

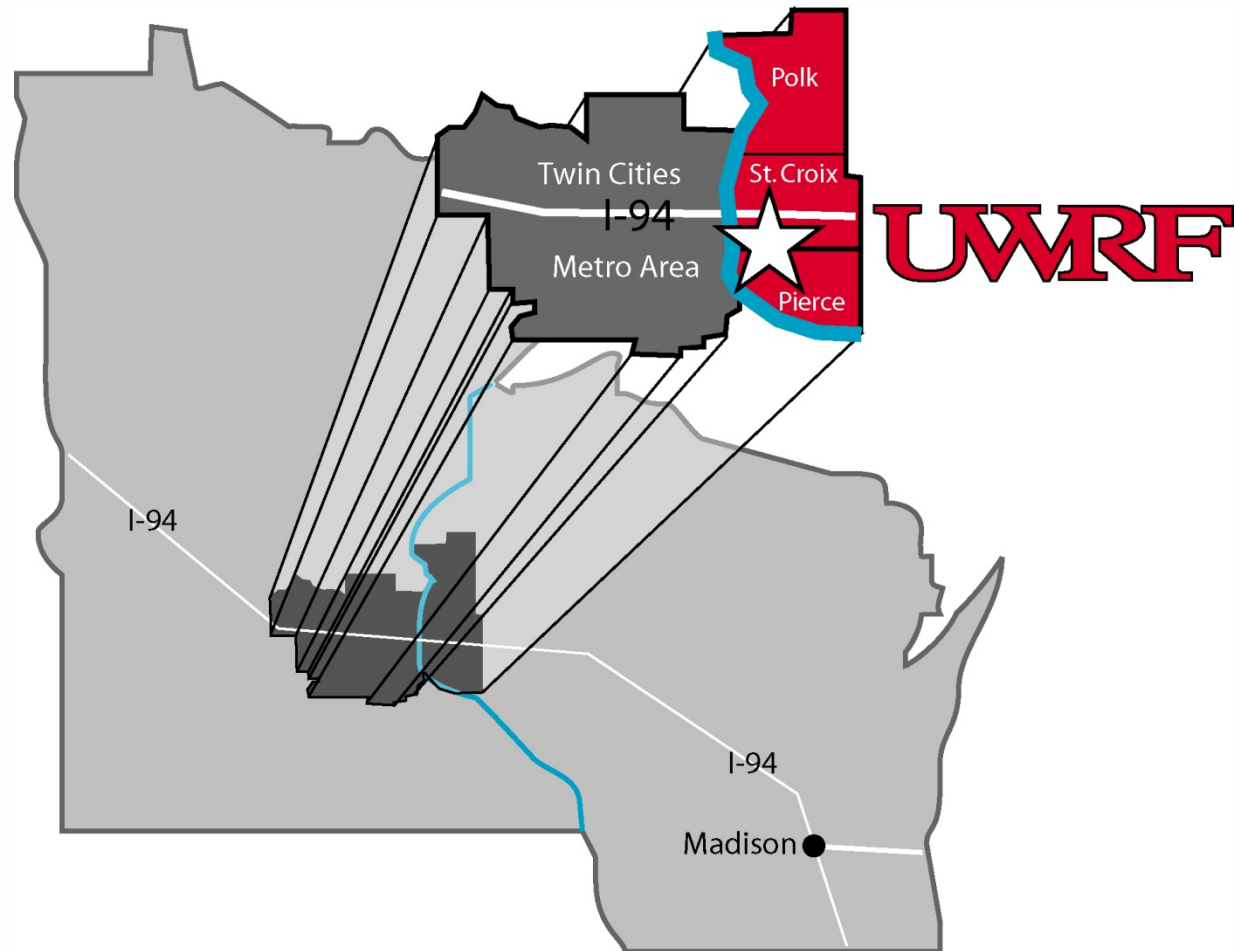


UWRF

the power of learning

*“Introduction and Living the
Promise: Serving and Sustaining
Our Communities”*



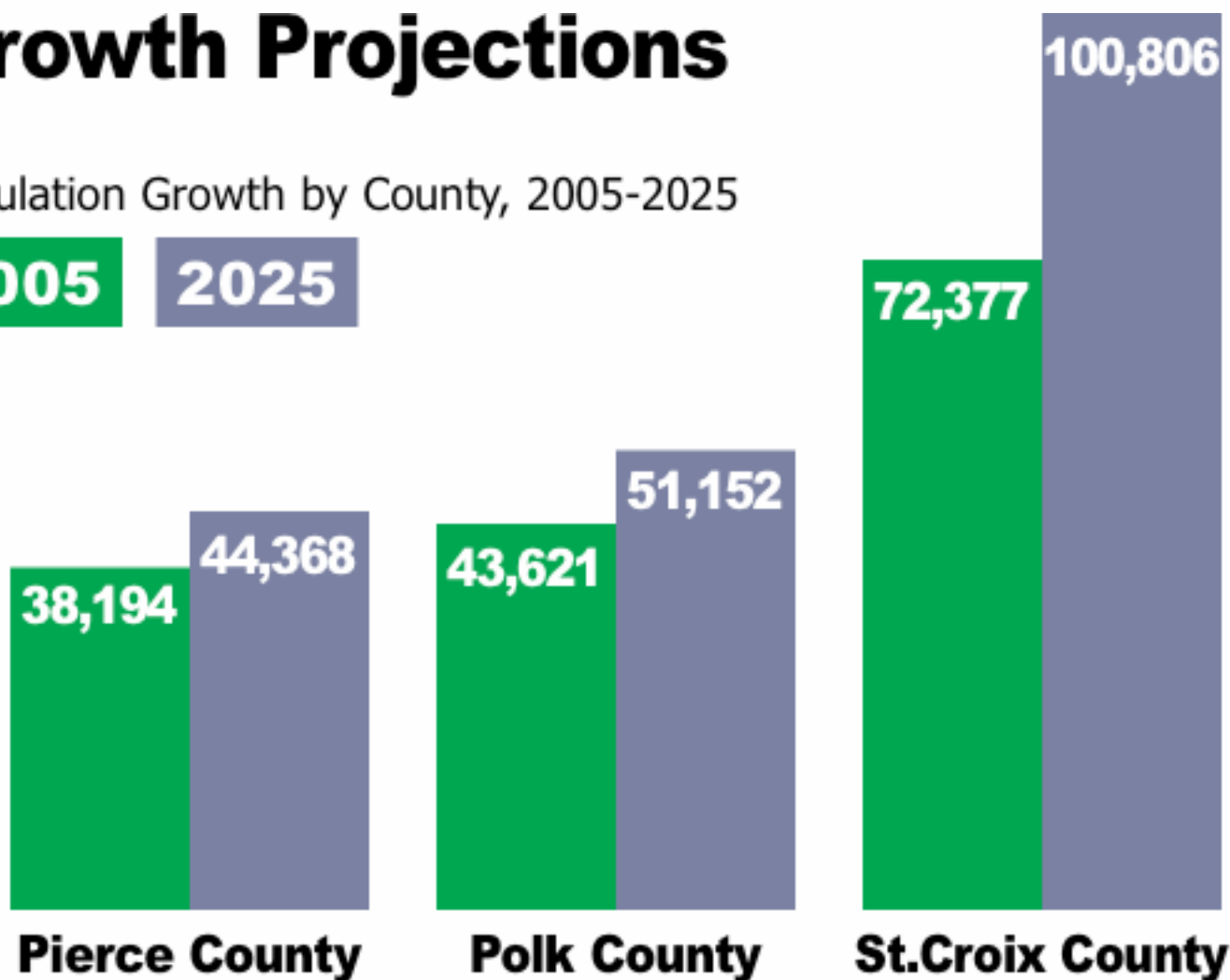


Growth Projections

Population Growth by County, 2005-2025

2005

2025



'A Temple of Science....'



The River Falls Normal in 1874;
the Literary Club of 1886;
the Normal ruins of 1897





'This noble structure dedicated to education'

North Hall
construction of 1913;
a student candy sale
fundraiser





The 'Normalites'

Women's gym class; the 'Normal Knockers' football squad of 1911; baseball team of mid-1890s



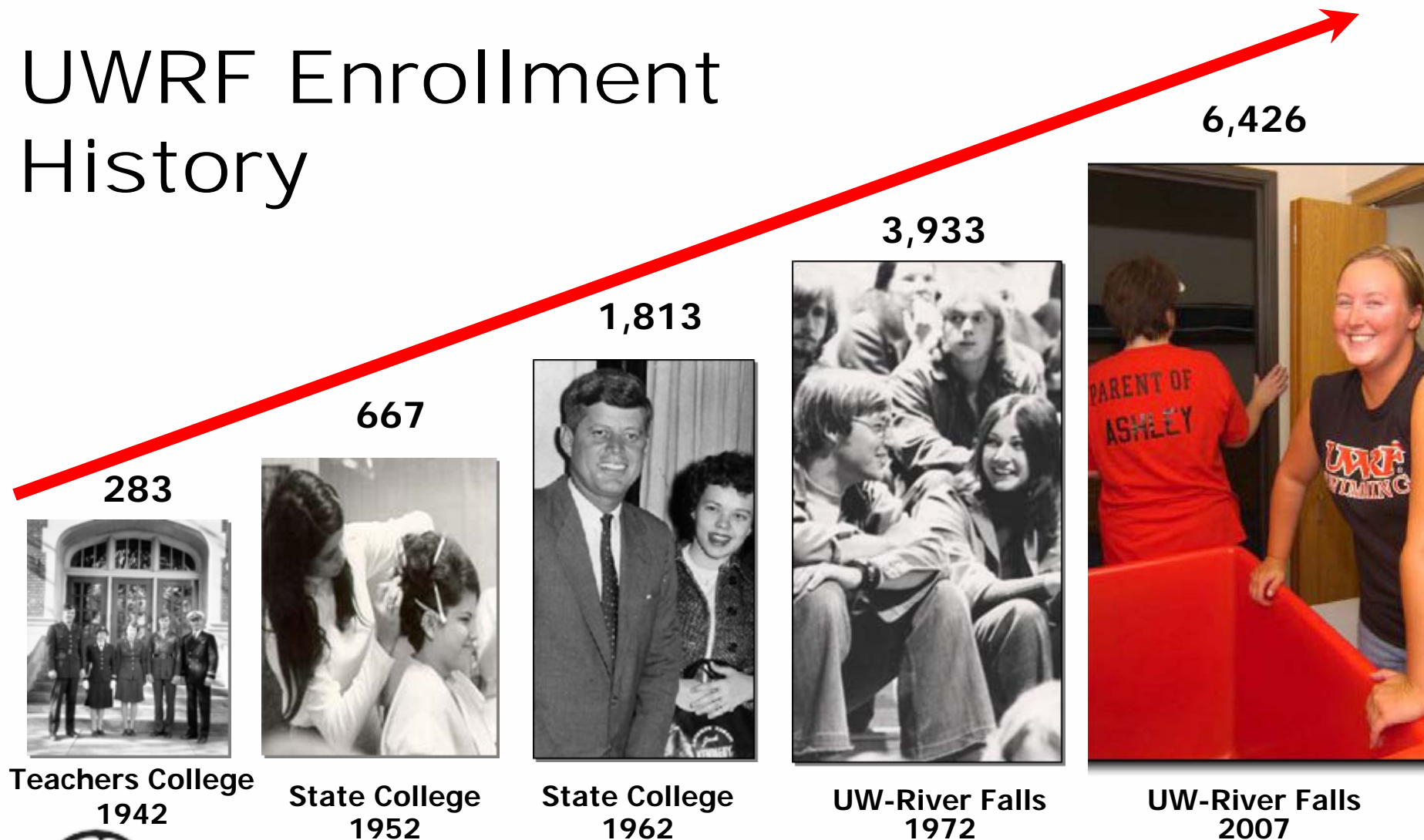


'To dispell the darkness of ignorance'

The 50th anniversary pageant celebration in 1924; a quilt with 1,100 blue stars for the students, faculty, staff and alumni serving in WWII-- when enrollment was 521.



UWRF Enrollment History



Teachers College
1942



State College
1952



State College
1962

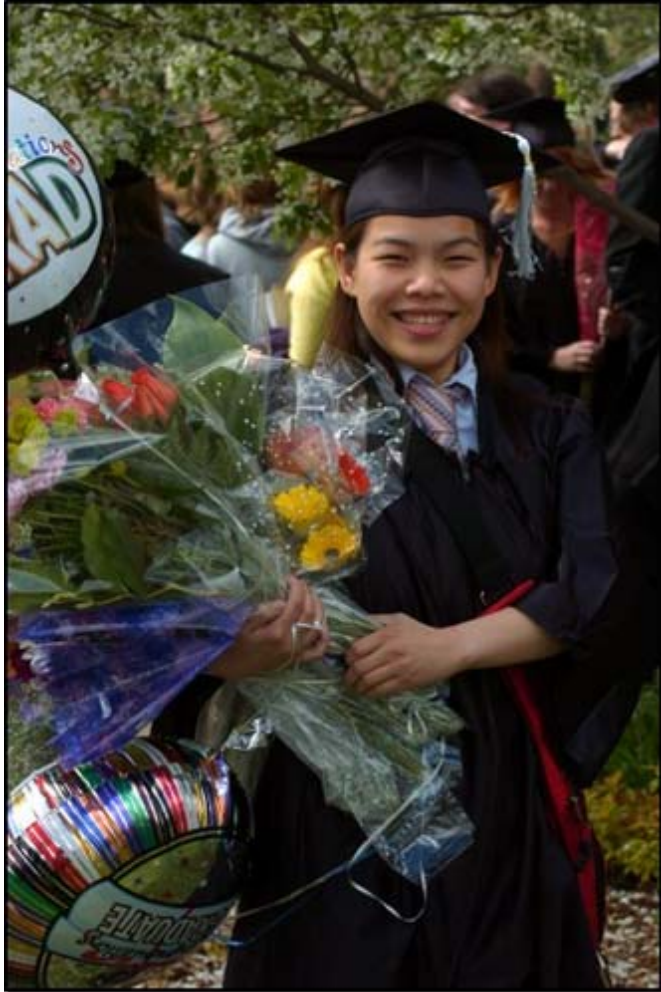


UW-River Falls
1972



UW-River Falls
2007





UWRF Colleges

Agriculture, Food & Environmental
Sciences

Arts & Sciences

Business & Economics

Education & Professional Studies
Outreach & Graduate Studies



Agriculture, Food and Environmental Sciences

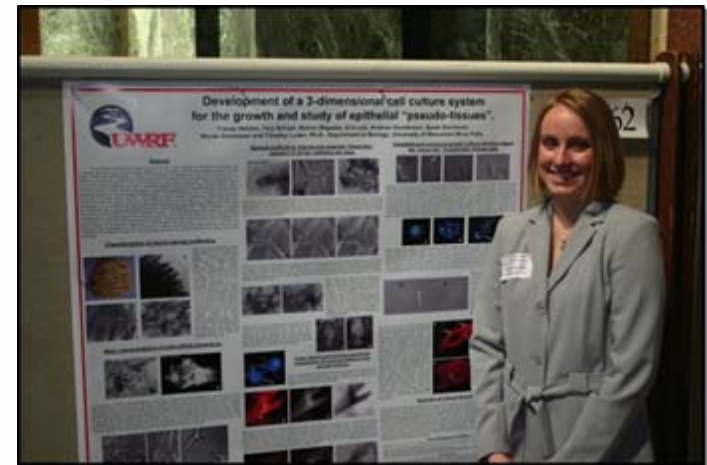


- Founded in 1912
- 17 Majors
- 1,193 Students
- National reputation in geology, horticulture, dairy science



Arts & Sciences

- Center of Excellence in Chemistry & Physics
- Liberal Arts core supports all other colleges
- Exceptional programs in Humanities, Fine Arts, Performing Arts, Social Sciences
- Largest College with 2,353 Students



Business & Economics



- **Six Years Old**
- **Accredited by AACSB**
- **Business Administration:**
Largest Major on Campus
- **Exceptional Growth Opportunities**
- **Centers for Economic Research and
Economic Education**
- **Small Business Development Center**
- **898 Students**



Education & Professional Studies

- 133 Years of teacher training
- Majors in teaching, social work, communicative disorders
- National Model for technology in K-12 education
- Ranked by NEA as one of best programs in United States
- 1,729 Students





Kids on 2
Wheels;
Chinese and
German
language
camps



Outreach & Graduate Studies

- Graduate & Certificate Programs
- Seniors and Youth Outreach Programs: Teen U, College for Kids, Explore, K-5 Language Camps
- 430 Graduate Students

► **Core Values**

Integrity

We earn trust through honesty and ethical behavior.



► Core Values

Academic Excellence

We help students attain their full potential as critical thinkers, effective communicators and committed life-long learners by providing personalized, integrated educational experiences.



► Core Values

Inclusiveness

We create an environment of mutual respect, professional behavior, academic freedom and appreciation of individual differences and rich cultural diversity.



► Core Values

Community

We intentionally cultivate leadership through community engagement and public service in the spirit of the Wisconsin Idea.



► Core Values

Continuous Improvement

We strive for excellence through decisions based on information and analysis.



► Focused Mission Statement

Our mission is to **help students learn** so that they are successful as productive, creative, ethical, engaged citizens and leaders with an informed global perspective.

UW-River Falls Select Mission

In addition to its core and select missions, the select mission of the University of Wisconsin-River Falls is that it

- provide an excellent environment for learning, emphasizing the importance of faculty-student interaction in classrooms, laboratories, academic advising, and co-curricular activities;
- offer liberal arts programs and degrees to meet regional needs in the arts, humanities, mathematics, natural and physical sciences, and social and behavioral sciences. The liberal arts also recognizes and benefits programs in the agricultural sciences, teacher education, and business administration;
- offer professional programs and degrees in teacher education with special emphasis in early childhood, elementary, middle, and secondary education;
- offer programs and degrees in the agricultural sciences, agricultural and agricultural teacher education;
- offer graduate programs in education, agriculture, and other areas closely associated with its mission. Development of responsive graduate educational programs with appropriate institutions is encouraged;
- support scholarly activity, including research, scholarship, and creative activities, that supports its programs at the national and international level, its selected graduate programs, and its select students;
- continue to develop interinstitutional relationships in cooperative research, graduate training, and faculty exchange programs within the state, region, and world. As a border institution, the University promotes international cooperation;
- provide students opportunities to develop an appreciation of the richness and diversity of American culture and its commitment to representing that diversity in its staff and student body;
- offers students the opportunity to increase their global awareness and sensitivity to other cultures. It also has a continuing commitment to provide opportunities for students to live, study, and travel abroad and to increase the number and diversity of international students on campus;
- provide public service by using its resources to address problems and concerns throughout the state and region. Special emphasis is placed on cooperative education and economic development, outreach, and;
- offer enrichment in the culture of Western Wisconsin and the St. Croix River Valley by providing artistic, scientific, and other cultural events, programs, and institutions, as provided by NYS Dec. 922/983.



► **Vision Statement**

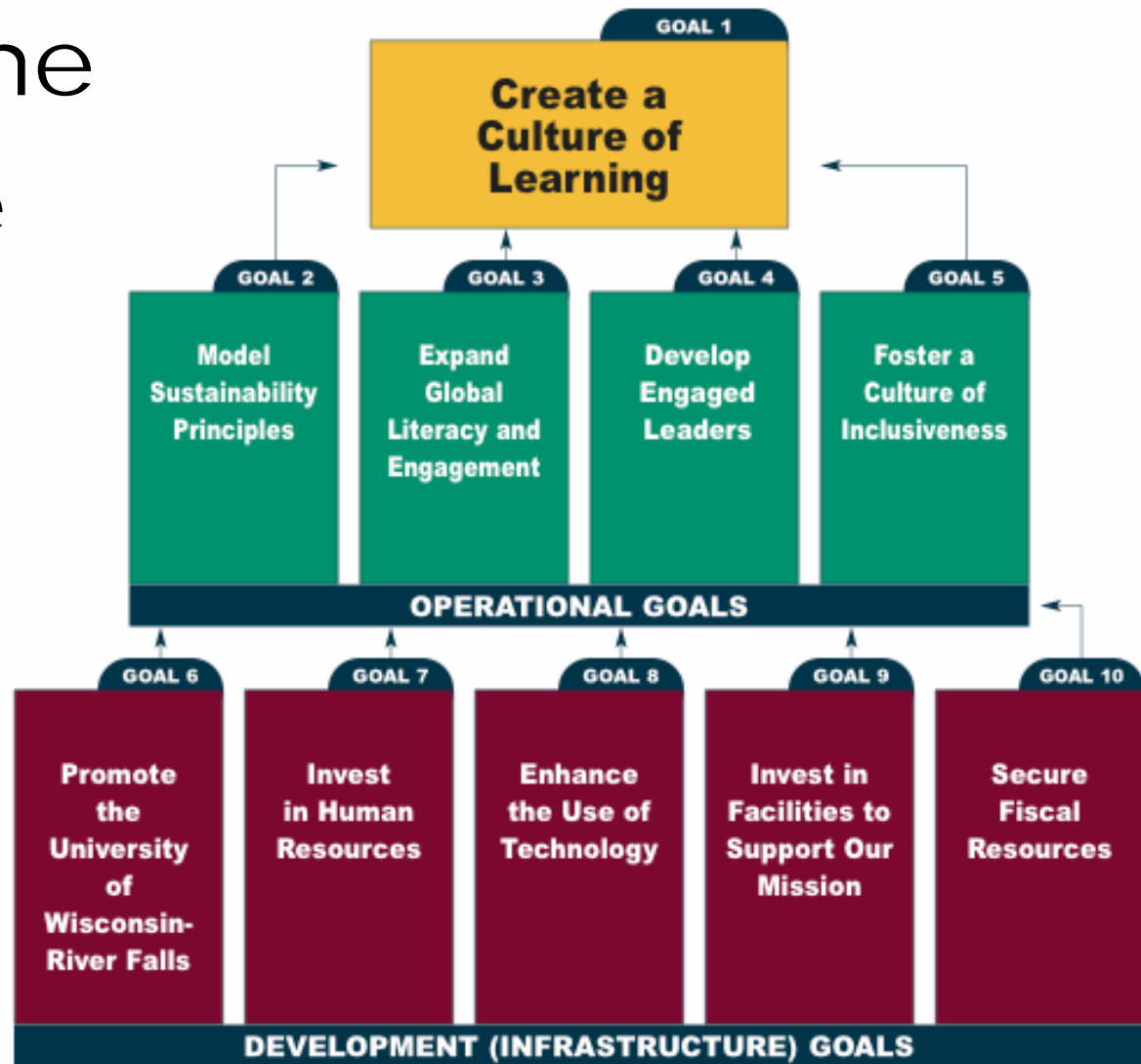
We will be the learning nucleus of the St. Croix Valley.

We will act in close collaboration with communities, institutions and private enterprise to create a dynamic economy, sustainable communities and environment, and an optimum quality of life. Our efforts will be firmly rooted in unbounded inquiry and a cultivated sense of civility, public service and creative expression. We will be a highly accessible gateway to explore the full range of human potential. We will inspire and educate citizens and leaders who, guided by core values, will purposefully and ethically serve society. We will link our students and our communities to global opportunities and collaborative relationships in the St. Croix Valley, in Wisconsin and beyond. We will be a life-long learning partner for all those who seek to discover their own potential and the richness and complexity of our multifaceted world.



Living the Promise

The ten goals mutually reinforce each other in a hierarchy of support and connection



An Inviting Campus



“Sustainable Community Development: Leadership ~ or ~ The Risk of Irrelevance”



Dr. Kelly D. Cain

**Director, St. Croix Institute for
Sustainable Community Development**

**Professor, Environmental Science &
Management**

**Co-Coordinator, Sustainable Community
Development Masters Program**

**Coordinator, Wildlife Recreation & Nature
Tourism Graduate Certificate Program**



Sustainable Community Development: Leadership ~ or ~ The Risk of Irrelevance?

UW-System
Board of Regents Meeting
October 4-5, 2007



What?



Kelly D. Cain, PhD
Director, St. Croix Institute for
Sustainable Community Development
University of Wisconsin – River Falls

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A Definition of Sustainable Community Development?



.... simply synonymous with 'engaged leadership' at the local level, in the attempt to avoid un-sustainability.

Kelly Cain, 2007



Global Threats to Ecosystem Vitality

WBCSD Global Scenarios 2000-2050

- **Rapid Population Growth** => 9-11 B by 2050
- **Loss of Crop & Grazing Land** => 20 M hctr / year
- **Depleting Tropical Forest** => 10 M hctr / year
- **Specie Extinction** => 1,000 species / year
- **Fresh Water Shortages** => currently 1 B people
- **Marine Environment** => 25 major fisheries depleted
- **Global Climate Change** => GH gas accumulation
- **Acid Rain** => complex air mix impact on bio systems
- **Human Health Threats** => mismanagement of technological hazards, & from pathogens
- **Energy Resource Depletion** => including fuelwoods



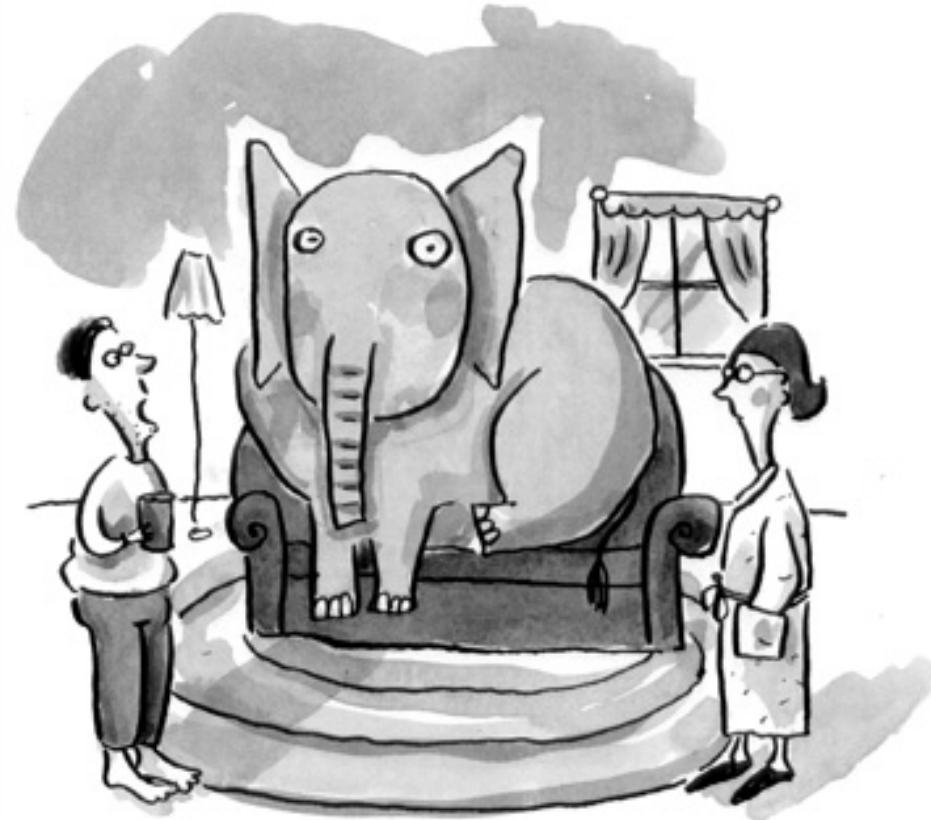
World Business Council for
Sustainable Development



“Honey! There’s an Elephant in the Living Room!”

*Our greatest
& most immediate
macro-threats?*

- ***State & National Debt***
- ***Socio-Economic Disparity***
- ***Political & Religious Polarity***
- ***Climate Change***
- ***Peak Oil & NG***
- ***Others?***



“How long has THAT been there?”!

© Debbie Tomassi Used w/ Permission



Unfortunate politicalization of the issue

If only
all of this
really were
just about
Al Gore?



October 1, 2007

The New York Times

Science

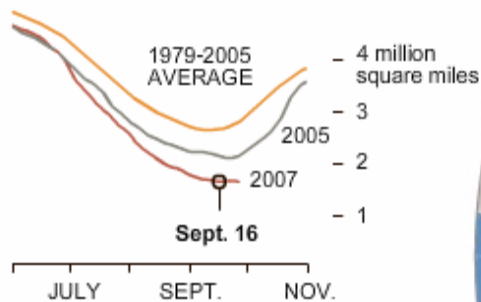
Sea Ice in Retreat

This summer saw a record-breaking loss of Arctic sea ice.

SUMMER SEA ICE

This summer saw a record-breaking loss of Arctic sea ice. Experts attribute the changes to the interaction of wind, weather, ice drift, ocean currents and greenhouse gases.

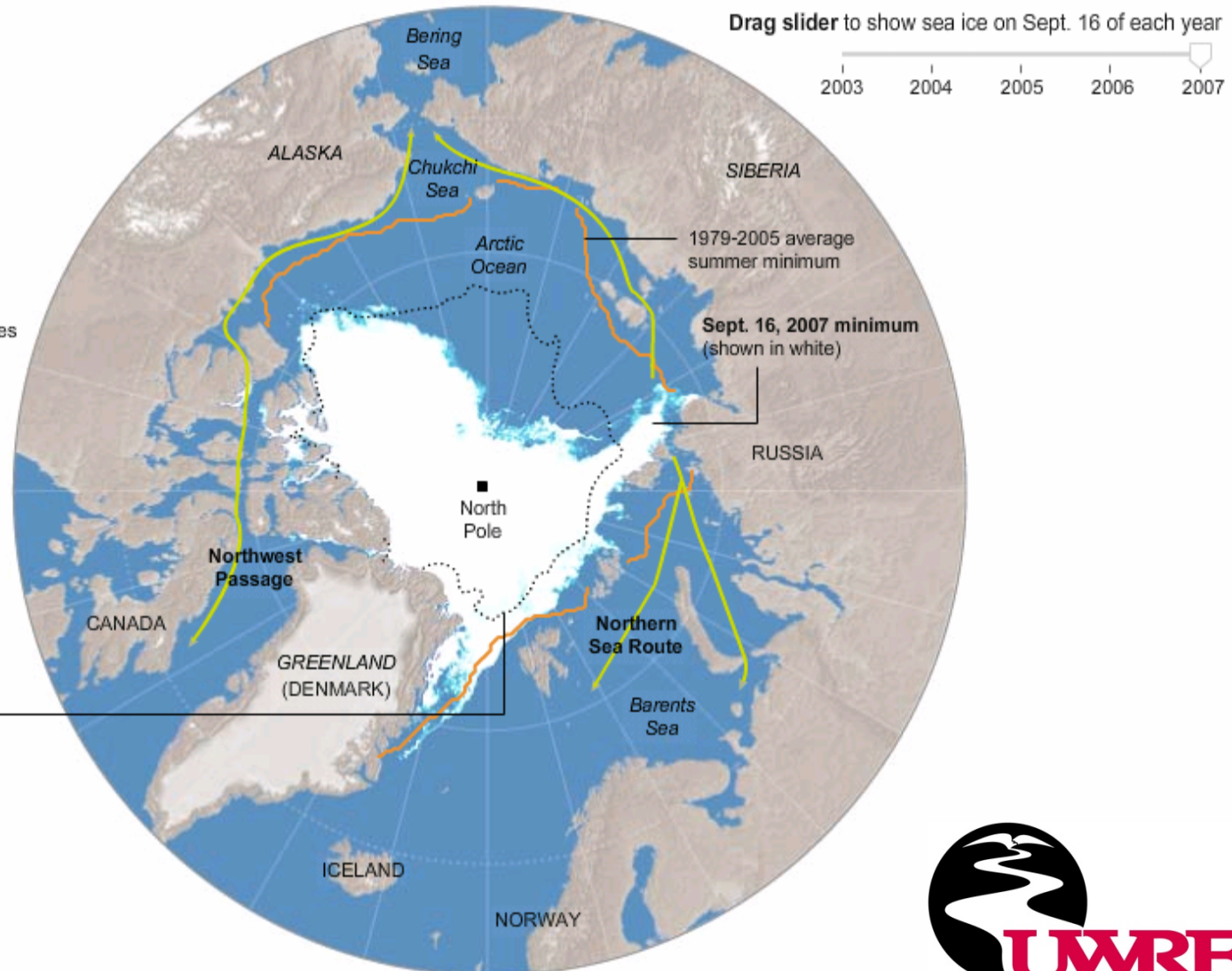
SUMMER SEA ICE EXTENT*



*Sea ice extent is the area of ocean covered by at least 15 percent ice.

PERENNIAL SEA ICE

Ocean within this boundary had been covered with ice year-round since satellite records began in 1979. This summer was the first time that part of the perennial sea ice was open water.



the **power** of learning

Peak Oil & NG

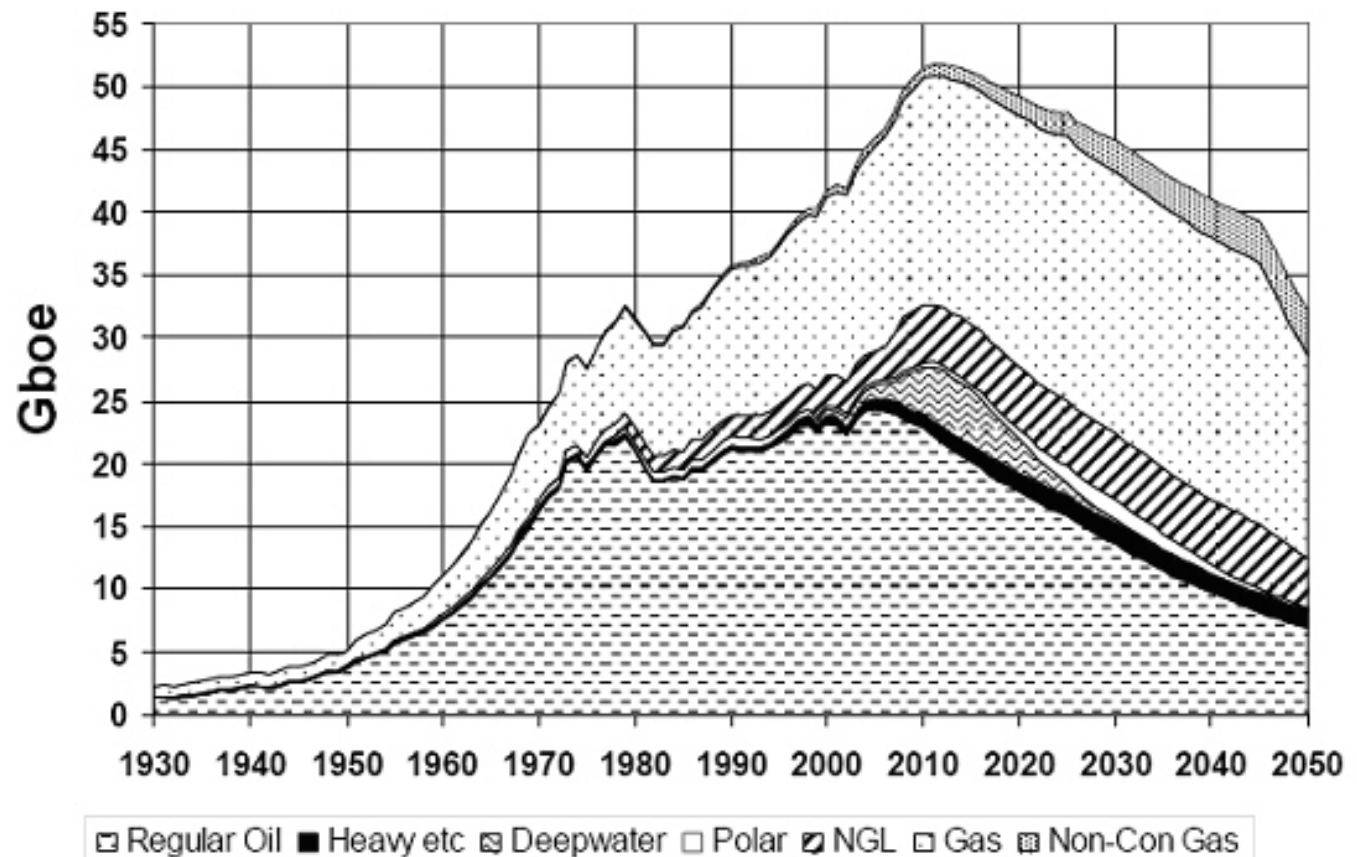


World Oil Production (All Liquids)

ASPO 2006

Base Case

OIL & GAS PRODUCTION PROFILES 2006 Base Case



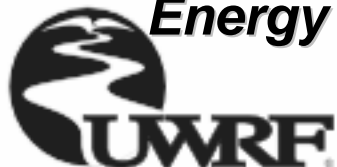
Simmons & Company International



“Peak Oil (or gas) is a world class crisis:

- ***“[the] Series of unforeseen consequences are limitless”***
- ***“It rival or exceeds ‘Global Warming’.” (4/20/05)***
- ***“The runaway train is barreling toward a brick wall” (7/1/05)***

**Advisor to VP
Cheney’s 2001
White House
Energy Task Force**



<http://www.simmonsco-intl.com/research.aspx?Type=msspeeches>

Executive Order # 191 April 5, 2007

Governor's Task Force on Global Warming

WHEREAS, a recent study by over 600 scientists from 40 countries reported the level of greenhouse gases in the world's atmosphere, such as carbon dioxide, are at their highest levels in over 650,000 years and world temperatures are estimated to increase by as much as 11.5 degrees Fahrenheit by the end of the century; and submit a final report on its findings and recommendations to the Governor on or before December 31, 2007

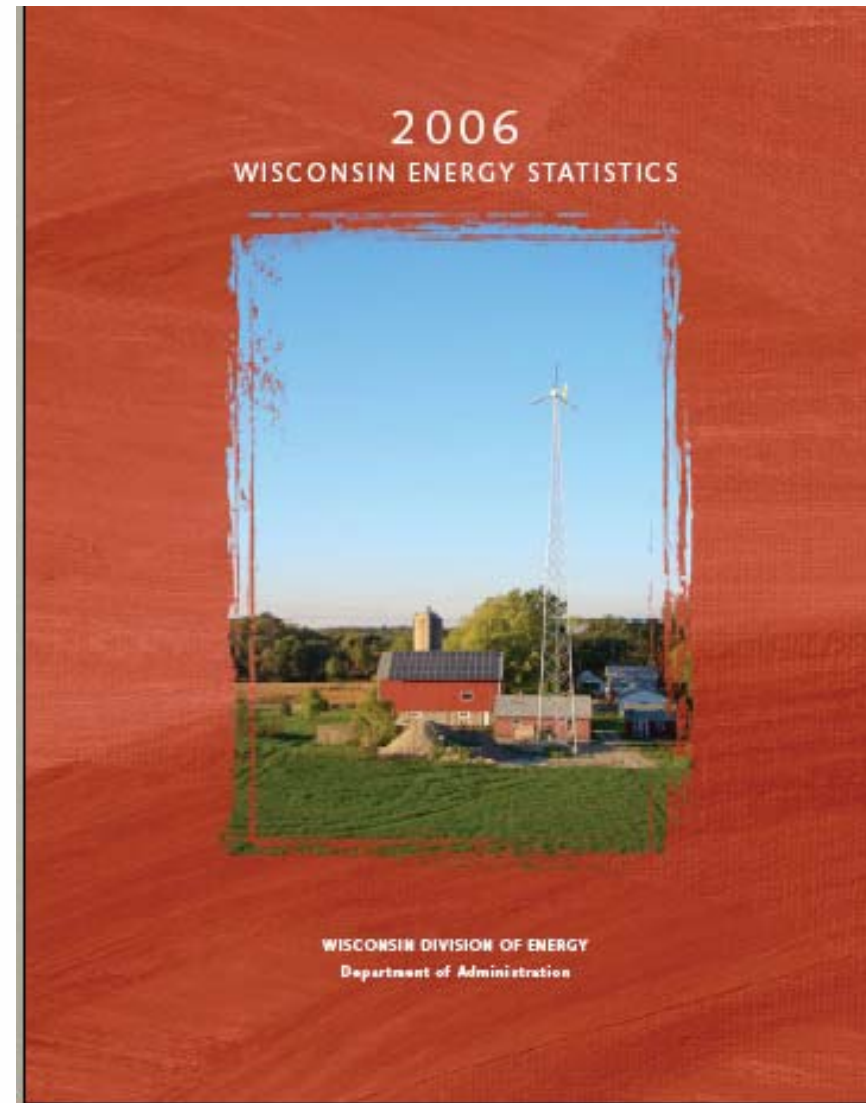
IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this fifth day of April in the year two thousand and seven.



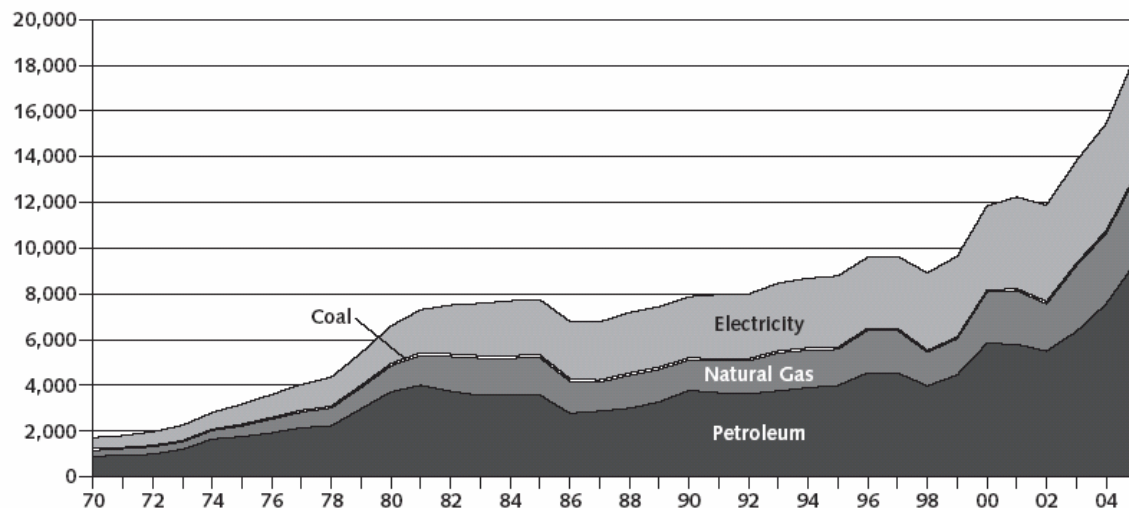
Declaration of Energy Independence

Governor Doyle ~ July 7, 2006

"America's energy crisis presents Wisconsin with not only challenge, but opportunity. With our great research institutions, strong agriculture and manufacturing base, and tremendous renewable resources, we are well positioned to become America's leader in the drive toward energy independence. For the sake of our environment and our economy, we must seize this opportunity."



1970-2005
(Millions of Dollars)



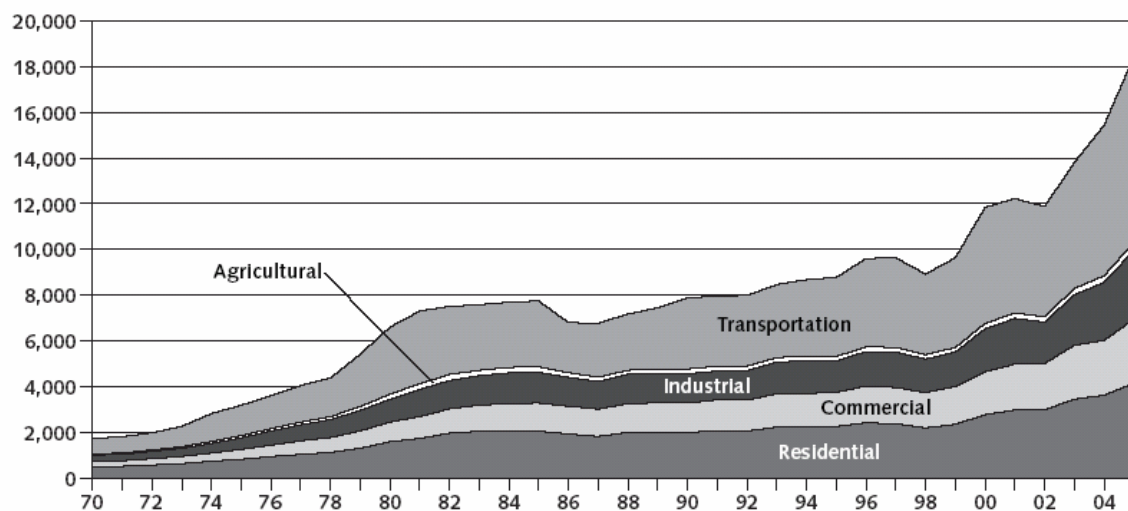
“Un-Sustainability” in Our Back Yard

**WI End Use Energy
Expenditure by Type
of Fuel (DOA, 2006)**

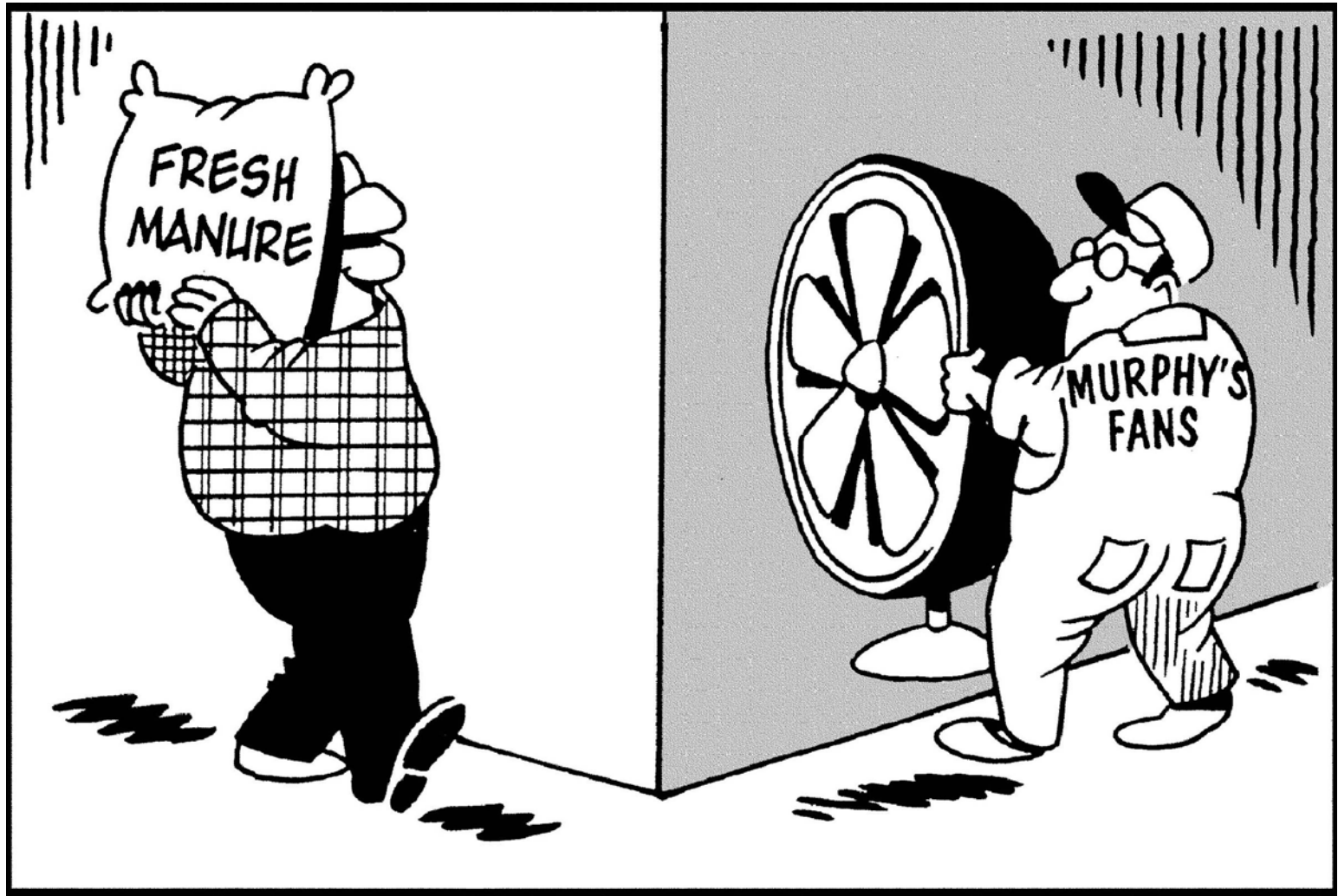
**WI End Use Energy
Expenditure by
Sector (DOA, 2006)**



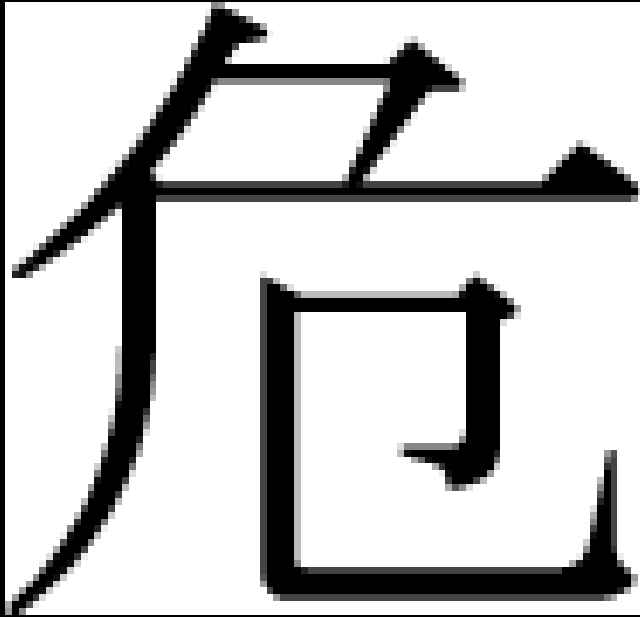
1970-2005
(Millions of Dollars)



Race to Avoid the “Tipping Points” & Humor of The Dark Side



Or Race to Secure the Greatest Socio-Economic Opportunity of the Century



“Crisis is an opportunity riding on a dangerous wind”

Chinese Proverb

The Complexity of Context

“Sustainability”

“Sustainable Development”

“Sustainable Community Development”



Used w/ permission Tim Brinton



St. Croix Institute
for
Sustainable Community Development

Mission Statement:

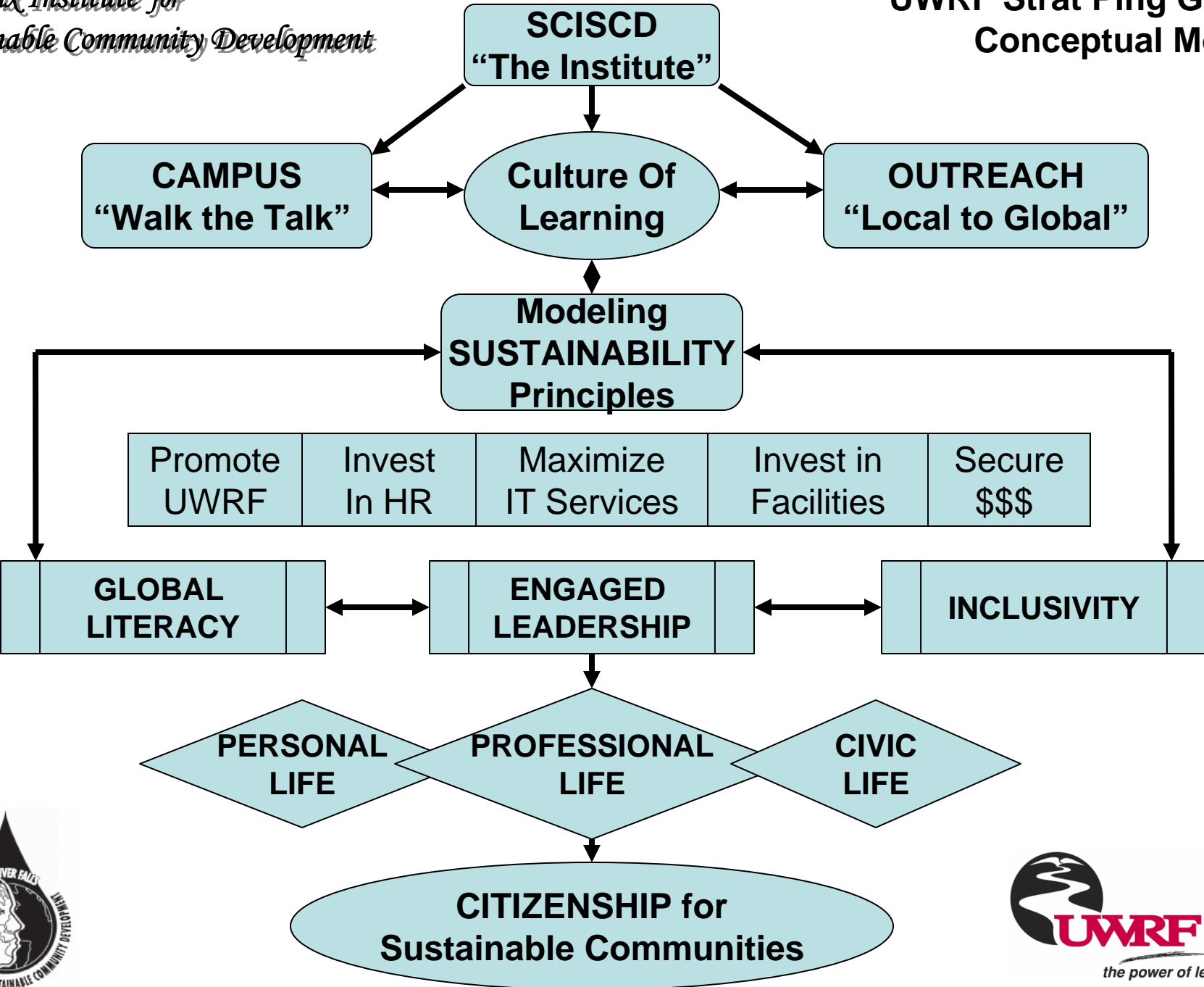
To support and facilitate the University of Wisconsin - River Falls in becoming one of the premier venues for deliberation and demonstration of sustainable community development principles.



SC/SCD

Vision Statement: The SCISCD will become an embodiment of UWRF's commitment to place-based, multi-disciplinary inquiry, solutions, & leadership for practicing what it truly means to "live in community" in an inter-generational, & regionally self-sufficient manner. All facets of its design, operations, & educational programming shall strive to be a holistically balanced integration of ecologic integrity, social justice, & economic vitality as it applies to all contexts of educational opportunity for our students, alumni, & stakeholders around the world.





What We're Already Doing on Campus

- Establishment of SCISCD



- AASHE



- ACUPCC

- Charter & Leadership Circle Signatory
- Carbon Footprint Study



- WPPI / RFMU

- ECW Energy Audit
- Virtual Wind Mapping Study & MET Tower



- Leadership Development Group for Sustainability
 - SCISCD Webpage & Other Media

- Faculty Development Sustainability Workshop
 - “Educating Students for a Sustainable Society”
 - SCISCD Q&A Session



What We're Already Doing in Outreach

- City of River Falls Environmental Task Force
- "Leading By Example" (WPPI / RFMU)
- The Natural Step for Communities: Presentations & Study Circles (in Coop w/ Phipps Center & St. Croix Valley Community Foundation)
 - River Falls, Spring Valley, & Hudson
 - Hudson Daybreak, & District Rotary
- International
 - China Exploration & Research Society & Yunnan University
 - Nicaragua – National Agrarian University



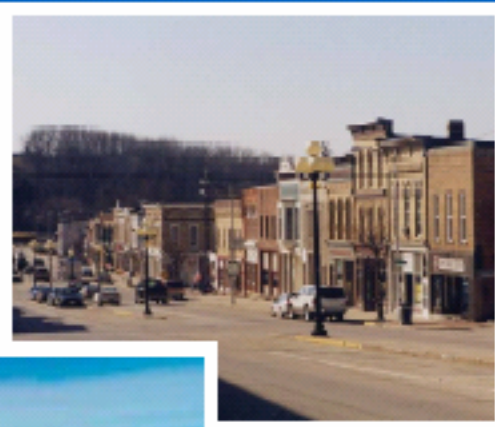
• Consulting

- Life University (Marietta, GA)
- Uponor Corporation (Apple Valley, MN)

Emerging Sustainable Community Initiatives in Wisconsin



Accelerating
Action
&
Progress



Governor's Task Force on Global Warming
September 20, 2007
Lisa MacKinnon
Policy Director, 1000 Friends of Wisconsin



Community Sustainability Initiatives River Falls



Partnerships between local governments, universities, organizations and businesses

On Campus

- St. Croix Institute for Sustainable Community Development
- Campus wide task force
- SCD Masters program
- Off the Grid Initiative
- Campus CO2 footprint



L. MacKinnon, GTFGW, 9-20-07



Community Sustainability Initiatives

River Falls



Partnerships between
local governments,
universities,
organizations and
businesses

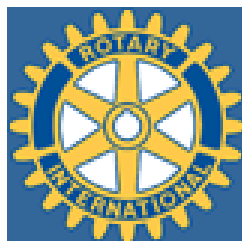
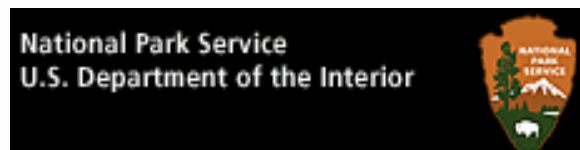
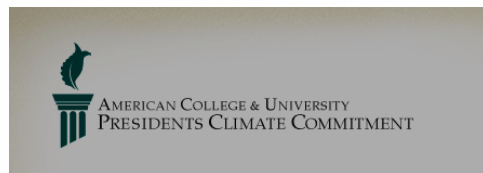
Off Campus

- “What We Need is Here” Program
- The Natural Step study circles
- “Powerful Choices” Project for 100% energy self sufficiency
- Local Food System project

L. MacKinnon, GTFGW, 9-20-07



Dependent Upon Building a Regional Community of Partnerships



Community of Partnerships focused on “Re-Localization” & “Self-Sufficiency”:

- Communal sense of place
- Globally informed native ecology
- Energy & resource independence
- Inclusive social conscience & process
- Regional economic self-sufficiency, &
- Citizenship for the sake of generations to come.



Exemplary Leadership & Service: Citizens, Faculty, & Students at the Core of Our SCD Agenda

Those That Are Already
“Living the Promise”



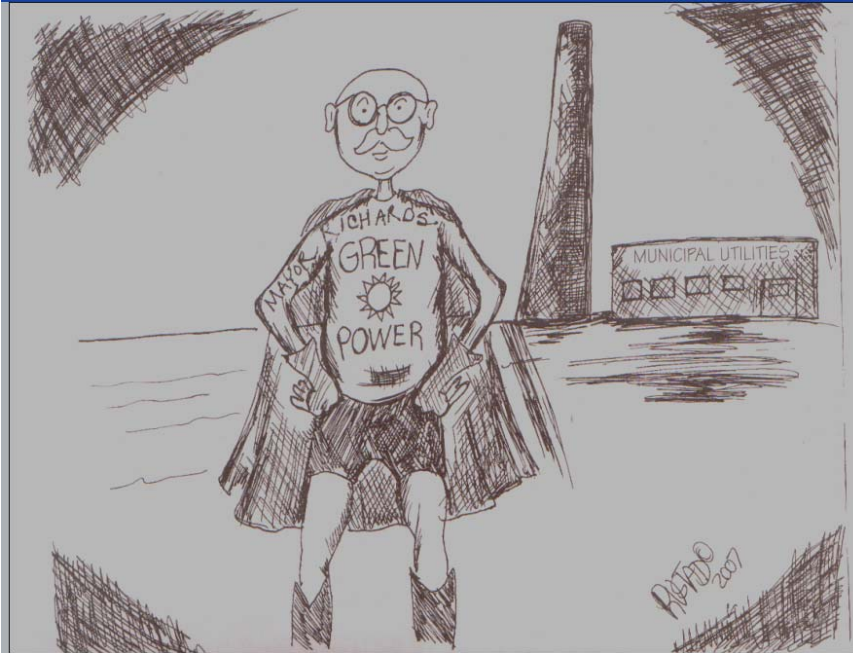
“Living the Promise” Past & Present

- **ESM 411 – Site Planning & Development:** River Falls, Amery, Osceola, & Hudson
- **Nick Bisley:** Trail & Septic Design Project Mei Xiang Ecotourism Community in Yunnan, China in coop w/ CERS
- **Andrew Taylor:** SCD Masters Student - Trail design between communities of Spring Valley & Elmwood in coop w/& \$ support from River Country RC&D
- **Eric Wickstrom:** SCD Masters Student - \$7000 grant from UW System for UC Food Composting & Vermi-culture Project
- **Stacy Dekkers:** Green Purchasing Policy & Guideline Undergraduate Internship with the SCISCD
- **Ian Johnson:** SCD Masters Student - Internship with **Powerful Choices** program @ RFMU



SCD: Redefining the Quality of Life in River Falls & Beyond

Courtesy of River Falls Journal



Mayor Don Richards
City of River Falls



SCD: Faculty & Student Commitment to Those in Need



Jennifer E. Borup

Associate Professor

Social Work Program

Coordinator of Field Instruction

**Director of Western Wisconsin
Partnership for Child Welfare
Training – Title IV Grant**



SCD & The Promise of the Future



Jean Batiste Uwimana

UWRF McNair Scholar

Public Policy MS Candidate

Humphrey Institute, UMN

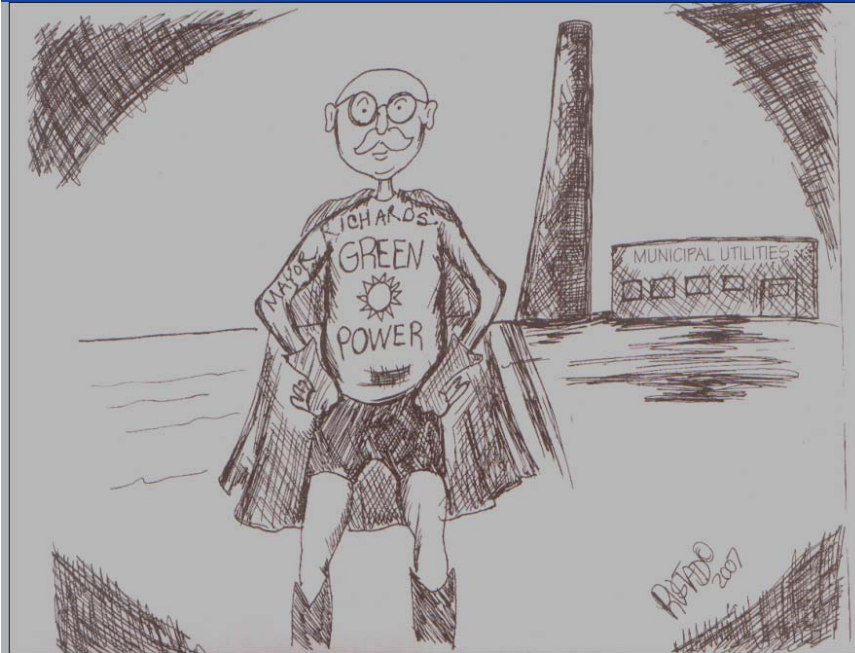
Current Employment:

**Planning Analyst w/Hennepin
County, Human Services &
Public Health Department**



SCD: Redefining the Quality of Life in River Falls & Beyond

Courtesy of River Falls Journal



Mayor Don Richards
City of River Falls





Leading By Example / Powerful Choices



The River Falls City Council on April 24 (2007) passed a resolution to implement a community-wide energy program that could make River Falls a model for the wise use of energy resources in the state and region.



U.S. DOE National Renewable Energy Laboratory (NREL)

**9th in Annual
'Top 10'
Ranking of
Leading Utility
Green Power
Programs in US**

**....& obviously #1 in
WI, ahead of Madison**



Customer Participation Rate
(as of December 2006)

RANK	UTILITY	CUSTOMER PARTICIPATION RATE	PROGRAM(S)	PROGRAM START YEAR
1	City of Palo Alto Utilities ^a	16.9%	Palo Alto Green ^b	2003
2	Lenox Municipal Utilities ^c	16.6%	Green City Energy	2003
3	Montezuma Municipal Light & Power ^c	6.5%	Green City Energy	2003
4	Portland General Electric ^d	6.5%	Clean Wind Green Source	2002
5	Sacramento Municipal Utility District	6.2%	Greenergy ^b	1997
6	Silicon Valley Power ^a	6.1%	Santa Clara Green Power	2004
7	Holy Cross Energy	6.0%	Wind Power Pioneer Local Renewable Energy Pool	1998 2002
8	Central Electric Cooperative ^e	5.5%	Green Power	1999
9	River Falls Municipal Utilities ^f	5.4%	Renewable Energy Program	2001
10	Orcas Power and Light Cooperative	5.1%	Go Green	1997

^a Marketed in partnership with 3 Phases Energy Services.

^b Product is Green-e certified (www.green-e.org).

^c Program offered in association with the Iowa Association of Municipal Utilities.

^d Some products marketed in partnership with Green Mountain Energy Company.

^e Power supplied by PNGC Power.

^f Power supplied by Wisconsin Public Power, Inc.



NATIONAL LEAGUE OF CITIES

Strengthening & promoting cities as centers of opportunity, leadership, and governance

Inclusive Communities Partner

One of only 2 in Wisconsin
and 183 in United States



SCD: Faculty & Student Commitment to Those in Need



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Associate Professor

Social Work Program

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Partnership for Child Welfare
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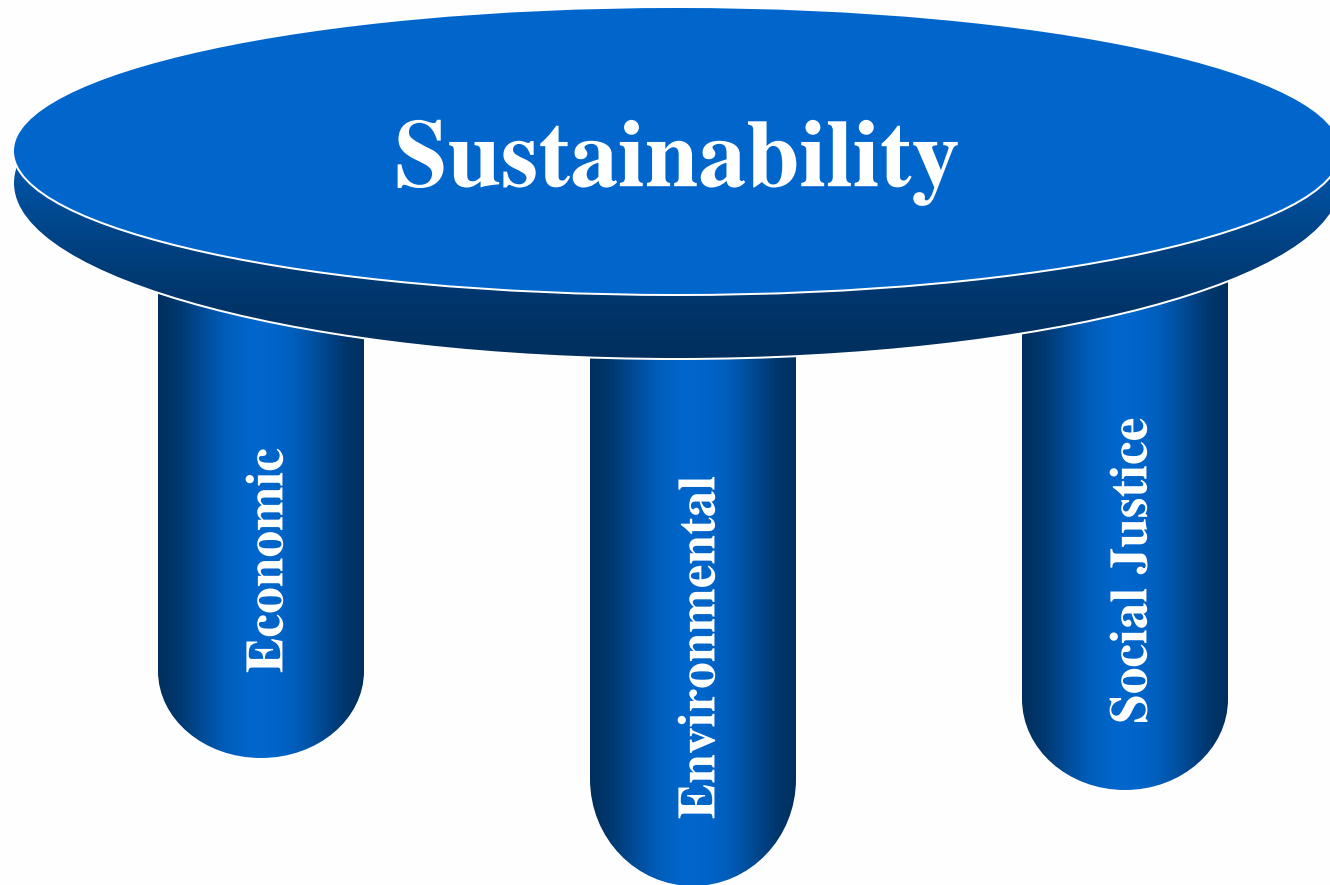










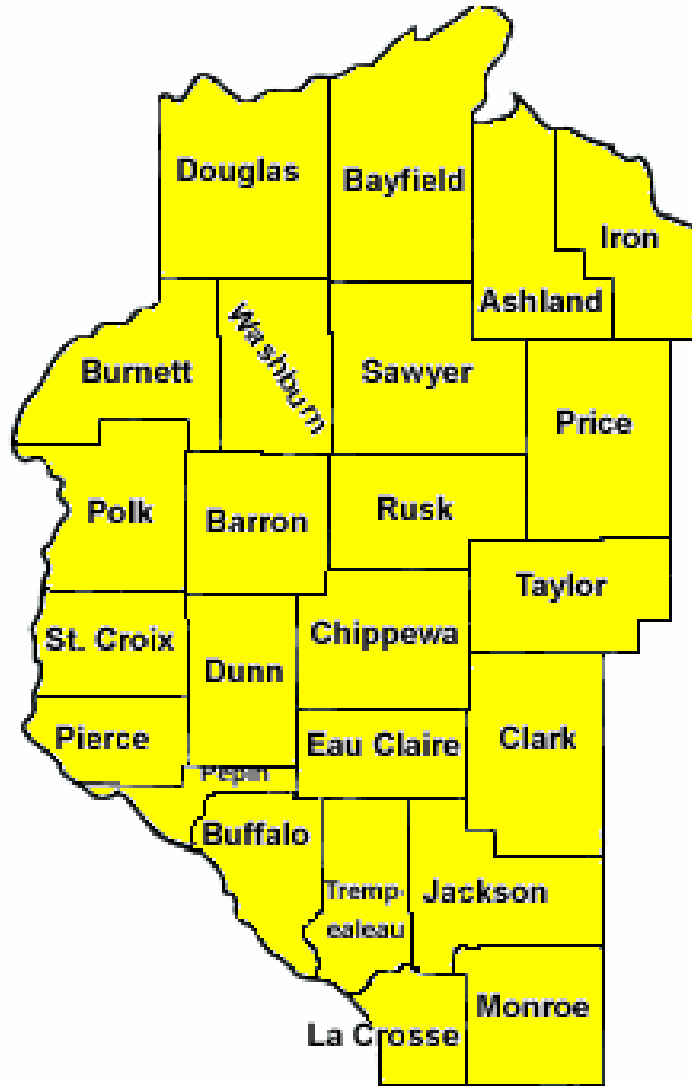




Characterized by:

- Collaboration
- Shared decision-making
- Partnership
- Cross organizations
- Meeting unmet needs

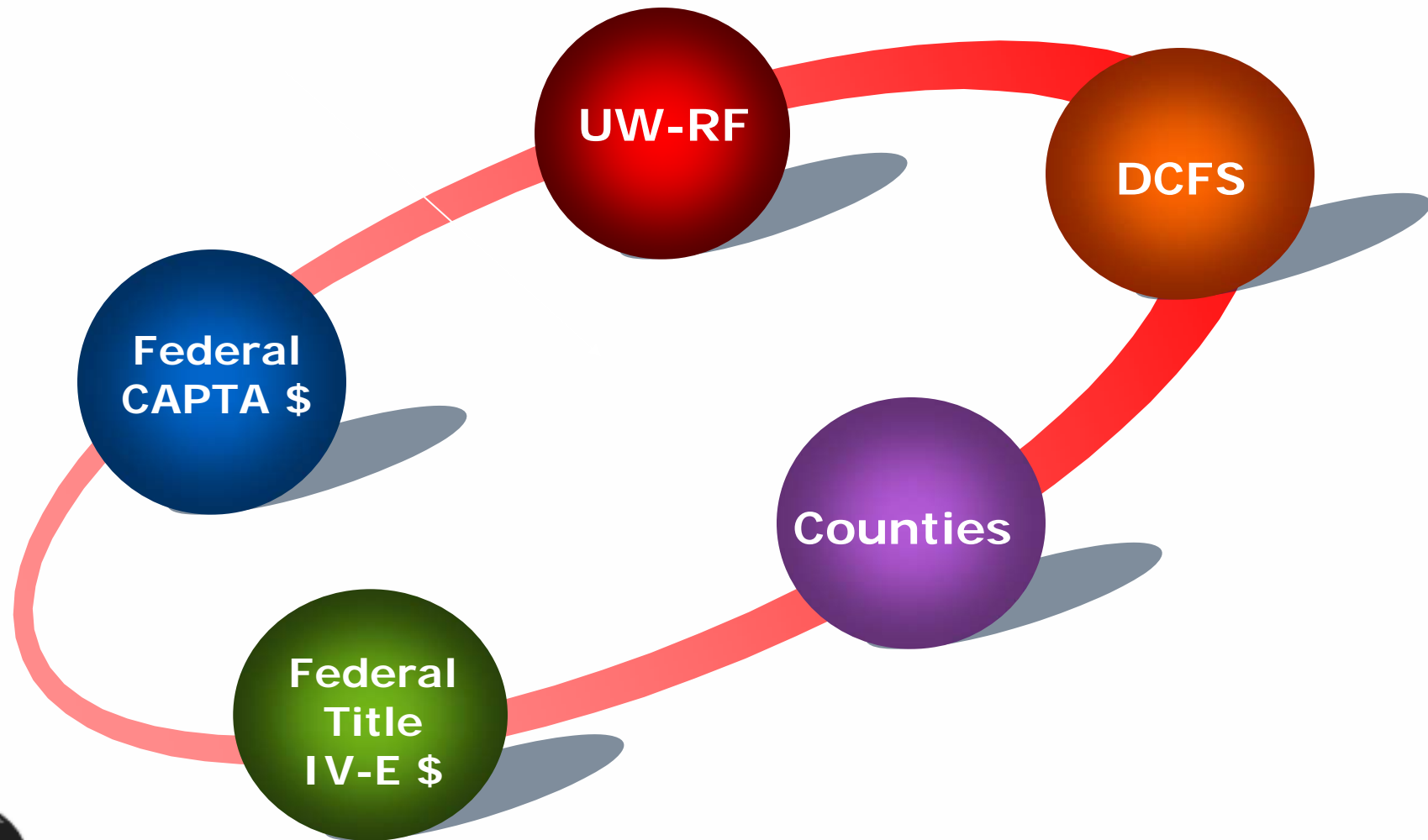






- Drug and Alcohol Abuse
- Mental Illness
- Domestic Violence
- Poverty





Annual Budget (2007) **\$972, 286**

“Real” dollars (2007) **\$470,469**

Trained **961**

Seats filled **1378**

Workshops **65**





- Children are safer,
- More likely to be with their families, or
- Moved more quickly to permanent alternatives.







Sustainability

- Responsive
- Respectful
- Proactive
- Future Oriented



SCD & The Promise of the Future



Jean Batiste Uwimana

UWRF McNair Scholar

Public Policy MS Candidate

Humphrey Institute, UMN

Current Employment:

**Planning Analyst w/Hennepin
County, Human Services &
Public Health Department**



In Pursuit of a Carbon Neutral Campus

Ladies and gentlemen, thank you for this opportunity to speak to you. I am an alumnus of UWRF, graduating in 2006 with a double major in Economics and French. Currently, I am a Masters student at the University of Minnesota Humphrey Institute in Public Policy.

This summer I have been working with Dr. Cain on a service learning/internship project to measure the carbon footprint of this campus. We have completed approximately 75% of the data collection.

The project consists of calculating the comprehensive amount of carbon released into the atmosphere as carbon dioxide. This occurs as a result of burning fossil fuels, electric power purchases, domestic and international travel, and other direct and indirect sources of carbon.



The Carbon Foot Print of UWRF

This Carbon Foot Print Project will further UWRF's commitment to walking the talk in demonstrating the wise use of energy and material resources. Benefits will include, but are not limited to:

- Helping us to identify and manage our sources of carbon production;
- Helping us to maximize energy efficiency and avoid utility costs, saving UWRF and the UW System tens of million of dollars over the long-run; and
- Helping us meet our pledge to the American Colleges & Universities Presidents Climate Commitment.



Benefits (continued)

- In addition, as we reduce our carbon emissions we will be able to see them to corporations as certificates of credit. This could become a source of revenue to us by using the power of the marketplace to reduce emissions in a cost-effective and flexible manner; and
- It will contribute to numerous spin-off economic benefits related to the pursuit of energy independence in the St. Croix region and across the state.



Thank you

Ladies and gentlemen, this project clearly provides just one example of how internships and service learning opportunities for students contribute exceptional value to UWRF's leadership in helping to achieve the sustainable community development goals of the campus, the River Falls community, the St. Croix Region, and beyond.

**Thank you again for this opportunity
to speak to you today!**



SCISCD Summary



- An Institute for Avoiding '*Un-Sustainability*'
- Solutions to Global Issues Are Local & Community-I
- "A Think & Do Tank" that "Walks the Talk"
- Holistic Integration of, & Systems Thinking Approach to, Ecologic Integrity, Social Justice & Economic Vitality
- "The Natural Step" as a fundamental framework
- Governor's Proclamation of "Off the Grid" by 2012
- Clean Air / Cool Planet Carbon Calculator Model
- Guerilla Planning & Solutions in response to hyper-dynamic global circumstances



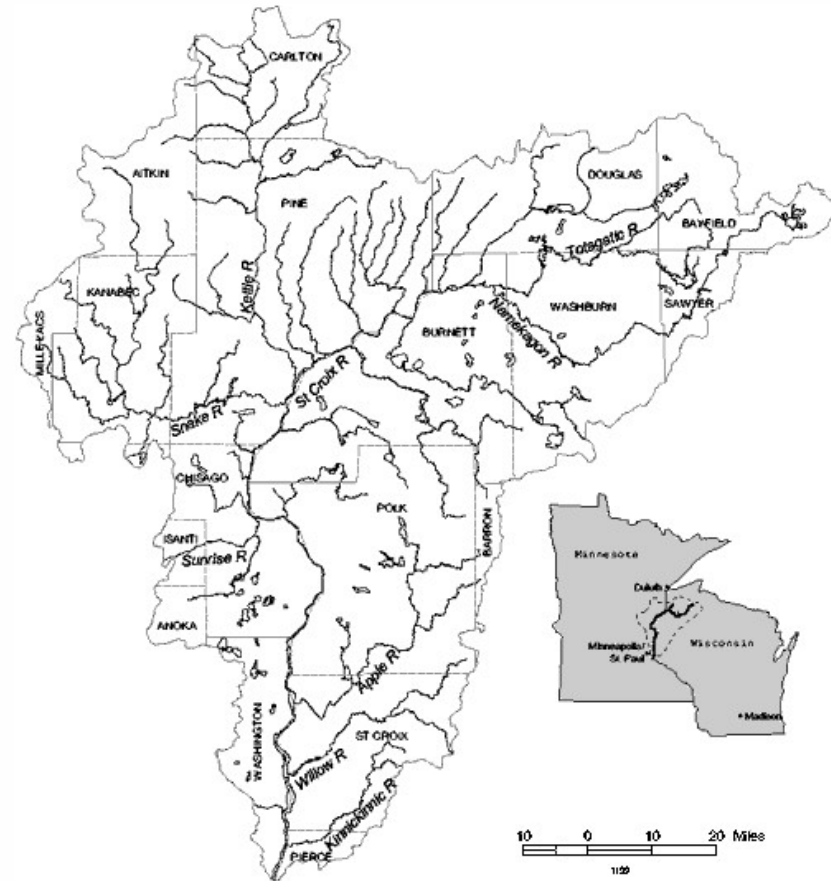
Leadership

~or~

The Risk of Irrelevance?

“A sustainable society is one that can persist over generations, one that is far-seeing enough, flexible enough and wise enough not to undermine either its physical or social systems of support.”

Donella Meadows, Beyond the Limits, 1992





UWRF

the power of learning