

Agenda

Wednesday March 17, 2010

Participants arrive in Los Angeles

6:00–8:00 p.m.

Welcome Dinner

Radisson, McKay's

6:25–6:30 p.m.

Welcome Remarks

Janice Lyle, Annenberg Foundation Trust at Sunnylands

Theme I: Greening Our Behavior

6:30–7:00 p.m.

Auditing Our Meeting

Moderator: Leonard Aube, Annenberg Foundation

How are we greening our meeting? What did we do before we arrived? How did we travel? What are we doing now? What will we do differently at the next meeting?

Examples:

- Creation of paperless EcoBrief
- Airport transit: Take a cab? Shuttle?
- Hotel stay: linen reuse, reusable dishes, recycling
- Caterer committed to sustainable practices
- Eco-friendly transit for field trip
- Eliminate plane travel with teleconferencing

7:00–7:30 p.m.

Greening Our Behavior

Areas for Discussion:

- Energy use
- Purchasing
- Paper use
- Recycling and reuse
- Work space
- Home and office
- Events and meetings
- Education, implementation and motivation: How do we change behavior? What goals and priorities do we set? How do we measure the results?

7:30–8:00 p.m.

Surprise us!

Each participant presents one non-obvious example of greening behavior that has been or could be implemented by his/her group. Winner receives an eco-friendly prize!



Thursday March 18, 2010

8:00–8:30 a.m.

Breakfast

USC, Room 207 at ASCJ

(Urban Green Cuisine, committed to sustainable practices, will cater all breakfasts and lunches.)

8:30–9:00 a.m.

Review agenda and discuss additions, deletions and suggestions for the EcoBrief and EcoWiki

Theme II: Greening IT

9:00–10:15 a.m.

Greening IT

Moderator: Rich Cardona
Director of IT, APPC

Tejash Patel
IT Operations Manager, ASC

Frank Miuccio
Director of IT, ASCJ

John Theodore
Technology Officer,
Annenberg Foundation

Areas for Discussion:

Is increased energy IT consumption inevitable?

- Higher energy
- Consolidation
- Disposal/recycling

Possible cross group and center Green IT collaboration

10:15–10:45 a.m.

Presentation: The new video teleconference center with Internet connectivity and voice-activated cameras at the Eisenhower Medical Center

Philip Dombrowski
Eisenhower Medical Center

10:45–11:15 a.m.

Discussion

11:30 a.m.–12:30 p.m.

Lunch

Boxed lunch on bus

12:30–5:00 p.m.

Field Trip

12:30–2:30 p.m.

Moderator: Rich Cardona, Director of IT, Penn

A three-site Cisco teleconference will be held with:

- Annenberg Groups and Centers (Los Angeles)
- Annenberg Public Policy Center staff and Joe Cruz, Senior IT Project Leader at the Wharton School (Malvern, PA)
- Viveca Novak and Jess Henig, FactCheck.org (Washington, D.C.)

Lessons to be learned: What does state-of-the-art teleconferencing look like, how does it work, what does it cost, what are the experiences of those who have used it?

3:00–5:00 p.m.

Leonard Aube, Annenberg Foundation

Annenberg Foundation offices, adjoining the Annenberg Space for Photography. What has the Foundation done with technology and obsolete structures? (Light refreshments.)

6:00–8:00 p.m.

Dinner

Location: Craft Los Angeles

Discussion: Our Experiences with Teleconferencing at the Annenberg Schools at USC and Penn

Moderator: Larry Gross, Director, School of Communication, ASCJ; **Michael X. Delli Carpini**, Dean, ASCJ;

Leonard Aube, Annenberg Foundation

Brainstorming session: How would Annenberg groups and centers use an ideal teleconferencing system to create synergy?

Moderator: Ernest Wilson, Dean, ASCJ

Examples: Shared participation in each other's conferences and seminars; collaborative graduate classes between the schools; teleconferencing students from around the country into Sunnylands Supreme Court Institute at the Supreme Court; increase our collective international impact; shared access to digital libraries

Friday March 19, 2010

Theme III: Reducing Our Carbon Footprint

8:30–9:15 a.m.

Breakfast

USC, Room 207 at ASCJ

Discussion: What we use and what we have learned about teleconferencing

Moderator: Philip Dombrowski

President, Annenberg Center for Health Sciences at Eisenhower

9:15–10:00 a.m.

Our Experiences with Distance Learning: Using webinars and webcasts

Scott Roberts

Director, Annenberg Media

10:15–11:15 a.m.

Discussion: Solving the Interface Problem

Is there a way to use common architecture and a common vendor for ongoing service? Are there off-the-shelf technologies that work? Economies of scale if the groups and centers standardize? Do the groups and centers have different needs and, as a result, a need for different architectures?

Moderator: Michael X. Delli Carpini

Dean, ASC

Theme IV: Greening Our Offices and Buildings

11:30 a.m.–12:30 p.m.

Lunch

USC, Patio at ASCJ

12:30 –1:45 p.m.

Topic: Greening Our Offices and Buildings

USC, Room 204 at ASCJ

Presentations:

- **What has Sunnylands done?**

Janice Lyle, Sunnylands Trust

- **What has APPC done in its new building?**

Kathleen Hall Jamieson, Annenberg Public Policy Center

- **What have USC and ASCJ done to green their offices?**

Carola Weil, Associate Dean, Strategic Planning and Initiatives, ASCJ;

James Vasquez, Assistant Dean, Operations, Facilities, and Technology, ASCJ;

Matthew Ogden, USC Sustainability Director

2:00–3:00 p.m.

Introduction by Janice Lyle

USC, Room 204 at ASCJ

Guest presenter on Greening Buildings

Eric Corey Freed of organicARCHITECT

3:00–3:30 p.m.

Light refreshments

3:30–5:00 p.m.

Discussion: Learning from each other

- ASCJ model for online publishing
- Use of geothermal and solar energy at the Sunnylands estate
- Innovations such as recyclable ink implemented by the Annenberg Foundation

Moderator: Scott Roberts

Annenberg Media

5:00 p.m.

Formal conference ends; out of town participants meet informally

5:00–8:00 p.m.

Reception and Dinner

University Club at USC

Discussion of creating the Annenberg Greening Compact through the Sunnylands EcoWiki

