

Office of Sustainability

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Agenda

- Background
- Research Question/Process
- Data Collection Methods
- Hypotheses
- Recommendations
- Q&A



Background on USD and the Office of Sustainability

- ▶ Office of Sustainability's Mission
- ▶ Climate Action Plan
- ▶ Electronic Recycling Center



Research Question

How can the Office of Sustainability increase awareness of it's existence/purpose and help people to view it as a resource for change?



SUSTAINABILITY



Data Collection Methods & Research Process

- ❑ Meeting with the Office of Sustainability
 - ❑ In-depth Interviews
 - ❑ Qualtrics Survey distributed through **facebook**
 - ❑ Data Analysis
 - ❑ Recommendations



Hypotheses

Research Findings

Data Analysis

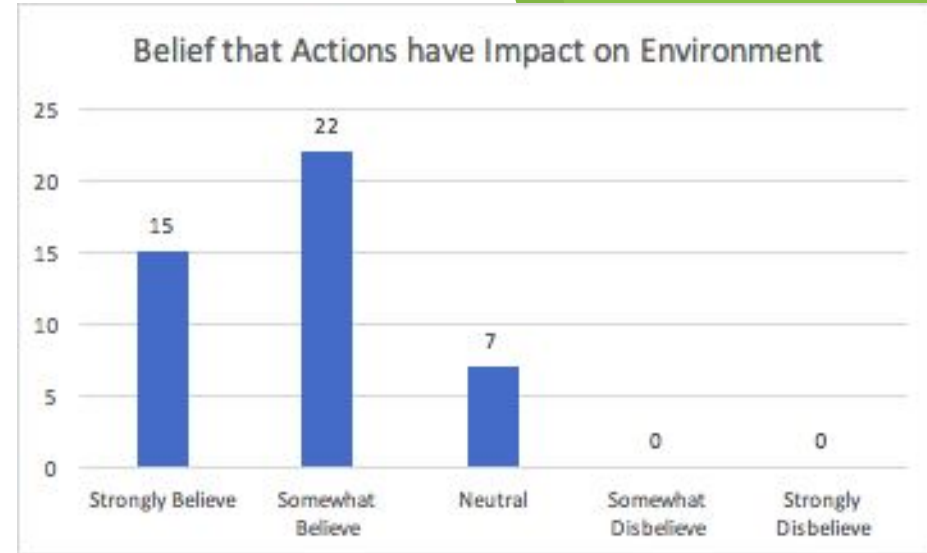
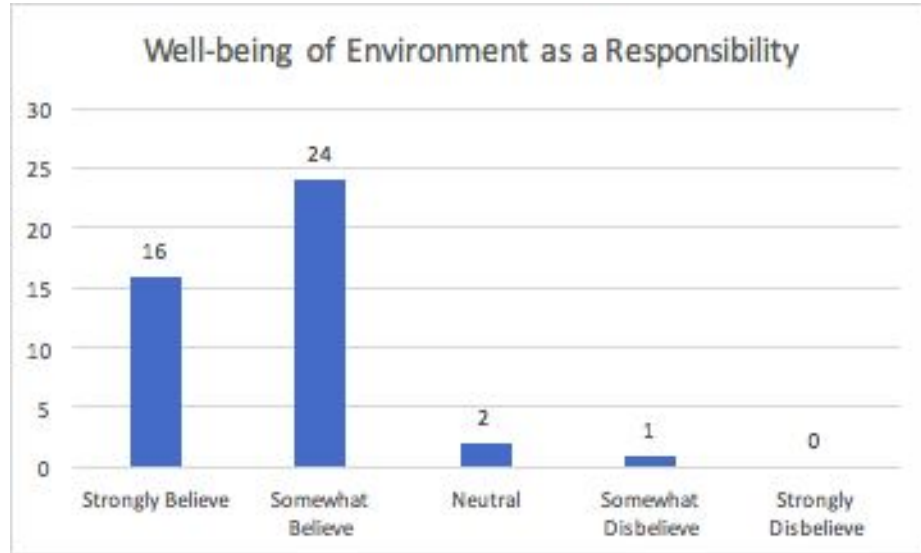


Hypothesis

If the Office of Sustainability appeals to student interests through a campus identity message, awareness of the Office of Sustainability will increase.



Responsibility and Impact of the Individual



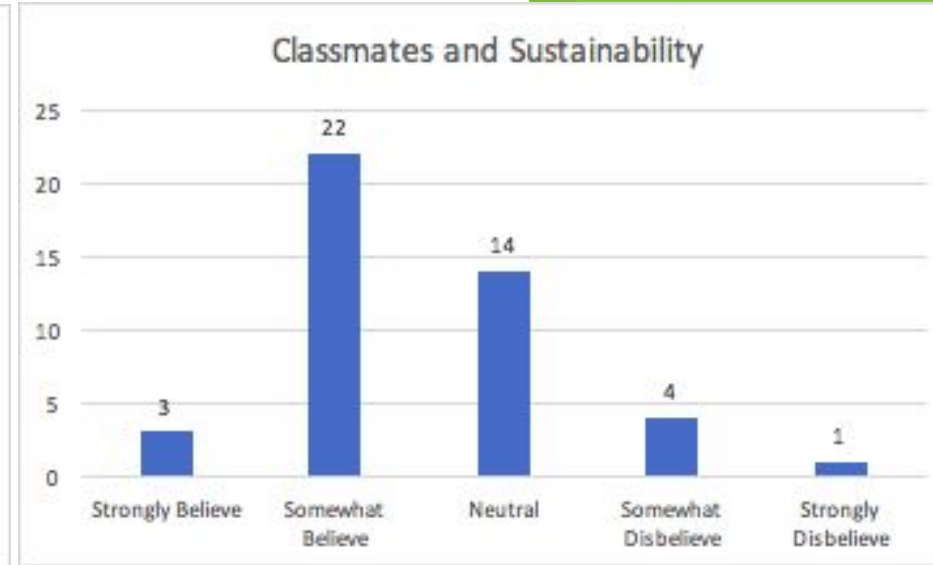
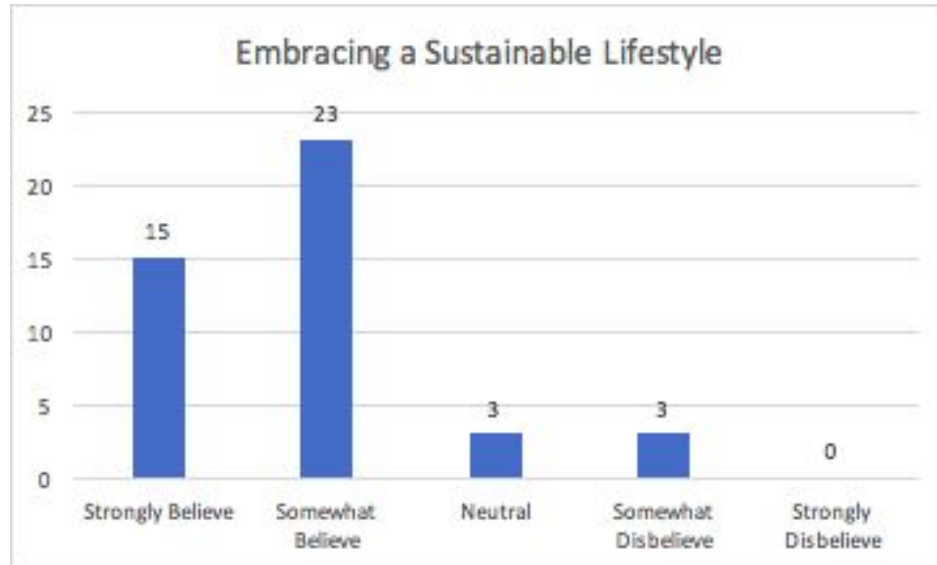
Question: To what end do you believe that the well-being of the environment is your responsibility?

P= .0001

Question: To what extent do you believe that your actions have a positive or negative impact on the environment?

P=.0001

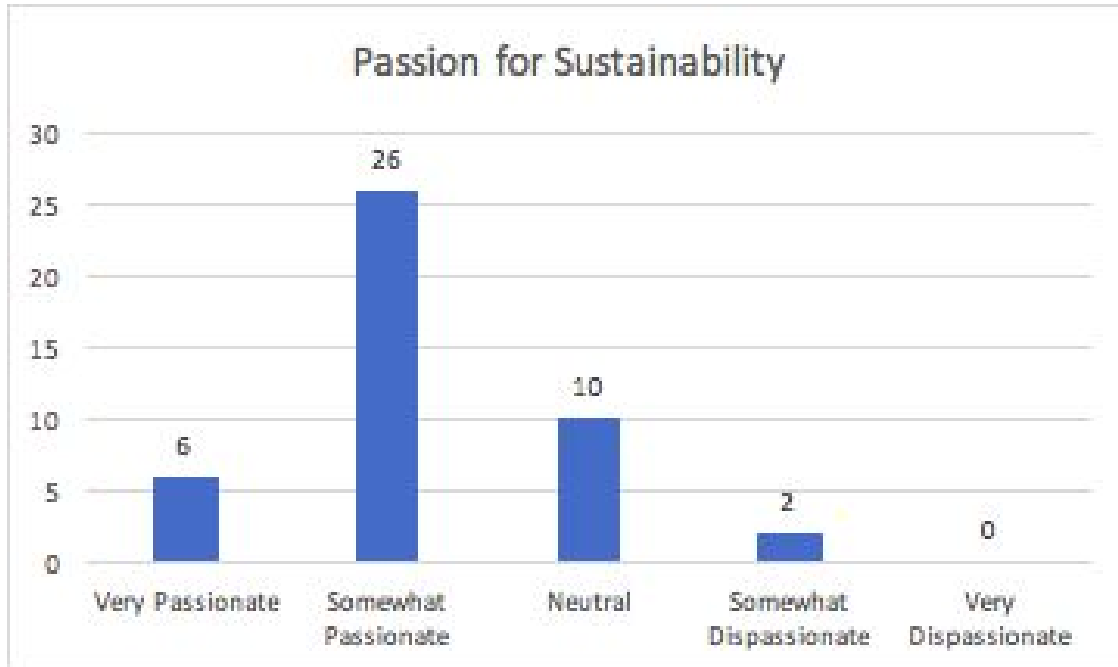
Perception of Fellow Classmates



Question: To what extent do you believe that you would embrace a sustainable lifestyle if others around you were doing the same?
P= .0001

Question: To what extent do you believe that your fellow classmates care about sustainability?
P= .0001

Passion for Sustainability



Question: How passionate do you feel about sustainability?

P= .0001



Recommendations

- The sentiment of caring for sustainability already exists within students at USD. Knowing this, the next step is to create a campus identity message in order to organize and mobilize students behind this common sentiment and propel them into action.
- Examples:
 - “A greener today for a better tomorrow.”
 - “Toreros. They make a difference.”
 - “Sustainability. It’s the Torero way”

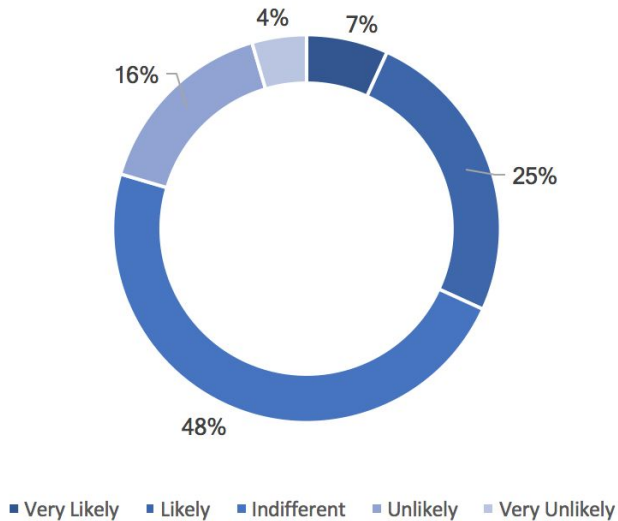


Hypothesis: If the Office of Sustainability has a more visible presence at events on campus, students would be more aware of sustainability on campus.



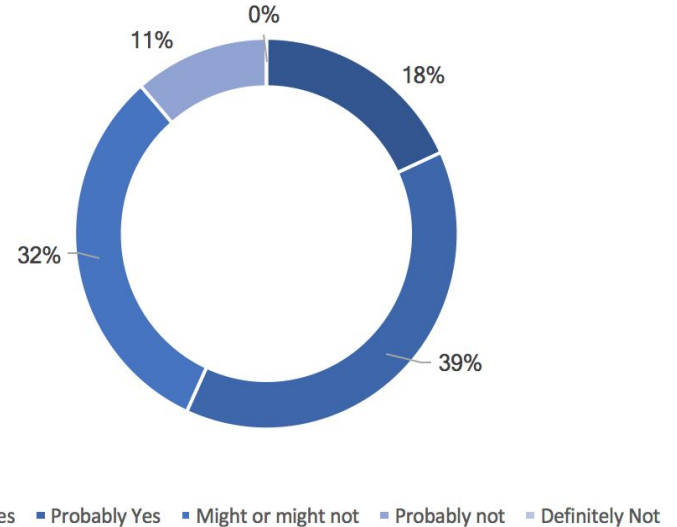
Representatives > Events

They Don't want Sustainability Events But...



Q: What is the likelihood of you attending an event that was explicitly sponsored by the Office of Sustainability?
P=0.336

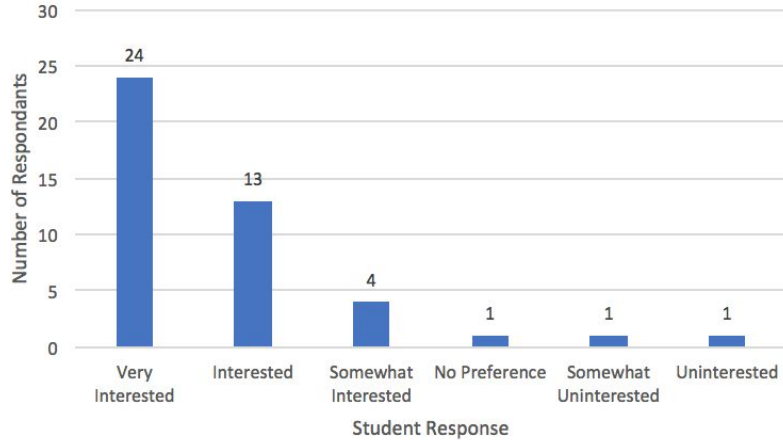
They want Student Representatives



Q: Would having Office of Sustainability student representatives around campus as a resource help the student body be more informed?
P=0.001

Recycle and Compost

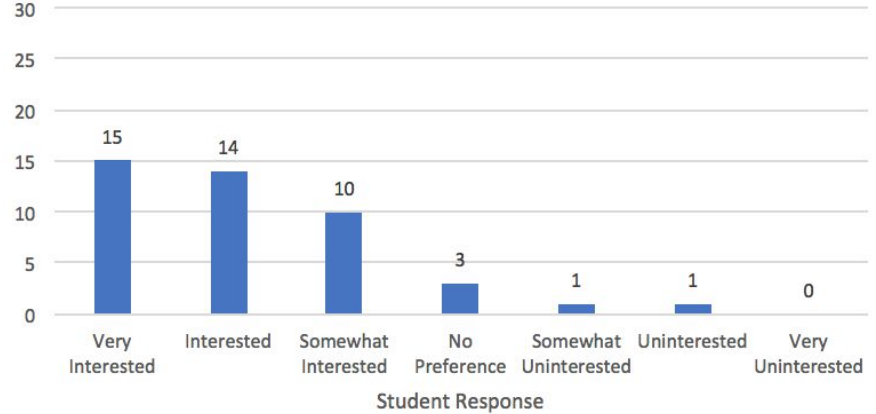
They want to Recycle



Q: How interested would you be in recycling bins at all USD events?

P= 0.001

They want to Compost

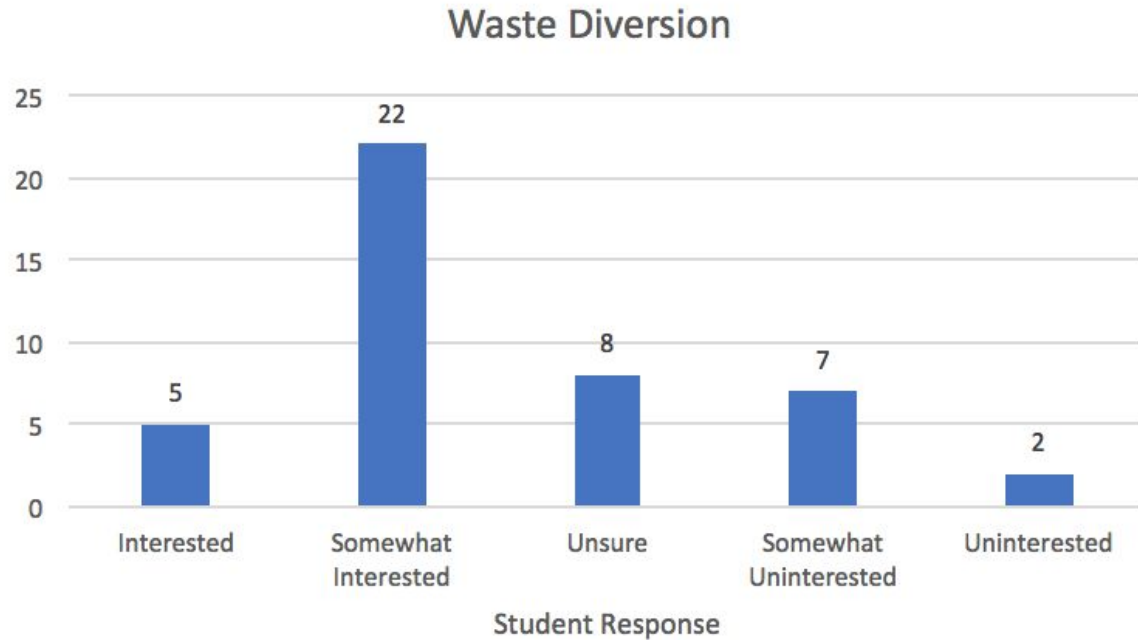


Q: How interested would you be in compost waste bins at all USD events?

P=0.001



Report it!



Q: How interested would you be in a report that measured the sustainability and waste diversion rates on campus events

P=0.004



Recommendations



WASTE DIVERSION

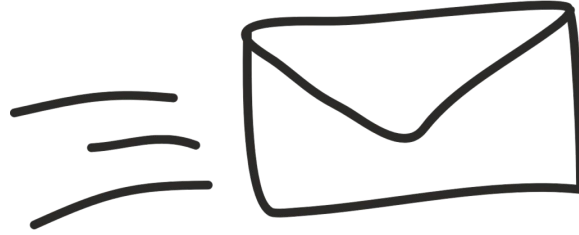
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From the Grounds Up

Green Mountain College



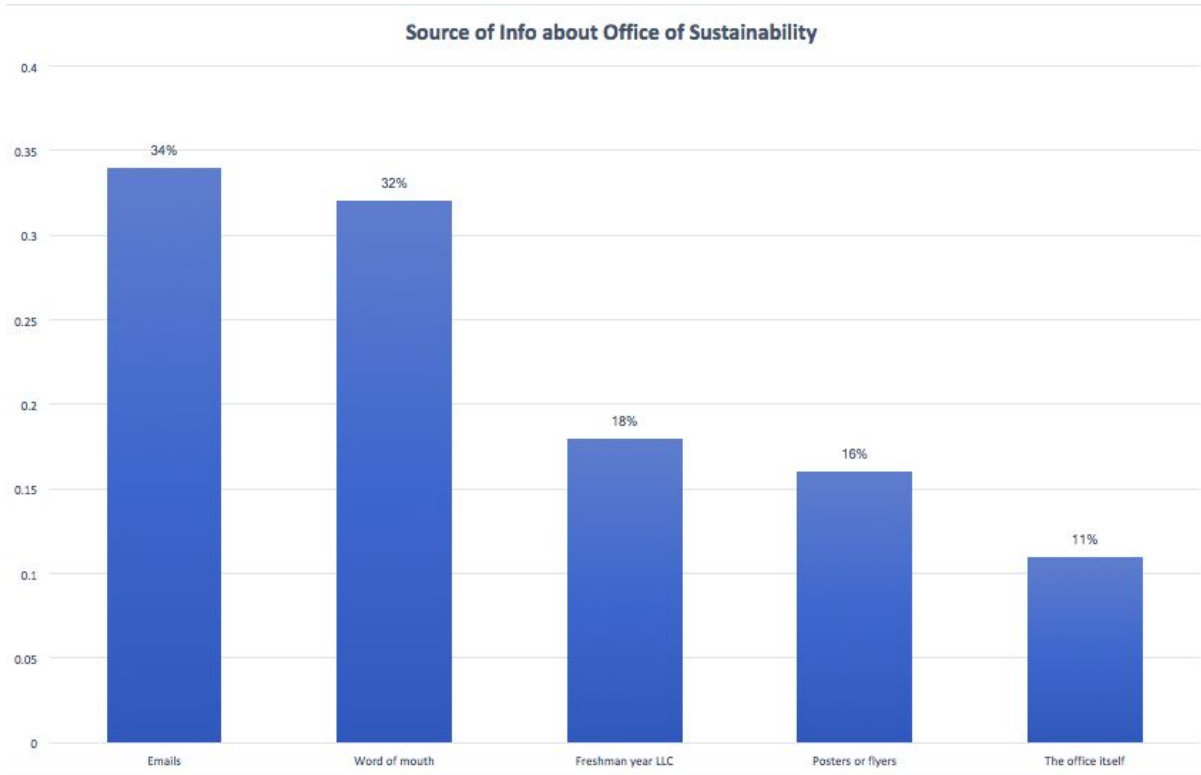
Hypothesis



If the Office of Sustainability
**sent out more emails about
events**, more USD students
would be aware of the program.



Where do you get your information about the Office of Sustainability?



One Sample T-Test

Mean = 3.57

P = .004

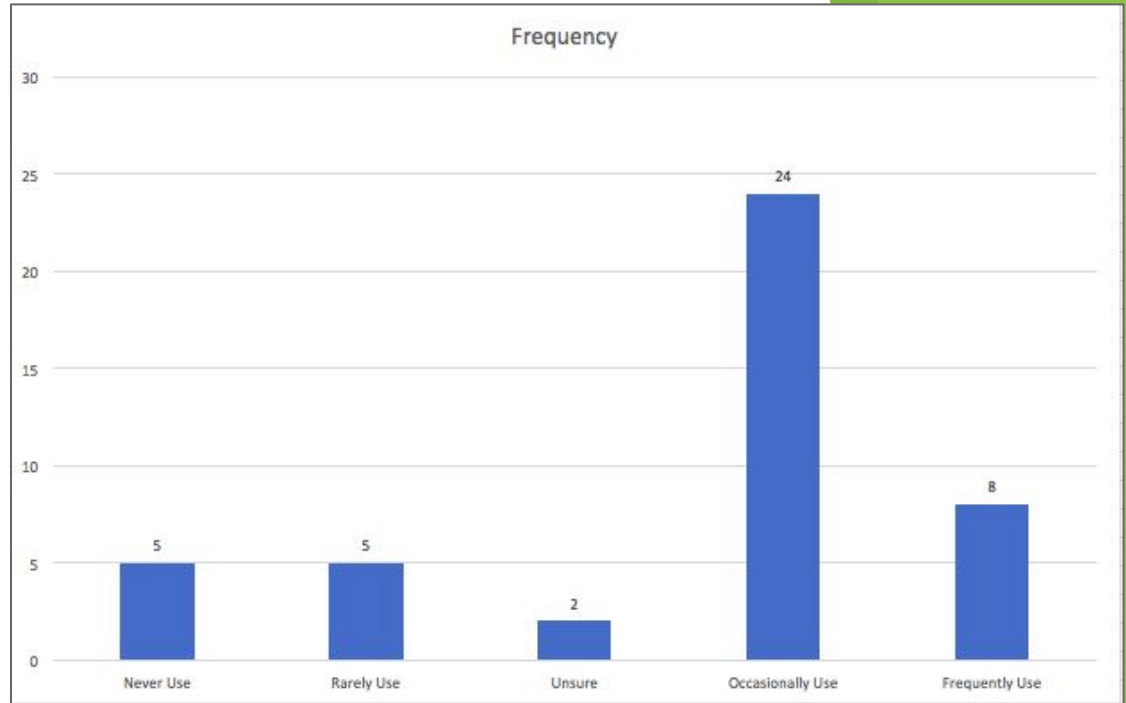




Analysis

- ▶ Frequency Test
 - ▷ Email Newsletter
 - ▷ On a scale from 1-5
 - ▷ 1 = "Never Use"
 - ▷ 3 = "Unsure"
 - ▷ 5 = "Frequently Use"

What sources do you use to get information about events that are happening on campus?



Recommendations



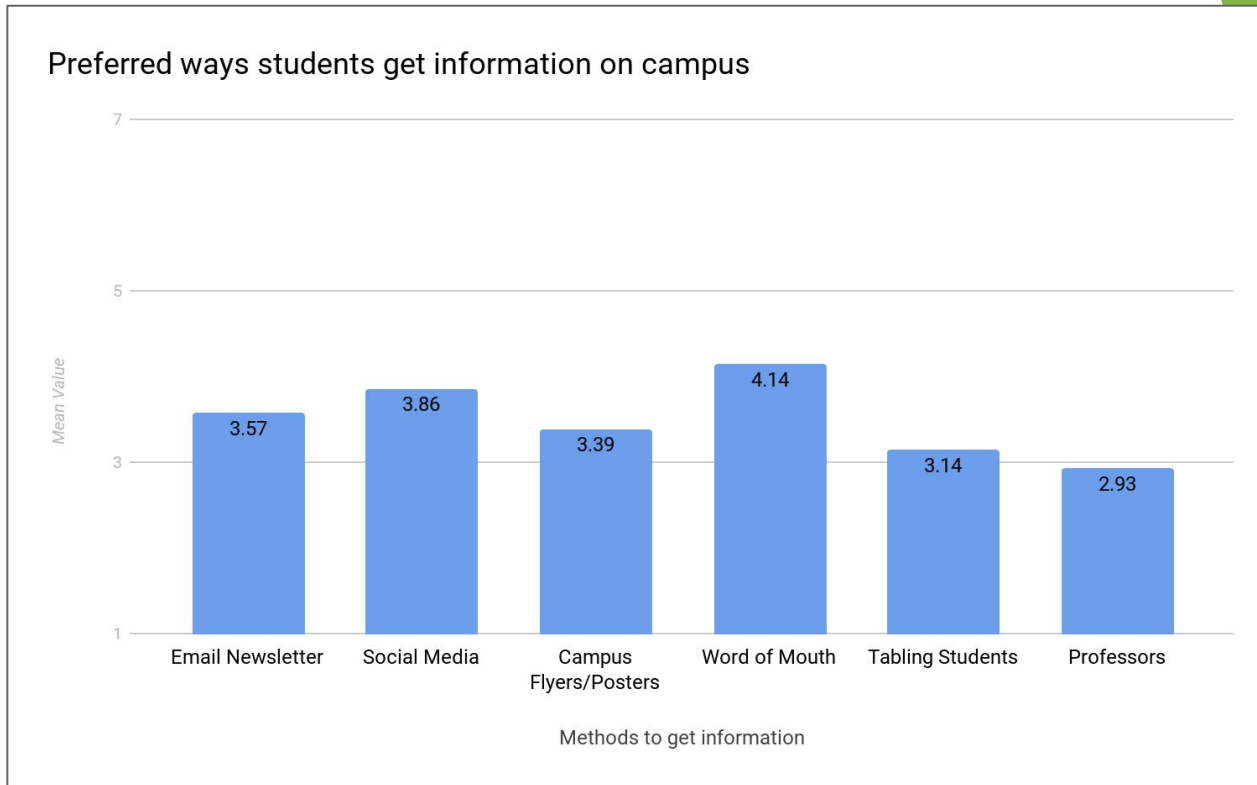
- Increase word of mouth → quick classroom informational
- emails and word of mouth = most effective and efficient
- Office location and all the resources available more widely known
- Encourage more students to come into the office



Hypothesis: If the Office of Sustainability strategically places permanent, eco-friendly structures/placards around campus with their name and educational information, they will see an increase in overall awareness about their office.



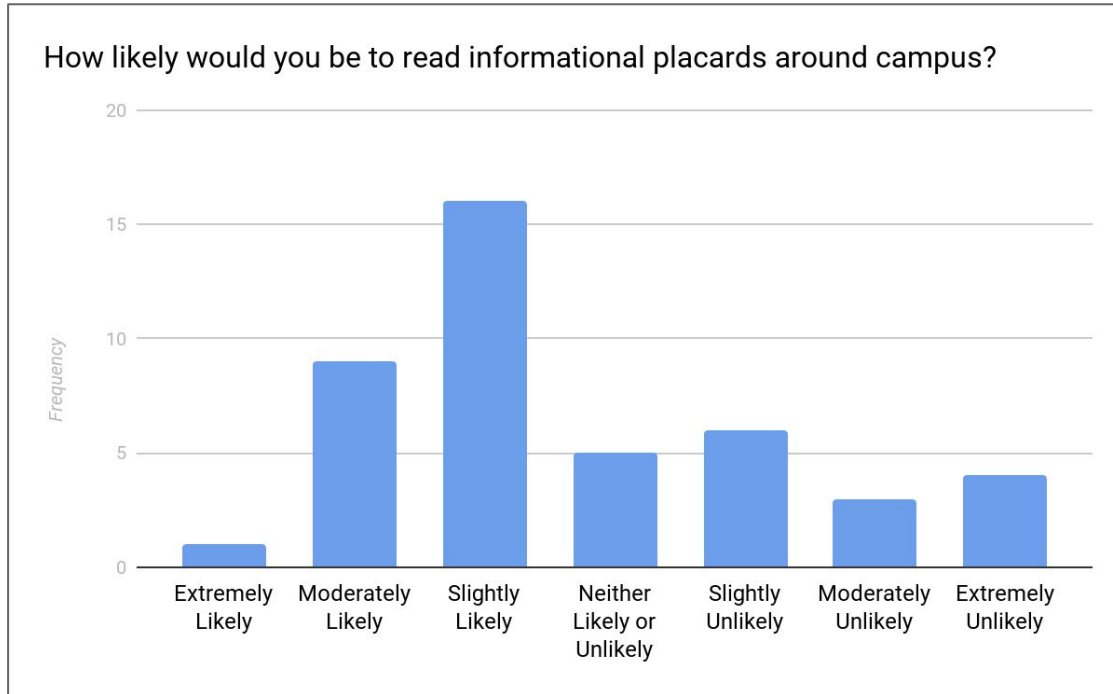
Students use flyers and posters for information



P- Value = 0.031



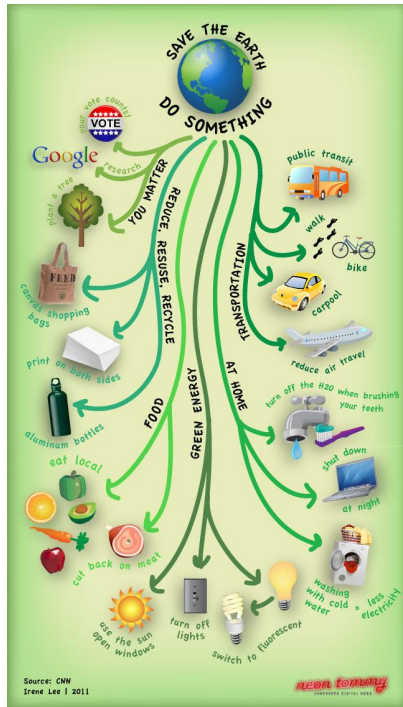
59.2% of respondents said they were at least 'slightly likely' to read placards on campus



Mean Value = 3.7, P-value = .006



Hypothesis: If the Office of Sustainability implements a mandatory module at the beginning of the semester, more students will know about them and all that they do on USD's campus.



No need to separate your items, they can all go into the same container!

Yes please!

- Aluminum & Steel Cans
- Newspapers & Magazines
- Office Paper
- Glass bottles & Jars
- Plastic Bottles, Cups & Jugs
- Cardboard
- Envelopes & Junk Mail
*including the ones with clear windows!

No thanks!

- Styrofoam
- Plastic Bags
- Candy Wrappers
- Juice & Milk Cartons
- Medical Sharps
- Lightbulbs & Electronics
*note: recycle at Leon County Household Hazardous Waste!



Leon County Office of Resource Stewardship
(850) 606-1800
www.LeonCountyFL.gov/Recycling

9 Easy Ways to Use Less Plastic

Plastic is one of the most prominent pollutants of our earth and ocean. It just makes sense to find easy ways to use less.



Tip 1
Drink out of glasses.



Tip 2
Use a stainless water bottle and stop buying bottled water.



Tip 3
Keep a real (metal or wooden) spoon and fork in a baggy in your car, and at your desk.



Tip 4
Purchase wooden toys.



Tip 5
Use only real or biodegradable plates.



Tip 6
Save glass jars and use them instead of Tupperware.



Tip 7
Bring cloth bags to the grocery store, say no to store clerks when they want to put your item(s) in a plastic bag.



Tip 8
Compost so you use fewer garbage bags.



Tip 9
Buy grocery items packaged in glass instead of plastic when possible.



MORE INFORMATION: THEPUREBAR.COM

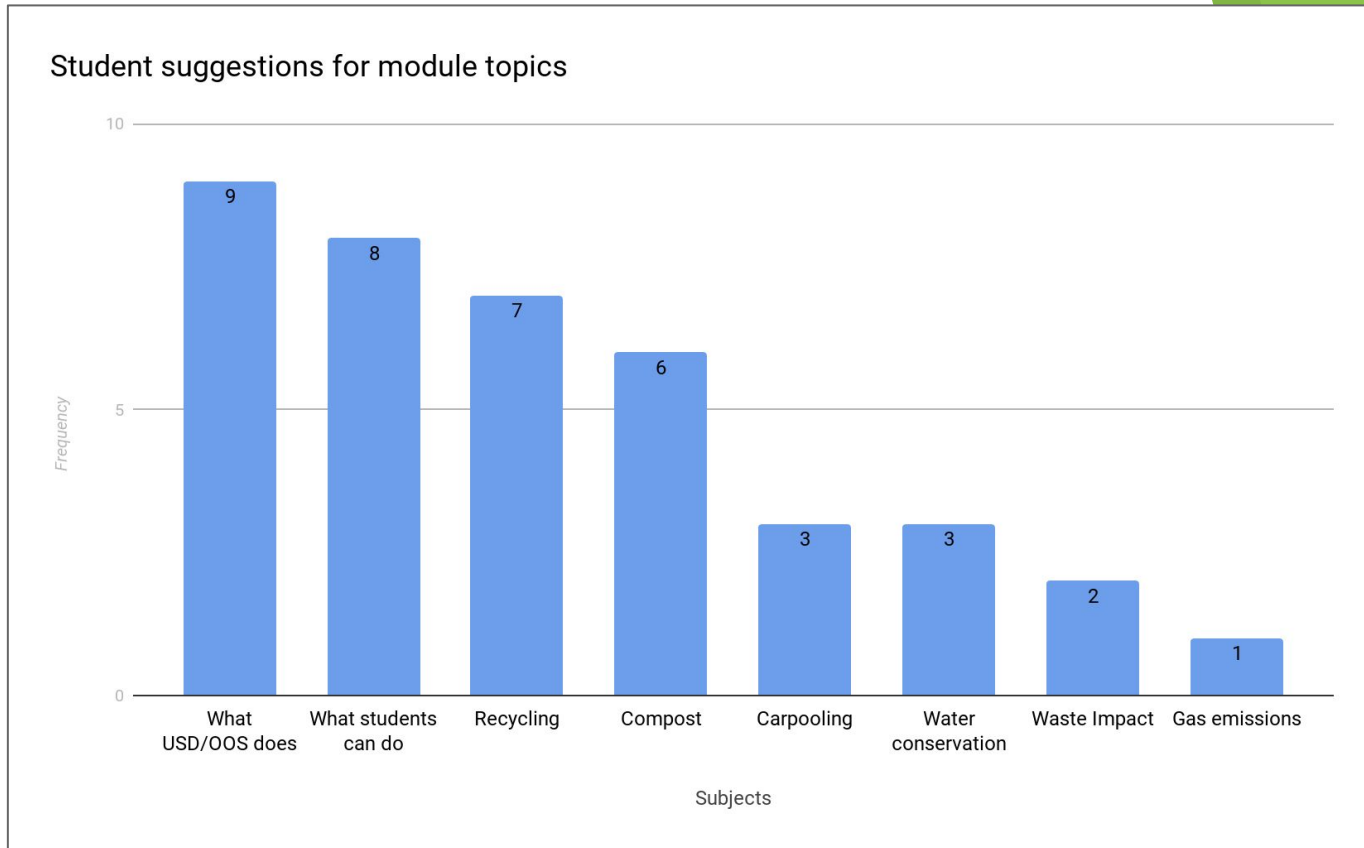
Students want to know how USD & The Office of Sustainability are being sustainable on Campus



High level of response



Students want to learn



Recommendations

1. Implement a mandatory module that students are required to take at the beginning of each year.
2. Continue to make significant strides to reduce USD's impact moving forward and make sure that students know about them.
3. Place informational placards around campus



Thank you!
Questions?

