

Office of Sustainability

USD Marketing Research



Today's Agenda

1. Company & Target Market Overview
2. Research Question
3. Research Process
4. Data Collection
5. Individual Hypotheses & Results
6. Summary & Recommendations



Sustainability at USD

USD strives to take responsible actions affecting and preserving the environment.

- **Ranked 10th for 2017's "Cool Schools" Greenest Colleges**
- **Reduced energy consumption by 20% since 2010**
- **Decrease in water usage by 38% since 2006**
- **Electronics Recycling Center**
- **6 Primary Initiatives**



Sustainability-Related Courses

Energy

Student Research

Transportation

Waste

Water

Take Action

News and Events

About



26,308 emissions in 2015 mt CO₂e

Climate



389 sustainability-related courses offered

Courses



27.5% energy consumption decrease since 2010

Energy



28 electric vehicle chargers on campus

Transportation



3,000,000 lbs of electronic waste diverted since 2011

Waste



19% water consumption decrease from 2010-2016

Water



Market Analysis: The Green Consumer

- USD students = iGeneration
- Rise in technology and abundance of information
- Climate change and sustainability are a top concern
- “Good for the planet, good for you and your family, and good for your wallet”



The Dilemma

The Office of Sustainability wants to ensure that they keep their ranking as a sustainable campus, if not increase it. Additionally, they want to ensure that they are in line with USD's strategic plan.



How can the Office of Sustainability create a culture of care and sustainability within USD students?





Research Process

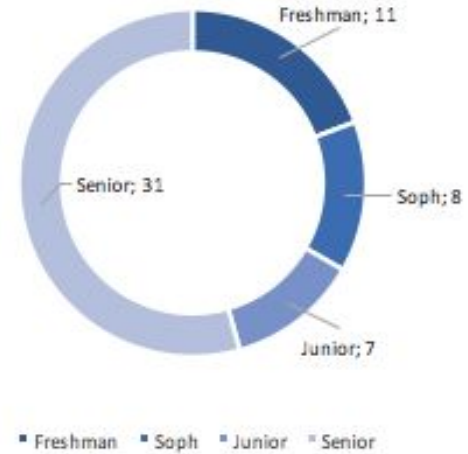
1. Initial Market Research
 2. In-depth Interviews
 3. Survey Distribution
 4. Analysis
 5. Recommendations
- 



Data Collection

- 58 respondents
- 21 Male, 37 Female
- Average age 21
- Gathered Data through Blackboard and emailing anonymous link
- Would like to have more even distribution of grade level

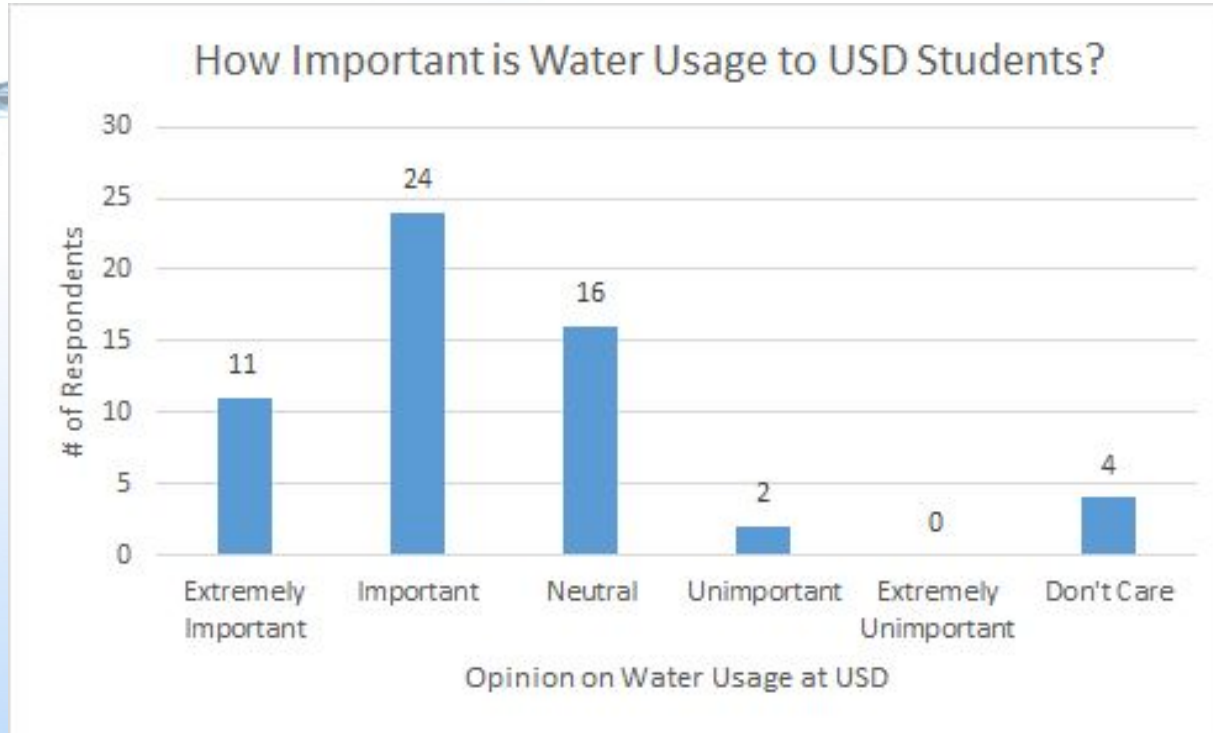
Respondents by Class



***If the Office of Sustainability can explain water usage,
then a feeling of sustainable culture will improve.***



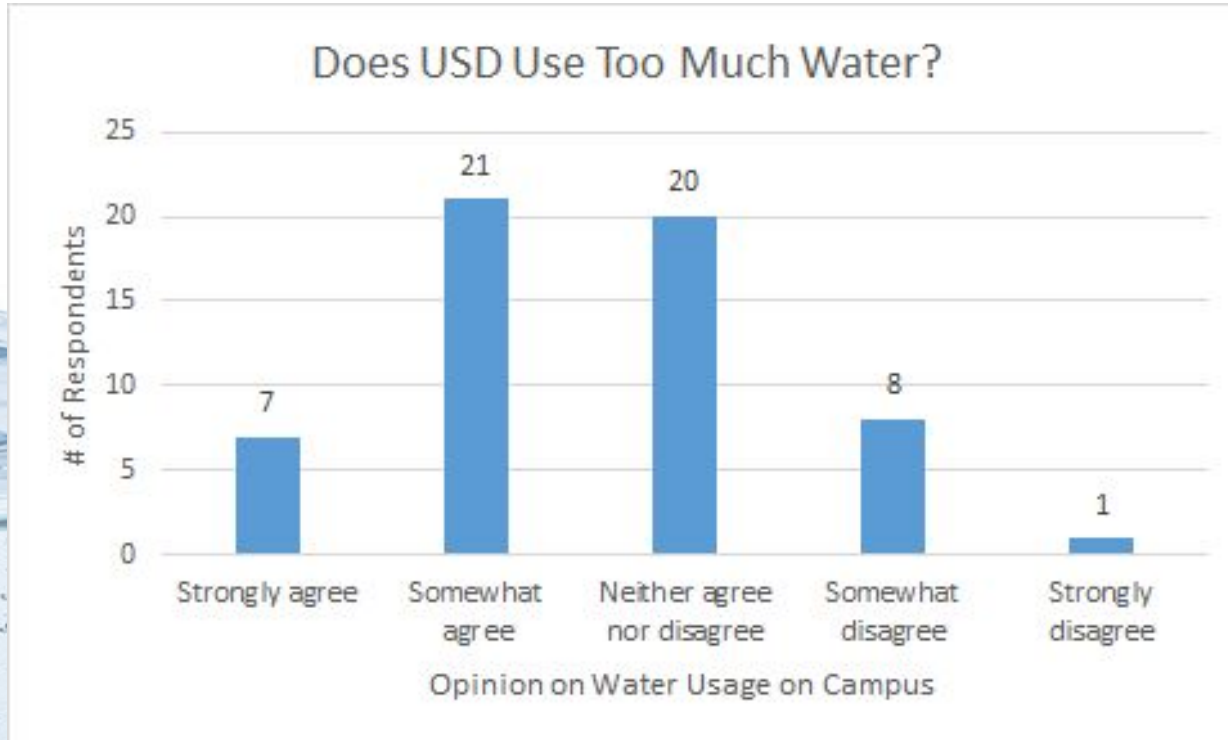
USD Students Care About Water Usage



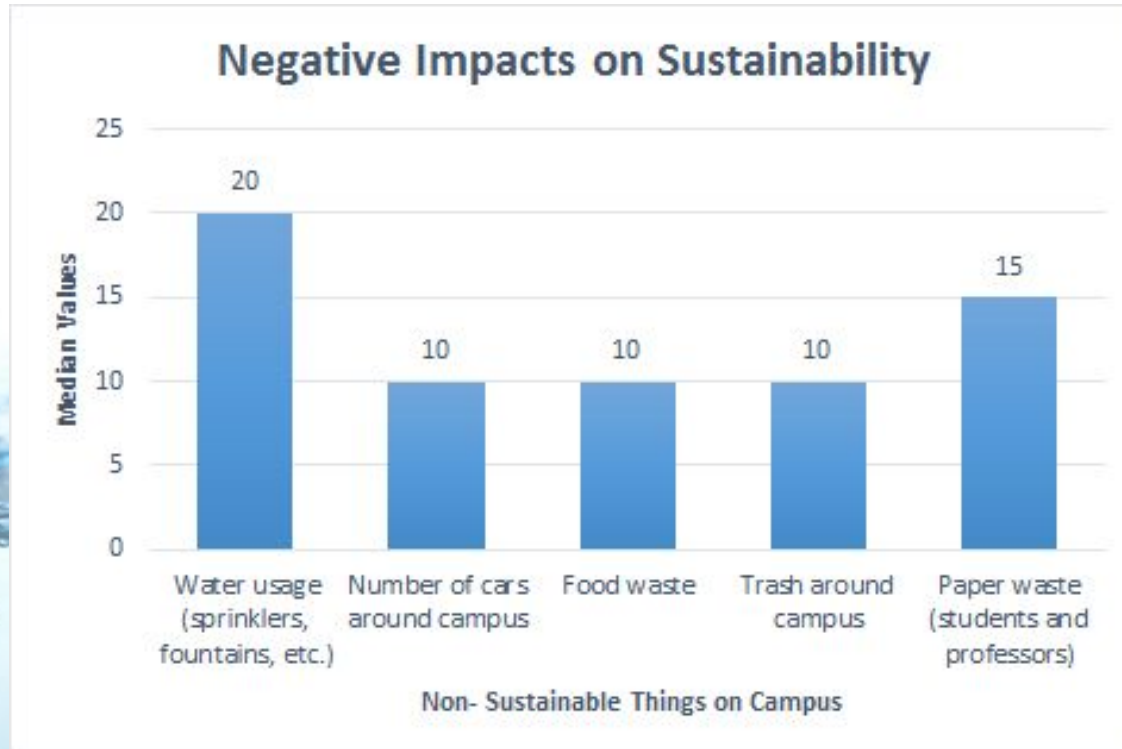
1= Extremely Important, 5=Extremely Unimportant
Mean: 2.44



USD Students Believe Too Much Water is Used on Campus



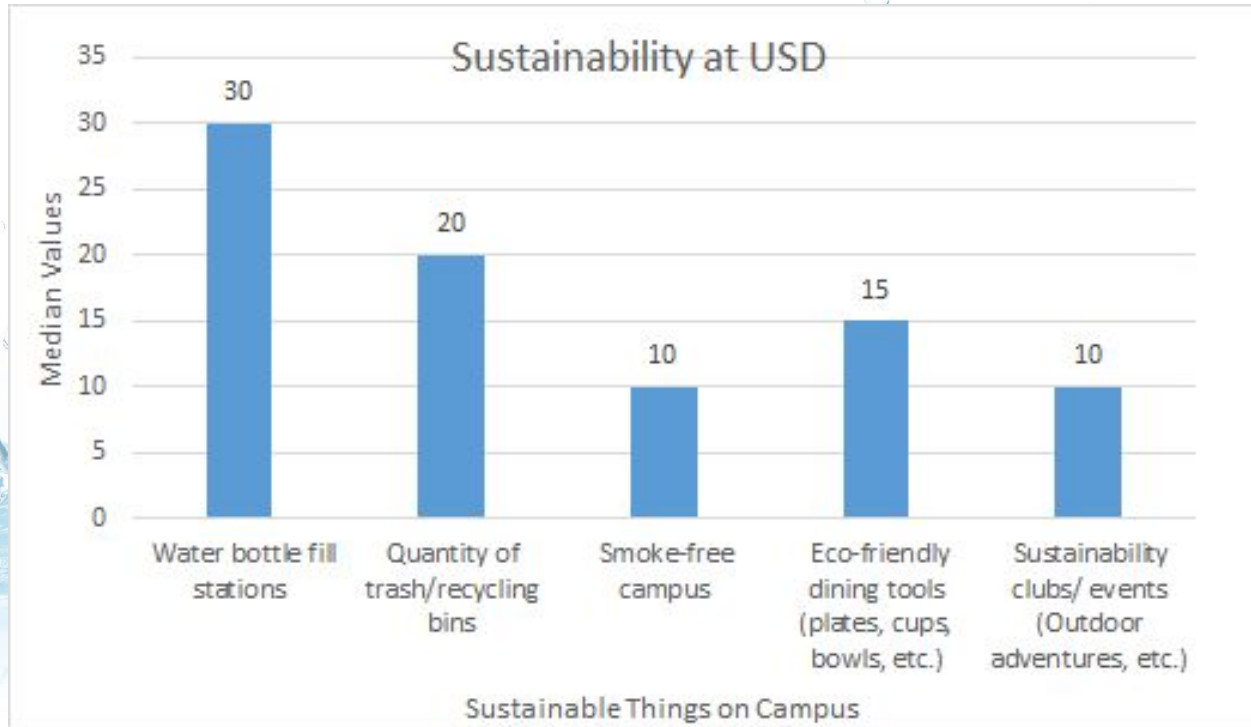
Water Usage Rated Least Sustainable Across Campus



Respondents allocated 100 points total for what they believed had a **NEGATIVE** impact on a sustainable culture at USD. Higher Number = More Influence, 0= No Influence



Water Bottle Fill Stations are Positive Influences



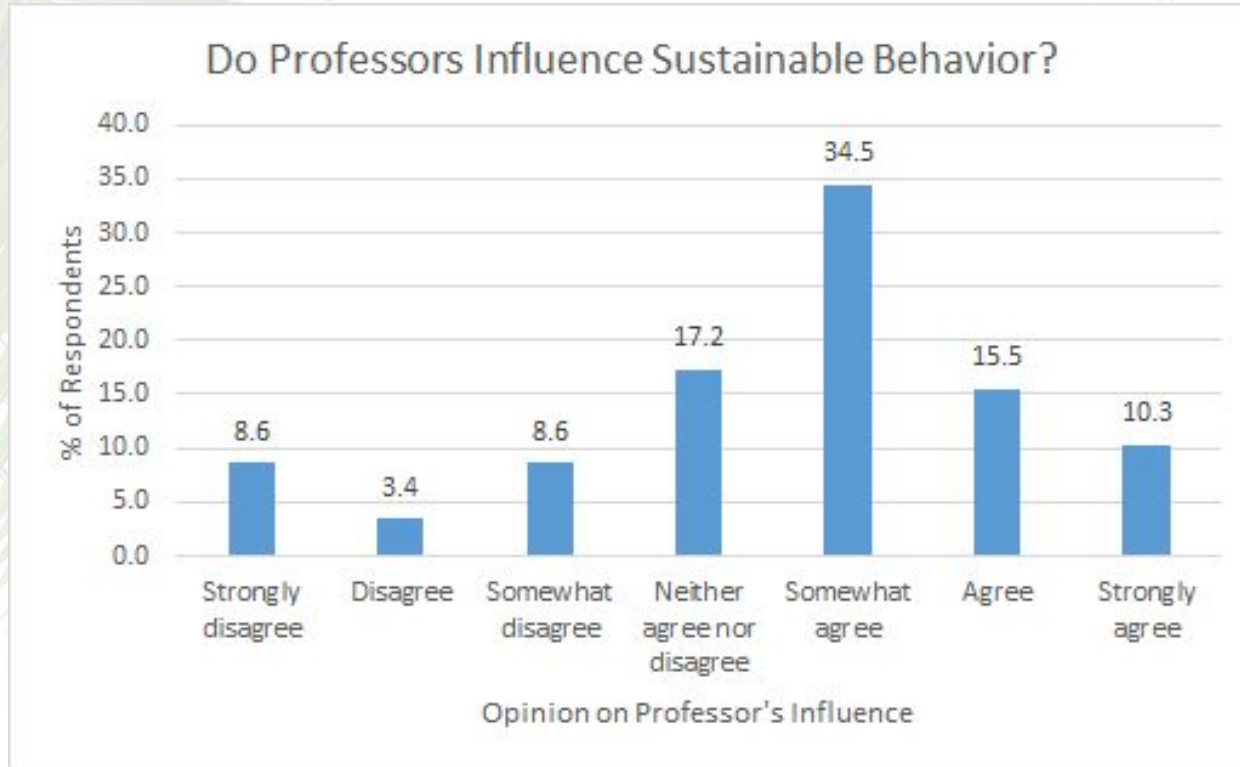
Respondents allocated 100 points total for what they believed had strong influence over creating a POSITIVE sustainable culture at USD.
Higher Number = More Influence, 0 = No Influence



If USD professors communicate with students about Office of Sustainability efforts, a better culture of sustainability will arise.



Professors Can Influence Sustainable Behavior



1 = Strongly Disagree, 7 = Strongly Agree

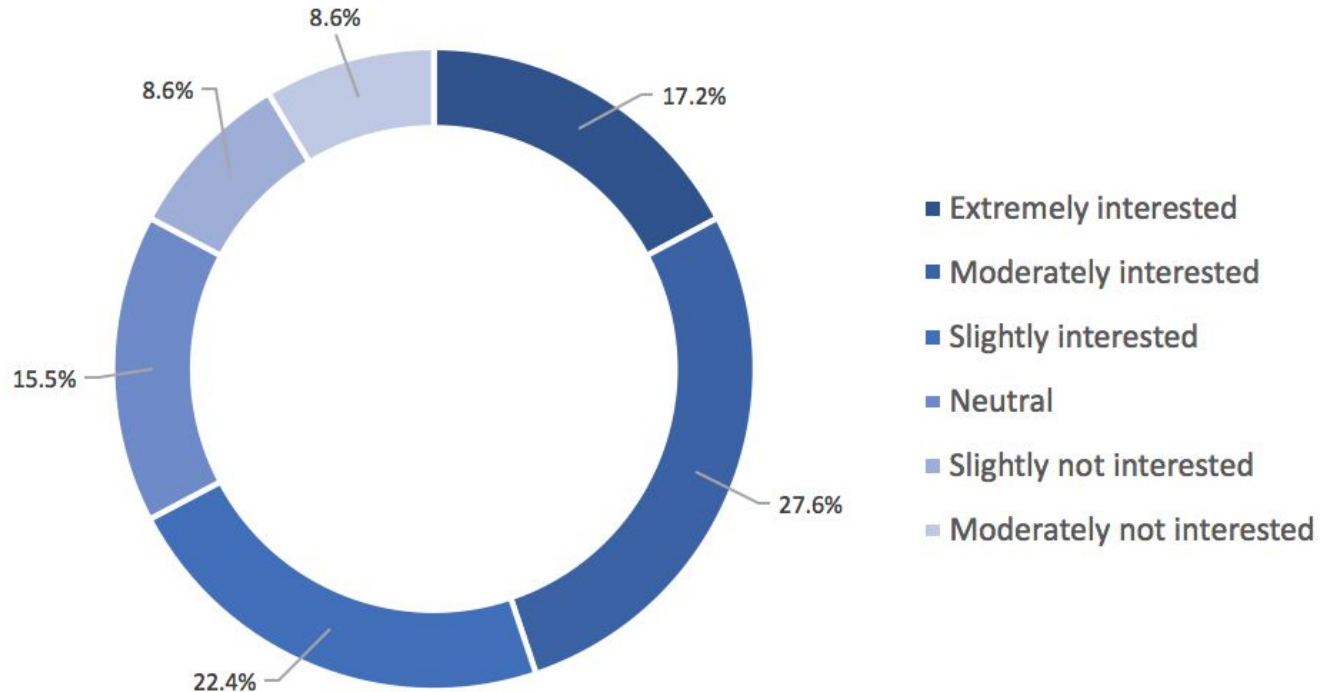
Mean by Gender: Male: 4.00, Female: 4.92



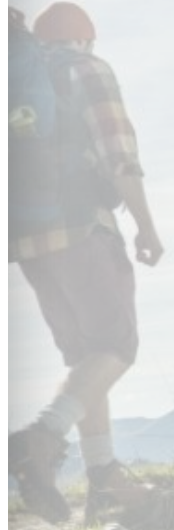
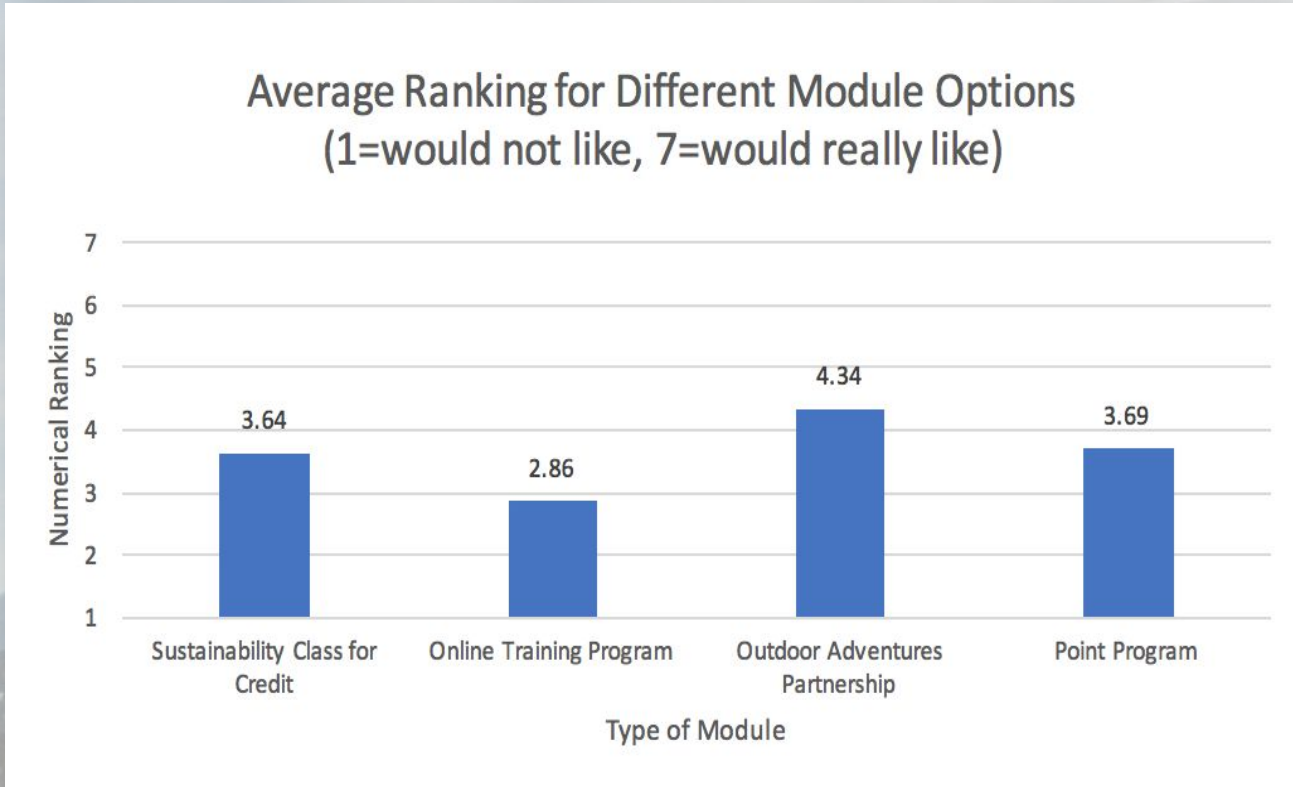
If the Office of Sustainability begins an educational initiative to teach students how to be sustainable, then more students will implement sustainable habits in their daily lives.



USD students are interested in learning more ways to be sustainable...



If a mandatory module is implemented, students prefer to do it outdoors...

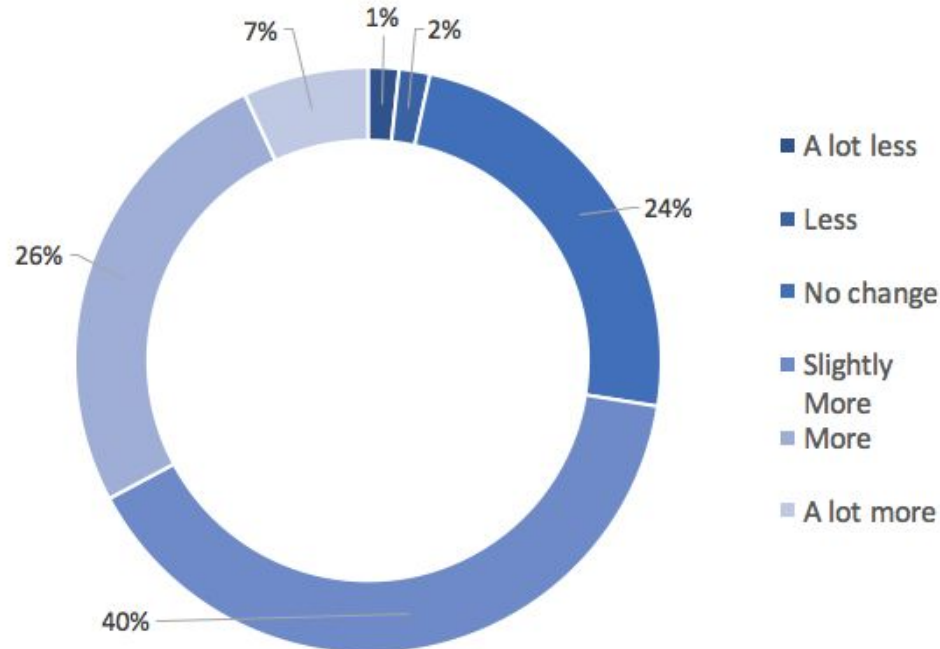


If the Office of Sustainability partners with clubs for events, then more students will be inclined to participate in sustainability efforts.

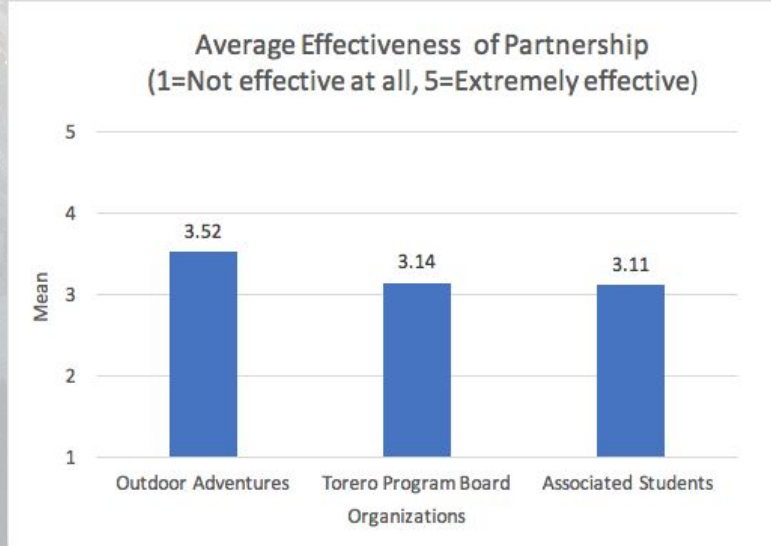


More events will have a positive effect on students' sustainable behavior...

How would more sustainable-related events on campus affect your sustainable living habits?



Students believe a partnership with Outdoor Adventures will be most effective...

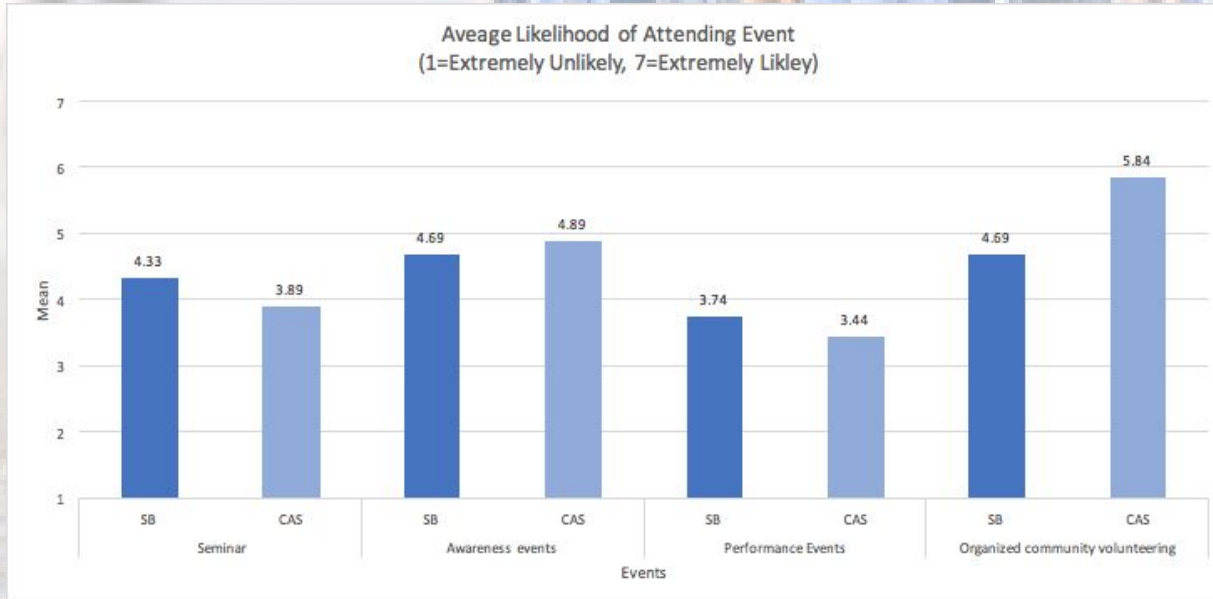


Students in CAS are more likely to attend volunteering events...

COLLEGE *of*
ARTS AND SCIENCES

VS

SCHOOL *of* BUSINESS



If the Office of Sustainability increases their marketing towards students, a stronger culture of care will be discovered.

1. USD Emails
2. Banners, Posters & Signs
3. USD Social Media Accounts

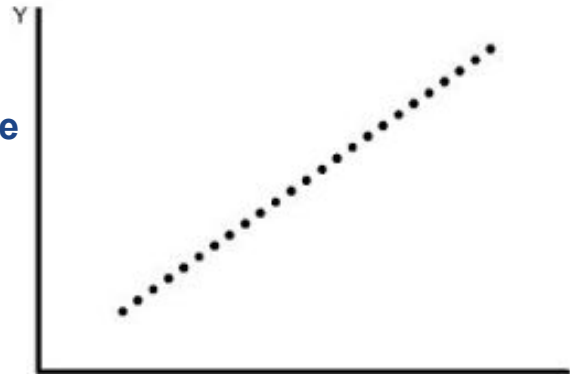


Is Marketing Valuable?

To what extent do you think forms of marketing for sustainable action would be effective in changing your sustainability habits?

- Tested on a 5-point scale (Extremely effective - Not effective at all)
- One Sample T-test
- Positive Correlation

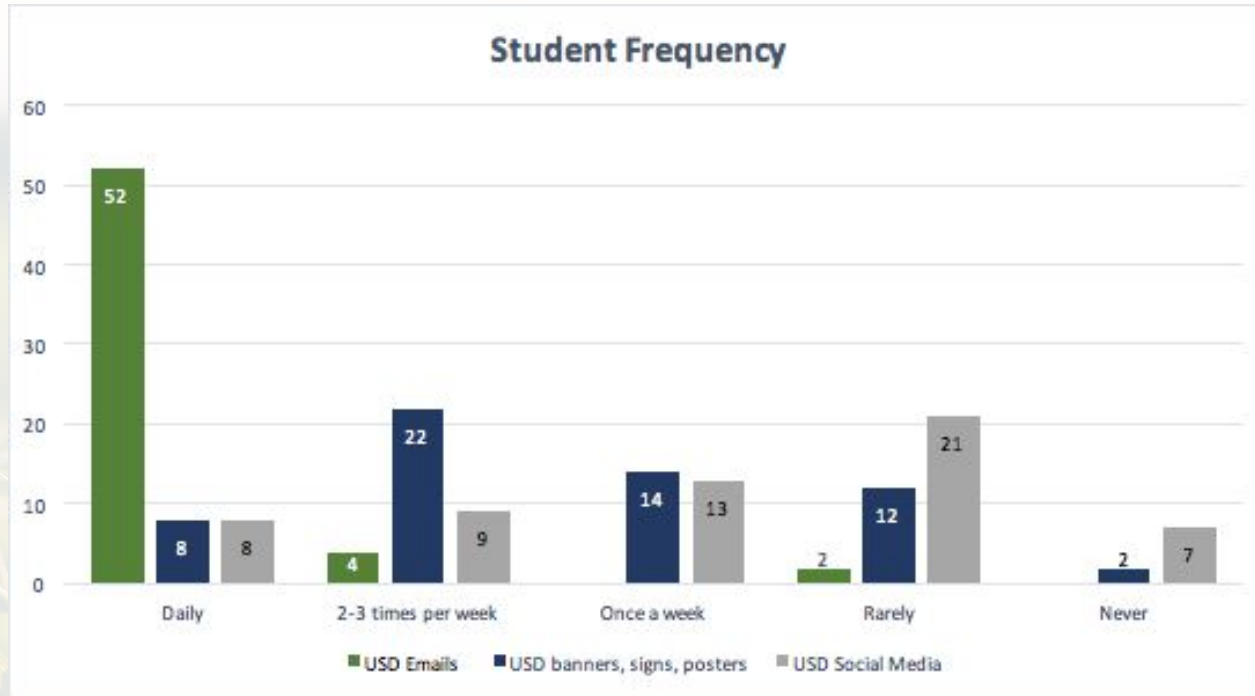
Sustainable Habits



Sustainable Action Marketing



Students check USD emails Daily



USD email would be the best market platform to successfully inform students



Completely ignore USD Social Media accounts



Recommendations

1. Install Permanent Placards about Water Saving on Campus
2. Keep Professors Informed
3. Partnership with Outdoor Adventures
 - Sustainability Focused Trips
4. Organize Beach and Street Cleanups around San Diego
5. Increase Marketing by Mass Emailing Students Routinely

