



# NACUBO INNOVATION AWARD 2011

## Nomination Form

To guarantee consideration completed nomination form must be received or postmarked by **April 1, 2011**

Please mail to: Kristin Witters, Manager, Member Services  
NACUBO/Innovation Award  
1110 Vermont Ave., NW, Suite 800  
Washington, DC 20005  
202.861.2515 (voice)/202.449.1221 (fax)  
kwitters@nacubo.org

Please submit a program summary no more than 3 double-spaced pages using a minimum font size of 10 points.

Do not include additional information (reports, forms, etc.) with the nomination form. The Awards Council may request such items during the evaluation process.

Program Title: Energy Conservation Program  
Institution Name: Hinds Community College  
Contact Name: Russell Shaw  
Contact Title: Vice President Business Services  
Office Address: 501 East Main St, PO Box 1100, Raymond, MS 39154  
Phone and Fax: 601-857-3961  
E-mail Address: rdshaw@hindscc.edu

### Institution Type

- Research     Comprehensive/Doctoral     Small Institution     Community College

### Award Category Type

- Process Improvement  
Recognizes higher education institutions that have successfully re-engineered or designed a program, or improved a service delivery of administrative activity in response to a campus need.
- Resource Enhancement  
Recognizes higher education institutions that have successfully reduced costs, increased revenues or improved productivity in response to a campus need.

### Topical Area(s) (Check all that apply)

- Accounting, Finance and Tax     Campus Operations     Human Resources  
 Information Technology     Leadership/Institutional Effectiveness     Planning and Budgeting  
 Risk Management     Student Financial Services     Other: \_\_\_\_\_

### NACUBO Primary Representative (Endorsement required)

Name (print clearly) RUSSELL SHAW

Title (print clearly) VICE PRESIDENT FOR BUSINESS SERVICES

I hereby certify that to the best of my knowledge the statements and calculations contained herein accurately reflect the circumstances reported.

3/24/11  
Date

Russell Shaw  
Signature



## NACUBO INNOVATION AWARD 2010

### Overview and Nomination Requirements

#### Description

The NACUBO Innovation Award seeks to honor the achievement of higher education institutions of every constituent type—research universities, comprehensive and doctoral institutions, small institutions and community colleges.

Successful nominations will describe a new approach to an institutional issue that is “cutting-edge” or “first-of-its-kind” within the higher education community. Submissions should also illustrate how the solution is unique and applicable to other colleges and universities.

The NACUBO Innovation Award will be presented annually to institutions that demonstrate excellence in one of the following areas of business and financial management:

**Process Improvement**—to recognize higher education institutions that have successfully re-engineered or designed a program, improving service delivery of administrative activity in response to a campus need.

**Resource Enhancement**—to recognize higher education institutions that have successfully reduced costs, increased revenues or improved productivity in response to a campus need.

#### Nomination Requirements

To be eligible to receive the award, the following requirements must be met:

1. The nominee must be a NACUBO regular member institution.
2. The NACUBO primary representative must endorse the nomination.
3. Attendance during the NACUBO Awards ceremony at the Annual Meeting.

4. The complete nomination form must accompany a narrative that responds to the following:

- A description of the effort
- What makes this effort innovative?
- What impact did the effort have on the institution?
- What resources were required for the effort?

The narrative may be no more than 3 double-spaced pages using a minimum font size of 10 points. (Do not include additional information with the nomination form). Institutions may submit multiple entries.

#### Recognition

- Waiver of annual meeting registration fees for up to two institutional representatives for the year the award is received only
- Recognition at the NACUBO Annual Meeting and an invitation to accept the award at the NACUBO Awards Ceremony
- Recognition in Business Officer magazine and other association publications
- A trophy depicting the recognition
- Recipients may also be requested to present during the NACUBO Annual Meeting

#### Nomination Submittal Process

Nominations must be received or postmarked by April 1, 2011.

#### Questions?

Contact Kristin Witters, Manager, Member Services at 202.861.2515 or e-mail [kwitters@nacubo.org](mailto:kwitters@nacubo.org).

## Description

Hinds Community College (HCC), the largest community college in Mississippi, is a comprehensive educational institution serving approximately 19,500 students annually. HCC has provided convenient, affordable, quality educational programs since 1917, each year while facing new budget challenges. In particular, state appropriations continue to shrink year after year. Another challenge is increasing utility demand due to campus growth. Planned growth includes a new band hall, administration building, conference center and two dorms — all contributing to budget strain. To address these challenges, HCC opted to initiate an innovative behaviorally-based energy conservation program requiring no capital investment that would be self-funding from the start and preserves funds for educational purposes while protecting the environment.

After system-wide implementation, the program is projected to achieve 20 to 30% utility consumption reduction for an expected \$8.9M net savings in 10 years. Current figures show HCC exceeding projections: 13 months delivered \$1.17 million net savings.

HCC strives to be a model of thoughtful stewardship through energy management and conservation, for natural resources as well as taxpayer and tuition dollars. Students, faculty and staff want to see HCC become a leader in energy conservation. Addressing financial and sustainability issues, HCC's program targets significant financial and environmental savings in one of the largest budget line items — utility expenses. With rising utility demands and rates — and limited budget for equipment upgrades — officials recognized the only way to rein in the utilities budget line was to control energy consumption.

“The success of this program is largely dependent upon our employees and their willingness to change energy consumption habits. It's a proactive response to the nation's looming energy crisis, and I am very encouraged by initial response to this effort,” said Hinds Community College President, Dr. Clyde Muse.

## Innovation

Recognizing the need to conserve energy, HCC administration launched an innovative conservation program requiring no capital investment. The program focuses on changing human behavior to reduce energy consumption throughout the college. Most energy-savings efforts focus on mechanical changes; HCC's new efforts focus on people's behaviors.

The first step was due diligence to find a partner to help develop and implement the program. After extensive research, HCC partnered with Energy Education, a national firm providing people-oriented energy conservation services to universities, community colleges, public school districts and large churches across the nation. The College President strongly communicated his support for the program and its mission to all campus groups.

HCC's conservation program was designed with four primary goals:

- 1. Eliminate energy waste/significantly reduce HCC's carbon footprint** — provide net \$8.9 million savings over 10 years.
- 2. Maintain comfort and safety in occupied areas** — create customized, dynamic building operation plans.
- 3. Ensure a desirable/optimal educational/research environment** — develop partnership with the campus community.
- 4. Establish a sustainable conservation program** — maximize economic/environmental/social benefits of conservation.

To achieve these goals, HCC's Energy Educator Managers, Physical Plant staff members and Energy Education's Consultants review infrastructure, continuously audit the largest cost centers (athletics, student union, library, research facilities and classrooms), monitor building use patterns and analyze energy use throughout the College. Team members identify savings potential and note specific opportunities for comprehensive consumption reduction. They review existing and ongoing energy initiatives on all campuses; looking for synergies in other complementary projects. Together they maintain a process map of energy flows throughout the System, ensuring consumption patterns are fully illustrated. Occupancy patterns are analyzed and documented. Building systems are scheduled to heat or cool only during occupied times. Building systems are aggressively set back during unoccupied periods. Additionally, occupants are asked to turn off electricity-consuming equipment until needed.

The Board of Directors and campus President prepared and distributed Energy Management Policy and Guidelines —detailed guideposts for program implementation that create a consistent definition of environmental conditions for occupied and unoccupied building spaces. A comprehensive public relations campaign systematically introduced the program to the HCC community.

The Energy Educator Manager (EEM) team serves as the program's cornerstone. Two full-time EEMs work closely with Energy Education's Energy Consultants, creating strategic site plans to preserve and maintain comfort for the educational environment and to ensure research projects are protected. The EEMs are responsible for implementing site plans and communicating, educating and motivating each person in the HCC community to do his or her part in conserving energy.

### **Implementation**

Energy Education's program is based on two very significant elements. The first: savings recommendations specific to the college environment and organizational behavior. The second: Energy Education's Transformational Energy Management<sup>®</sup> process — a powerful, complex implementation method involving four very specific and incredibly involved components.

**Assessment + Planning:** As noted above, EEMs perform audits, assessing heating, ventilation and air conditioning (HVAC) Systems, water and sewer use, and occupancy patterns. They develop Strategic Site Plans — identifying priorities, savings opportunities, points of responsibility, optimized scheduling profiles, implementation strategies, and other elements critical to successful implementation and changing behavior linked to energy conservation. They launch data loggers to record system performance: temperatures, humidity levels and HVAC operation for analysis.

**Coordination + Communication:** Implementing a people-based energy saving program involves more than just sending out announcements. In a complex campus environment supporting people with varying backgrounds, areas of focus, personal concerns, levels of education, personalities, preferences, etc., coordination and communication efforts are exponentially more difficult. Coordination efforts must positively engage people. HCC's communication efforts involve constant reinforcement, generating customized messages on broad and individual levels, employing printed, digital, and face-to-face communication, facilitating effective meetings, and more. Maximizing savings requires everyone who consumes energy be engaged in understanding how to save it. HCC's President includes conservation program updates in periodic messages to the HCC community. EEMs schedule meetings with campus

groups. They meet with the editor of the College Newsletter, the "On Campus." Periodic meetings with appropriate Physical Plant personnel are scheduled to address repairs, adjustments and coordinate activities.

**Leadership + Focus:** Executing an effective energy saving program to transform organizational behavior requires daily focused effort and making energy management a priority. HCC's EEMs provide onsite leadership. Energy Education consultants train the EEMs to be successful. This includes multiple onsite visits and hundreds of hours in on-the-job training over the entire contract period.

**Measurement + Verification:** One of the distinctions of the Energy Education program lies in the fact that clients maintain responsibility for measuring and verifying the program results. HCC uses EnergyCAP<sup>®</sup>, a third-party software product that calculates energy savings using Department of Energy standards and international protocols. EnergyCAP adjusts for load changes, facility changes, differences in billing periods, and weather differences to ensure all reported savings are attributable to our energy program. This approach to measurement and verification ensures full accountability and integrity.

### **Impact**

HCC's conservation program delivers **financial, environmental and social benefits** to the college and the community it serves.

**Financial benefits:** The program returns new net dollars for every dollar invested, significant as the entire investment comes from dollars already being spent on utility services. The program's first two years delivered more than \$2 million gross savings, an average 26% reduction in energy consumption. The Return on Investment since commencing the program is an amazing 134% and growing.

**Environmental:** EnergyCAP uses calculations from the U.S. Department of Energy & Environmental Protection Agency, with regionalizing greenhouse gas factors for utility sources. The program has reduced energy use by 38,934 MMBTUs: equivalent to 1,319 cars removed from the highway or 187,895 pine trees planted and grown for 10 years — a significant contribution to the environment.

**Social:** An increased spirit of cooperation and communication is felt by those involved with the program, who report a side benefit of spillover to students, administration, faculty and staff members taking these best practices home. An array of public relations efforts including media coverage, website postings and college newsletter features have helped to maintain the community's interest and positive attitude. The Board of Directors has received annual reports on the program results and has provided positive recognition.

### **Resources**

A great benefit of embarking upon a people-oriented behavioral energy conservation is that the very people who are helped by the program are its greatest resources. Dedicated EEMs who gain buy-in from every student and employee across the system provides the program with its primary resources. The expertise of the nation's leading energy conservation company delivers all the additional resources needed. Energy Education's staff of consultants have more than 400 combined years of conservation experience in educational environments across the country. From behavioral specialists to engineers, whether the issue is personal or technical, individual consultants are scheduled to provide training and implementation oversight on a regular and as-needed basis.