



### SUSTAINABILITY AT CRANBROOK ...AND BEYOND

### CRANBROOK: VALUING AND SUSTAINAINING AN INNOVATIVE WORKPLACE

EDUCATION OF OUR PEOPLE AND VISITORS



Rod Spearin, Cranbrook Chief Operating Officer (joined by Marlene Jenkins, Business Officer), teaching, sharing, and helping members of Cranbrook Millennial Engagement Team (MET) understand the components of the organizational budget, how the budget is developed, and how they and their departments are connected to the larger Cranbrook ecosystem. Q & A Session was super informative! See Page 2 for additional information about MET.

#### New Sustainability Initiatives:

#1: EDUCATING OUR PEOPLE

#2 MILLENNIAL ENGAGEMENT

*Look inside to find out how you can help and get engaged.*

### CRANBROOK EMPLOYEES SERVING WITH OTHERS: MAKING AN IMPACT AT GLEANERS FOOD BANK



### GLEANERS FOOD BANK

Did you know that 1 in every 8 persons in the world are experiencing hunger?

Did you know 1 in every 6 people in Michigan are experiencing hunger?

Cranbrook employees serving with employees from General Motors, Allied Financial, Quicken Loans, Eaton, Henry Ford Health System and Wayne State University Students learned about hunger and these statistics while serving as volunteers to help pack, sort and distribute food at Gleaners Food Bank on March 23, 2017 and March 30, 2017.

Cranbrook Employees Volunteer Time Commitment for the 2 day period = 5 hours

**2 Day Impact: 7398 lives affected**

#### Inside This Edition

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## CELEBRATE! HAPPY EARTH DAY APRIL 22, 2017

**Join us for Cranbrook Community -Earth Day Project on April 21, 2017-See Page 10 for details**





# Cranbrook: Valuing and Sustaining an Innovative Workplace

## Initiative #1: Educating our People Survey

Education of Our People & Visitors

### Vision

Cranbrook is a diverse, sustainable community where education is prized, the human spirit is nurtured, and innovation and creativity are valued. Cranbrook challenges minds and transforms lives.

#### Goals

- ◆ Continue to promote and develop, learners and innovators
- ◆ Continue to ensure Cranbrook's vision is applied to our employees, recognizing that our people are a large part of what makes this place extraordinary.
- ◆ Promote and support education of our people

#### HOW CAN YOU PARTICIPATE IN THIS INITIATIVE?

To date, below are a few of the pillars and training ideas that have been suggested regarding educating our employees. **We are conducting a Survey and would like to hear your Team Suggestions** for educating our people in four areas of focus: professional development, compliance training, institutional/cultural knowledge and wellness/personal skills.

Professional Development	Compliance Training	Institutional / Cultural Knowledge	Wellness/ Personal Skills
CEOP Degree Program	Harassment Prevention Training	New Employee Orientation	Retirement Planning
Tuition Reimbursement for job-related courses (BS/MS)	Blood-borne Pathogen	Walking Tour	Programs such as Yoga, Pilates, etc.
Leadership	Asbestos	Education regarding business processes and systems	Managed Health Network - EAP
Budgeting	Defensive Driving	Phase 2 Onboarding Orientation - Focus on Senior Staff Presentations and Cranbrook Vision	
Technology	1:1 IT Training as Requested (or referral to 3rd party if applicable)		
Time Management			

**We look forward to receiving your input.  
Email your suggestions to: [sustainability@cranbrook.edu](mailto:sustainability@cranbrook.edu) by May 15, 2017**

For additional information regarding this Initiative, contact the Survey Project Team:	Norma Evans at <a href="mailto:nevans@cranbrook.edu">nevans@cranbrook.edu</a> Beth Beadle at <a href="mailto:bbeadle@cranbrook.edu">bbeadle@cranbrook.edu</a> Jennifer Rivard at <a href="mailto:jrivard@cranbrook.edu">jrivard@cranbrook.edu</a>
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## Valuing and Sustaining an Innovative Workplace

### Initiative #2: CRANBROOK MILLENNIAL ENGAGEMENT TEAM (MET)

EDUCATION OF OUR PEOPLE AND VISITORS

#### Our Vision

Cranbrook is an Employer of Choice, a diverse, sustainable workplace where *Millennials* are prized, talents are nurtured, innovation, creativity and social responsibility is encouraged.

#### Our Goals

1. Develop and utilize the innovative talents of the Cranbrook millennial workforce in Cranbrook's Sustainability Program.
2. Nurture a multi-generational and sustainable workplace culture that embraces and cultivates the unique talents and interests of Cranbrook's workforce.

#### Our Objectives

1. Establish Cranbrook Millennial Engagement Team (M.E.T.)
2. Engage Cranbrook millennials and business practice owners in innovative and sustainable business practice dialogues.
3. Sponsor the engagement of Cranbrook millennials participating in innovative and sustainable business and workplace practices and outreach programs at Cranbrook and beyond.

#### Why Target the Millennial Group?

##### Today's Situation

##### Summary of the current situation

By 2014, **36 percent** of the U.S. workforce will be comprised of this generation and by 2020, nearly half (**46 percent**) of all U.S. workers will be Millennials (Lynch, 2008). By comparison, the generation before them, Generation X (or Gen Xers), represent only **16 percent** of today's workforce.

**C**ranbrook Millennial Engagement Team (MET), meetings/social events are held twice a month engaging, dialoguing and connecting millennials with their peers from departments across the community, Cranbrook leaders, managers and business practice owners. Embracing, strengthening, sustaining and valuing a collaborative and innovative multi-generational workforce.



#### Cranbrook Millennial Engagement Team Members Fun Photo!!

Pictured: **Back Row:** Calvin Vincent (Public Safety), Joe Domeneck, (Information Technology), Weston Outlaw (Cranbrook Schools Summer & Special Programs), Norma Evans (Office of Sustainability & Business Services), Bryan Opalko, (Human Resources), Ted Lorts (Schools Technology), **Front Row:** Lindsay Sebold (Cranbrook Art Museum), Molly Tobiczyk (Business Services-Events), Joe Harper (Information Technology), Sarah Schleicher (Institute of Science), Ryan Pfeifer (Capital Projects Office), Beth Beadle (Human Resources)



**Greg Wittkopp, Director Center for Research & Collections** facilitated during a MET Team Opener. Greg did an excellent job of introducing Cranbrook millennials to the history and legacy of Founder, George Booth and helping them visualize and connect to the vision.

#### What some of the participating Millennials are saying about MET?

*"The Millennial Engagement Team has been a great opportunity to collaborate with staff members across Cranbrook Educational Community. When we meet, we discuss how to best work together to create an environment that is more than just a nine to five job. We are all invested in the future of Cranbrook and having an engagement team has provided a forum for educating ourselves on how the community functions so that we can provide input on the direction we are moving."* –**Lindsay Sebold, Development Coordinator, Cranbrook Academy of Art and Art Museum**

*"The MET has been a wonderful experience so far. We have discussed many great ideas to help Cranbrook continue to be an amazing place to work. Also, we have been able to learn about the community by addressing topics head on and*

*scheduling meetings with community members who can best answer our questions."* –**Ryan Pfeifer, Capital Projects Manager, Capital Projects Office**

*"For me, MET is creating a sense of loyalty to Cranbrook. It is allowing me to gain a global perspective of the organization and understanding my role in the larger picture. Every position affects change here on campus; seeing just how we fit into that is important to the overall goal of our work. The larger idea of affecting policies in other departments creates a sense of ownership. The policies become a tangible piece of our work here that we can look back on and see just how we shaped the future of Cranbrook."*

–**Molly Tobiczyk, Business Services/Events**

*"The Millennial Engagement Team (MET) was created by Norma Evans to capture millennial employees who share an interest in Cranbrook's next generation of leaders. Of the larger population invited,*

*a smaller group has formed as the consistent base meeting every month in various locations throughout the community. The group collectively has decided to take its first step by acting as an informational sponge. Cranbrook leaders such as Rod Spearin and Greg Wittkopp have made guest appearances at our meetings to not only showcase their responsibilities, but more importantly teach us core concepts. The future steps of MET are still pending as we remain focused on step one. We look forward to visiting with all of Cranbrook's leaders who will foster our interest in Cranbrook's future, institutional leadership, and lifelong learning. As we grow and continue this maiden voyage of MET, we hope it will set an example for other institutions.*

*We are returning to the lost art of apprenticeship, in a way. It's needed and we are doing it.*

*We invite all millennials working in staff positions to join us. Now is the time to be a charter member. See you at the next meeting."* – **Weston Outlaw/**

# CRANBROOK SCHOOLS HORIZONS-UPWARD BOUND (HUB) ALUMNI HELPING FUTURE HUB STUDENTS DEVELOP LEADERSHIP SKILLS

EDUCATION OF OUR PEOPLE AND VISITORS

## Cranbrook Schools Horizons-Upward Bound (HUB) Hosted it's first Student Leadership Conference on March 25-26, 2017

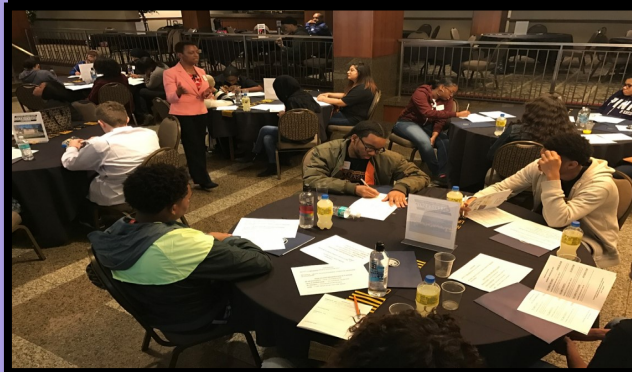
The purpose of the HUB Student Leadership Conference was to develop the leadership potential of HUB students. The conference provided all HUB students an opportunity to learn about leadership and grow as leaders.

The goal of the conference was three-fold:

- To inspire students to seek/accept leadership responsibilities
- To teach students how to develop their leadership abilities
- To expose students to leadership and professional skills they must begin developing in order to position themselves for career leadership success

The conference was held locally and involved an overnight stay to expose HUB students to cultural and recreational events. The conference highlighted a book titled: "The 21 Irrefutable Laws of Leadership" by John C. Maxwell. The HUB Alumni led workshops elaborating on leadership principles from the book. **Thank you HUB Alumni** for taking the time to give back and help sustain and develop HUB leaders for the future.

Horizon Upward Bound students engaged during a workshop "The Law of Influence" with Ms. Marquita Sylvia



Dr. Darryl Taylor with presenters Dimitrius Hutcherson, Eugene Sewell, and Barry Roberts



HUB students posing during conference



Dr. Darryl Taylor with Presenters Marquita Sylvia, Summer Brock, and Dr. Traci Teasley



Participants for the first annual Horizons-Upward Bound Student Leadership Conference at Kingsley Inn, MI, on March 25 & 26, 2017

**CRANBROOK KINGSWOOD UPPER SCHOOL  
ATTAIN FIRST-EVER  
GREEN SCHOOLS **EVERGREEN** STATUS AWARD**

**C**ranbrook Upper School Environmental Club (LITE – Leaders in the Environment) enlisted the help of the teachers and staff to complete the annual State of Michigan Green School Certification application. The application included information about practices, activities, and/or initiatives in the following areas:

- recycling/reusing/reducing
- energy
- environmental protection
- sustainability

“With the help of Noel Dougherty, Upper School faculty, staff, students and Chartwells (Allison Mitchell and Kim Sinclair), the Upper School attained the first-ever Green Schools Evergreen Status Award. Following are just a few of the green



Cranbrook Upper School Environmental Club (LITE– Leaders in the Environment (2017)

activities and initiatives included in the report that are taking place in the Upper School. Contact Suzanne Tennent, if you would like to see the entire

**Additional information regarding the Michigan Green Schools Award can be found at: <http://www.michiganschools.us/>**

*From one classroom:* All of conceptual physics classes have started using online resources this year. Neither the teachers nor the students have textbooks, which saves on paper. In addition, the students complete all homework and labs on the computer, which saves even more.

*From the Theater Program:* We have a modular set in place that lets us reuse wall and platform sections across multiple seasons for multiple years. Many of our costumes are re-used every year with small modifications. We have almost completely phased out using spray paint and oil based paint. We have switched from using luan sheets for wall sections and special builds to using cardboard, which is more easily recyclable, cheaper, and uses less energy and materials to produce.

*From Cranbrook School Admissions Office:* The admissions staff has significantly reduced its use of paper by going to many on-line procedures including reenrollment, which saves several pages of printed paper that had been mailed to approximately 1,450 families each year. They have stopped mailing Viewbooks and admission applications internationally, and have gone to completely on-line financial aid files. The office staff uses only energy efficient light bulbs, and has switched from individual water bottles to a water cooler.

*Dining Services:* Our dining service uses a kitchen program called Trim Trax that measures and monitors pre and post-production waste. Our dining service purchases much of its produce locally, which cuts down on transportation expenses (including fuel and packaging).

*Horizons Upward Bound Garden:* The Horizons Upward Bound summer program has a garden on campus where the students plant, cultivate and harvest vegetables. The produce is donated to Lighthouse of Oakland County, a social services facility.

*From a Sport:* Our rowing team uses facilities that are at Orchard Lake. In the past few years, the number of plastic water bottles on the beach and in the garbage cans has increased dramatically. This past year, the coaches set up a recycle bin and both the St. Mary's and Cranbrook teams have been using it. One of our coaches says it is used so much that he needs to empty it and bring the bottles back to campus to recycle on a weekly basis during the season. They have also made an effort to recycle at regattas.

**Call to Action: CK Students: *Have you considered joining the LITE Club?***

Contact Suzanne Tennent, Cranbrook Kingswood Leaders in the Environment (LITE) Club Advisor  
Email: [stennent@cranbrook.edu](mailto:stennent@cranbrook.edu)

## Sustainable Initiatives and Business Practices in the Classroom and Workplace

### BROOKSIDE SCHOOL BUSY BEES ENVIRONMENTAL KIDS CLUB

#### UPDATE

#### “Super Sustainable Kids”

The Environmental Committee here has once again started the Busy Bees Environmental Kids Club. We have had two sessions and are enjoying working with the children. Our first session was with Arts & Scraps, a Detroit nonprofit organization that annually recycles 28 tons of material to help 275,000 children think, create and learn. The Arts and Scraps group came in and did an activity with our Busy Bees Environmental Kids Club using recycled and donated materials. Following the activity, Arts and Scraps donated a large portion of materials for Brookside teachers to use in their Maker Spaces! YEAH! Our second session had stations looking at the kids' carbon footprint, discovering what recycled materials can be turned into, word searches and word finds, and sorting items to be reduced, reused, recycled, or replaced.

Additional Info: <http://www.artsandscraps.org/>

We have also applied for our Green Schools certification so we are keeping our fingers crossed.

More information to come!

Forever green, *Trisha Hourigan, Brookside Faculty*

### HOUSEKEEPING MAKING “GREEN” THE STANDARD

On-going education, research and procurement of sustainable and quality Housekeeping supplies and services has become a standard business practice related in support of the Housekeeping services and operations.

In 2016, Housekeeping installed new paper towel, soap and cleaning chemical dispensers which offer the following benefits:

#### Paper Towel Dispensers

Use towels that are made of 100% “recovered” goods, including a minimum of 50% “post-consumer” materials

Once the roll is 4” in size, the employee drops it to the bottom of the dispenser, then installs a new full roll, thereby using all of the paper from

both rolls rather than removing it when it seems too small to leave in the dispenser for the next day.

Towels are processed using chlorine-free, energy and water-saving methods.

Dispensers are made of 100% recycled material and provided at no cost to Cranbrook.

#### Toilet Paper

Dispensers were not in need of replacement, however the new paper is also made of 100% “recovered” goods, consisting of a minimum of 50% “post-consumer” materials.

#### Plastic Trash Can Liners

We no longer have a cardboard core on the roll of bags, thereby eliminating the need to recycle the core.

Plastic trash can liners are also bio-degradable made of 50% recycled plastic.

Clear bags being used campus wide for paper and other recycled materi-

als are placed in “Recycle” Curbies for the Refuse Service Provider to take to the Recycling Plant. Black “garbage” bags cannot be recycled once used, however they are bio-degradable.

#### Chemicals and Miscellaneous

dispenser cleaners used daily and products that are loose (i.e. hand soap, liquid cleanser, floor wax etc.) are packaged in #2 recycled plastic containers which are rinsed and recycled after the product has been used.

Floor pads for scrubbing machines and buffers are made of 100% recycled polyester fiber.

The wooden pallets our supplies arrive on are stored and returned to the Delivery person when supplies are delivered the next month.

ALL of our products are shipped in boxes that are made from 100% recycled materials, then we recycle the boxes after we empty them.

Thank you Cranbrook Housekeeping Services! Keep those “Green” Updates coming! **Submitted by: Cherie Hannan, Housekeeping Supervisor**

### Cranbrook Academy of Art “Sustainable Coffee”

The Academy of Art recently switched from individual pods to refillable pods for their office coffee machine. We purchased 2 refillable pods and a mesh screen for the sink (so that coffee grounds do not clog the plumbing when rinsing the pod after emptying the grounds into a container). Not only are the grounds 100% compostable, with zero plastic pod waste, but the cost of the coffee itself is 30%-60% less than even Costco pods (the most economical ones), depending on what kind of ground coffee you buy.

We have been dismantling our previously-used individual pods in order to separate the coffee and plastic for recycling, but it is time-consuming and we still have quite a backlog. Stay tuned... **Julie Montgomery, Cranbrook Academy of Art**

*Sustainable Business Practices—Landscape Department Sustainable Initiatives*

**Sustaining the Landscape**

Our Physical Plant Team continues to “think sustainability,” identify and manage sustainable projects, and practice and buy sustainable supplies.

Taking advantage of the mild winter, Cranbrook Landscape Crews have been focusing on clearing invasive species which out compete the native plants and blocks the vistas. Check out a few

of the photographs which provide a glimpse of the *before* and *after*.

**Did you Know?**

What are invasive species?

“Invasive species” is defined as a species that is:

- 1) non-native (or alien) to the ecosystem under consideration and
- 2) whose introduction causes or is likely to cause economic or environmental

harm or harm to human health.

Invasive species can be plants, animals, and other organisms (e.g., microbes).

Human actions are the primary means of invasive species introductions.

Source: United States Department of Agriculture-Natural Agriculture Library

More info:

<https://www.invasivespeciesinfo.gov/whatis.shtml>

**Cranbrook House Hillside**

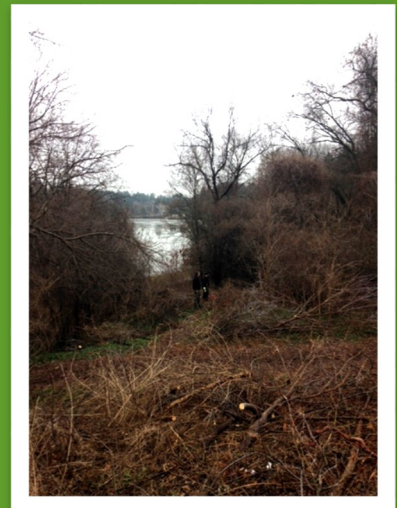


Before



After

**Institute of Science Vistas**



Before

**Academy of Art New Studios**



Before



After



After



After

**You Can Help Make A Difference**

**Update us on your progress - share your success- share your ideas at home and work. We welcome your comments and ideas.**

**Contact Norma Evans at 248-645-3288 or [sustainability@cranbrook.edu](mailto:sustainability@cranbrook.edu) with any questions, ideas, or information. Working together, we can make a difference!**



### GLEANERS FOOD BANK CRANBROOK GIVING BACK!

Thank you Gleaners for your continued efforts to eradicate hunger. And, thank you to all of the Cranbrook volunteers for your time and service. Special thank you to the Cranbrook leadership and the leaders of many organizations making social responsibility a corporate commitment. Visit this link for more photos of Gleaners' volunteers: <https://www.flickr.com/>



Quicken Loans



Cranbrook Employees



Wayne State University Students Giving Back!



Cranbrook Employees Ryan Pfeifer, Erinn Rooks and Marlene Jenkins:  
1 potato, 2 potato, 3 potato...



Thank you Cranbrook Volunteers: Bryan Opalko, Norma Evans, Ryan Pfeifer, Erinn Rooks, Jean-Claude Azar, Marlene Jenkins, Wendy DeLaRosa, Molly Tobiczyk, Rhonda Reed, Eileen Savage, Sarah Doty, Gene Hunt, Barb Montag, and Melanie Couzens



# UPCOMING EVENTS



## April

**April 21, 2017—Cranbrook Community Earth Day Project –9:00 am—12:00 pm. Contact Bryan Opalko at bopalko@cranbrook.edu for additional information -See Page 11 of this newsletter**

**April 21-23, 2017 - Michigan Earth Day Fest in Downtown Rochester— One of the Planet’s Largest Earth Day Celebrations. Visit: <http://www.migreenteam.com/miedf>**



**April 22, 2017—Earth Day**

**April 28, 2017 -MIT Sustainability Summit "Funding the Future" -The MIT Sustainability Summit is a student-led event that takes place every year during Earth Week on the MIT campus, drawing more than 350 attendees ranging from professionals to academics and students. The summit has emerged as a premier issue-driven event, featuring discussions with thought leaders and expert practitioners. The 2017 Sustainability Summit will focus on "Funding the Future". Visit: <http://sustainabilitysummit.mit.edu/>**

**Look for further information notice about these upcoming events:**

## MAY

◆ Cranbrook Kingswood Schools Plate Scrape -Dates and Dining Locations TBD



◆ Cranbrook Academy of Art Materials Exchange



**May 16-17, 2017-Cranbrook House & Gardens Spring Plant Sale**



## Cranbrook Community -Earth Day Project



### Kingswood Lake Shoreline Clean Up

**When: Friday, April 21, 2017**

**Time: 9:00 am – 12:00 pm**

**Where: Meet at the Kingswood (Hump) Bridge**

#### Community Engagement

We invite all available faculty, staff, students and volunteers to join the Cranbrook Landscape Crew, as we all celebrate Earth Day around the Kingswood Lake. We will come together (*rain or shine*) to work, clean, walk, laugh, and learn as we take on an Earth Day project to beautify the lake. All participants will have an opportunity to engage in lakeside chats and get to know colleagues from across the Community.

#### Special Lakeside Chats led by Cranbrook staff and students

##### *Openers:*

Kevin Mill, Landscape Superintendent– Project Purpose: Why are We Here?

Leslie Edwards, Head Archivist - 3 Historical Facts about the Kingswood Lake

##### *Closers:*

Suzanne Tennent, Cranbrook Kingswood School Leaders in the Environment (LITE) Club Advisor: Why is this Earth Day project important to the next generation?

Rod Spearin, Chief Operating Officer: Cranbrook Water Quality/Conservation

### **Lunch will be provided**

**RSVP to [Bopalko@cranbrook.edu](mailto:Bopalko@cranbrook.edu) no later than April 14, 2017**  
**Questions Contact Bryan: [Bopalko@cranbrook.edu](mailto:Bopalko@cranbrook.edu) or call 248-645-7736**

***Recommended Dress: Wear older jeans/shoes and bring a change of clothes***

Director's Blog

**Spring Into Action!**

**In** this edition, we provide a quick look at some of the innovative sustainability initiatives, community engagements and outreach. We also share some of the sustainable practices implemented in Cranbrook Upper School, resulting in the achievement of the Green Schools Evergreen Award. **Congratulations!!** In this edition, we also showcase a few of the sustainable business practices happening in the Maker Spaces of the Brookside Busy Bee Environmental Club and across campus.

Cranbrook faculty, staff and students are involved in numerous initiatives that benefit society. Through our United Way collaboration, Cranbrook volunteers served at Gleaners Food Bank with employees from other organizations around the metropolitan area. I believe volunteering for this opportunity enlightened the participants with a greater awareness of the hunger that exists in our own backyard.

The efficiency of our facilities and how we use our energy and environment has become a way of thinking and doing in our business and planning efforts. As a community, we are doing great job of building partnerships in the community, increasing involvement with constituents and educating our people and visitors. As we spring forward, I am super excited about the introduction and piloting of two new initiatives in support of our focus on valuing and sustaining an innovative workplace.

#1 Educating our People

#2 Millennial Engagement Team

The Cranbrook vision states, "Cranbrook is a place where **education of our people** and visitors is prized". Both of these initiatives aim to support our sustainability goals of educating of people, efficient business practices and this vision. I am super excited about the innovative and for-

Sustainability at Cranbrook -Pillars of Focus  
Strategic Plan Board of Trustees Approved Pillars of Focus 2013

ward moving momentum taking place all across the Community. Now is not the time to sit back and watch. We want you to connect, engage and **spring into action**.

**Call to Action:**

- Cranbrook Employees: Complete the Educating our People Survey in this edition by May 15, 2017
- Students: Have you considered joining the Brookside Busy Bees or Cranbrook Upper School Leaders in the Environment Club (LITE)?
- Email us your sustainability comments or suggestions
- Email us your Sustainable Events at: [sustainability@cranbrook.edu](mailto:sustainability@cranbrook.edu)
- Sign up for the Community Earth Day Project and other volunteer opportunities

Looking forward to hearing from you!

*We Learn! We Think! We Live! We Play! Sustainability at Cranbrook.*

Best,

**Norma**

Norma Jean Evans, Director Sustainability & Business Services

**The Sustainability at Cranbrook Newsletter is published for Cranbrook Educational Community**

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