sara Maxwell proposed identifying **four large, annual campus initiatives** that have high employee participation.
- Goals include:
  - Cross-promoting sustainability and well-being events.
  - Reducing redundant or unnecessary messaging.
- Quinn- These topics are partially addressed within the **Certified Green Office Program**.

## Well-Being Leadership Recognition

- Sara introduced the concept of a **Well-Being Leadership** initiative.
  - How is participation currently tracked across initiatives?
  - What metrics already exist that could be leveraged?
- Sara emphasized the importance of consistent tracking to:
  - Support enrollment.
  - Enable fair recognition.
- Kathy Adams referenced a good metric tracking happened for:
  - Bike to Work Day.
  - Wellness Week events.
- Sustainable transportation staff were identified as potential resources.
- Daphne Hulse highlighted sustainability staffing needs at athletic events.
- The group discussed incentives for participation:
  - Students are often motivated by required volunteer hours.
  - Staff incentives remain more challenging.
  - CocaCola provides funding to RSOs that assist with:
    - Cleaning the arena bowl.
    - Waste diversion and recycling efforts.

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## Additional Items

- Adam Betz will share information with his students or LLC students to gauge interest in attending a future Team meeting.