

# Student Involvement in Campus Sustainability Efforts

**CMN 465 - Team F:**

Brooke Heidewald, Yitong Sun, Claudia  
Szczepaniak, Shiyu Xie



# Orange & Blue Go Green



# Background

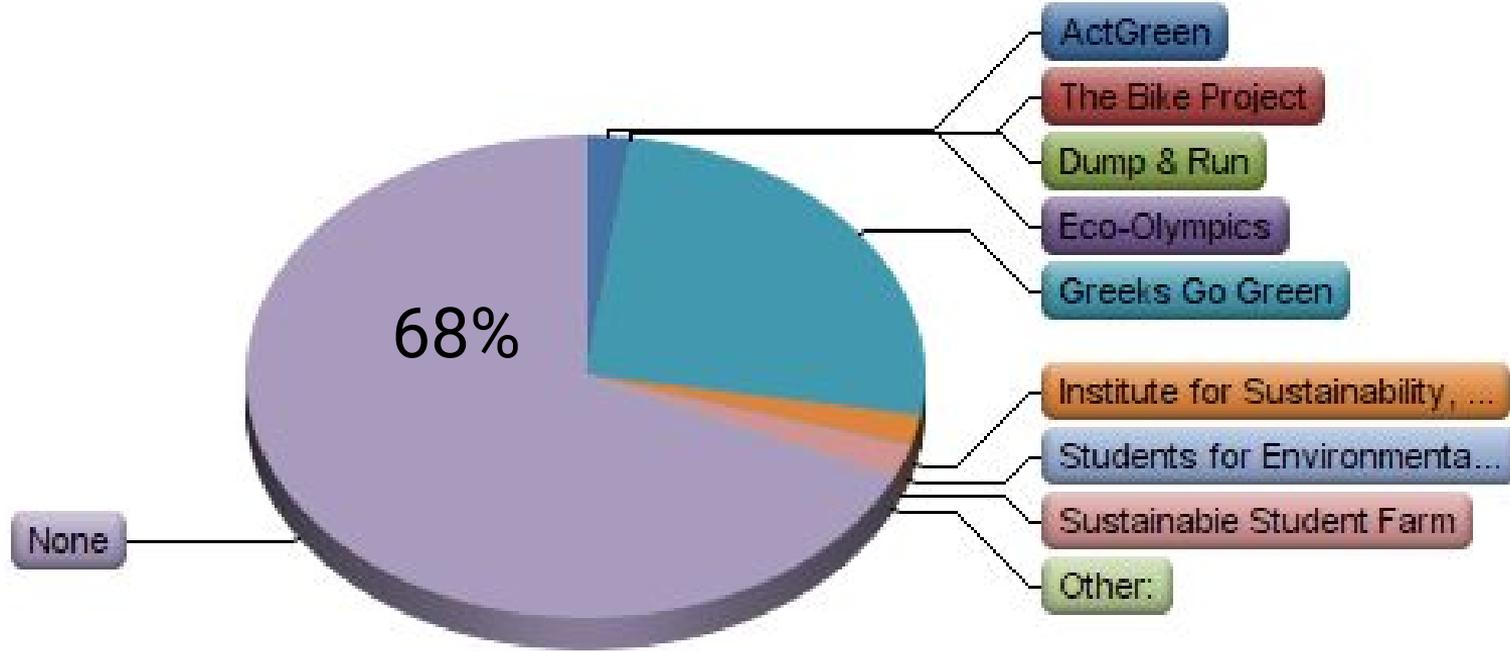
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- Small student presence compared to \$ students contribute to campus sustainability
- **68%** of undergraduate students at the U of I are uninvolved and **56%** unaware of campus sustainability efforts
- **20+** student groups dedicated to environmental sustainability - *So why are the majority of students unaware they exist?*



Source: Student Action | ILLINOIS. (2016). Retrieved from <http://sustainability.illinois.edu/campus-sustainability/actionsinitiatives/getting-involved/>

# Baseline Involvement



# Target Audience

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- *Primary Audience*: UIUC undergraduate students
- *Secondary Audience*: Graduate students, faculty, staff



# Focus Group

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- February 26, 2016
- 4 male students, 6 female students



## Findings

- Basic understanding of existing environmental issues
- Low degree of involvement in sustainability efforts
- Barriers included lack of awareness & poor advertising
- Motivation included peer pressure



# SMART Goal

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To increase University of Illinois at Urbana-Champaign undergraduate students' involvement in on-campus environmental sustainability efforts from 32% to 37% by February of 2017. Subsequently, we are hoping to increase this involvement by another 8% (from 37% to 45%) by February 2018.



# Positioning Statement

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We want UIUC undergraduates to see involvement in campus sustainability efforts as valuable to society (e.g. by reducing energy waste and conserving natural resources) and beneficial to students' reputations as perceived by peers and future employers.

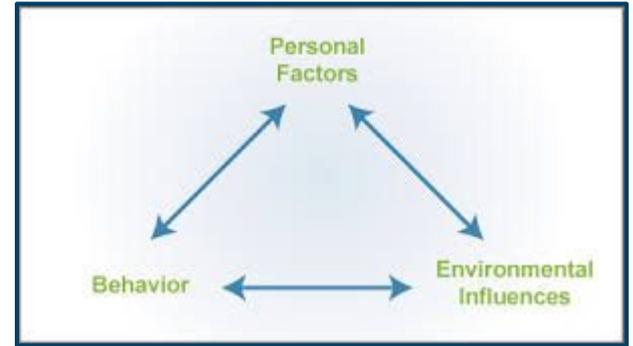


# Theory

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- **Social Cognitive Theory**

- Audience must perceive benefits to outweigh costs + have self-efficacy
- Focus on building a sustainability culture on campus
  - Learn self-efficacy by observing others



# Product

- **Core product**

- Interpersonal/individual benefits from involvement

- **Actual product**

- Sustainability-related RSOs (membership & events) | “Orange & Blue Go Green”

- **Augmented product**

- App tab; workshops & seminars on sustainability



# Price

- **Monetary incentives:**
  - “Greeks Go Green”
  - Social media contest prizes
- **Nonmonetary incentives:**
  - Boosting resume
  - Feeling of altruism
  - Being valued and respected by peers



<b>Your Name</b>	your.name@example.com 111-222-3333 www.your-website.com
Profession City, State	
<b>SUMMARY</b>	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.	
<b>WORK EXPERIENCE</b>	
Job Title Company Name, Location Jan 2012 - Dec 2013	
Facilium id quidem est, inquam. Sit kakam malitiam dixisset, ad aliquid nos unum certum vitium consuevitudo Latina traduceret.	
<ul style="list-style-type: none"><li>• Hoc sic expositum disimile est superiorum, haec mihi videtur delicatior, ut ita dicam, modicisque vitio, quam virtutis vig. gravitatisque postulat.</li><li>• Et quidem lute fortasse, sed tamen non gravissimum est testimonium multitudine. Haec quo modo conveniant, non sane intellego.</li><li>• Nam bonum est quo appellatum sit, necesse, praepositum et eo credo, quod praeparatur aliis.</li></ul>	
<b>EDUCATION</b>	
Degree School Name, Location 2013 - 2013	
<b>ADDITIONAL INFORMATION</b>	
Quod si ita se habeat, non possit beatam praestare vitam sapientia. Ita videmus, quae a le de amicae dicitur.	
<ul style="list-style-type: none"><li>• Duo enim genera quae erant, fecit tria. Immo alio genere: Numquam facies, Claudii dicitur, cui tam erat summo ne imperio, debereur.</li><li>• Qui enim vobiscum ipsum contemnerunt, si loci dicere se accipiensent maniae non anteposere.</li></ul>	



# Place

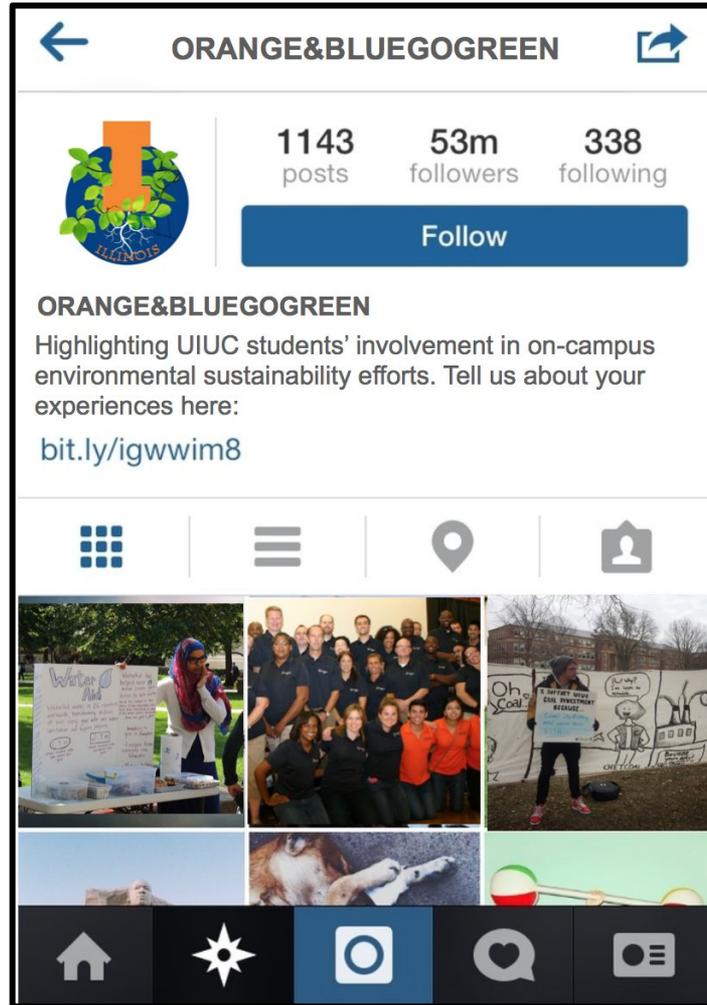
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- Campus/School day event
- Quad Day
- Utilizing already existing on-campus sustainability efforts & related RSOs

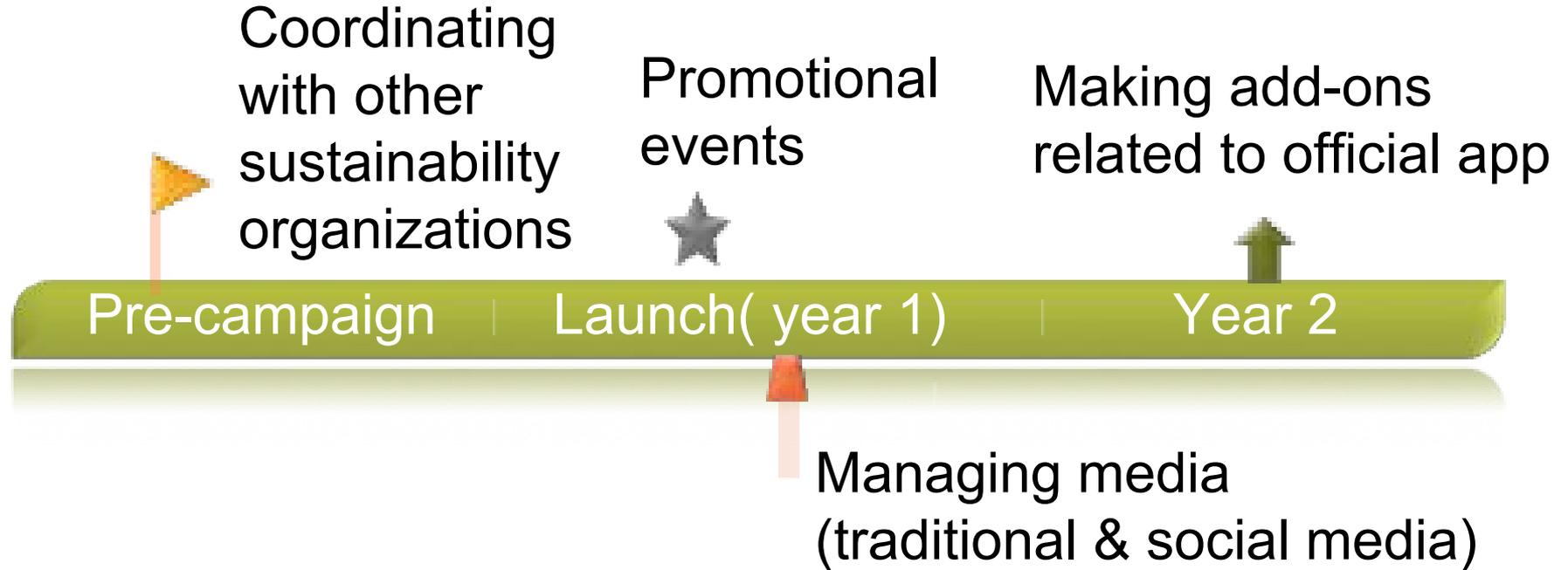


# Promotion

- Social media
- Posters
- T-shirt/hats
- Stickers
- Newspapers (Daily Illini)
- iSEE newsletter



# Implementation Plan



# Budget Plan

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- T - shirts = \$10,000
- Hats = \$7,500
- Social media marketing = \$84,000
- Posters = \$5,000
- Stickers = \$500
- Newspaper = \$5,000
- Extension to Illinois app = \$5,000
- Grand Total = **\$117,000**



# Monitoring

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- **Formative**

- *Motivators*: Tangible rewards & peer pressure
- *Barriers*: Poor advertising & poor promotion of existing RSOs/events

- **Process**

- Track social media reach
- Track media coverage
- RSO events & Quad Day



# Monitoring

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- **Outcome and Impact**

- **Year 1:** To increase UIUC undergraduate students' involvement in on-campus environmental sustainability efforts from 32% to 37%
- **Year 2:** To increase UIUC undergraduate students' involvement in on-campus environmental sustainability efforts from 37% to 45%
- **Impact:** To increase the long term awareness of and involvement in environmental sustainability efforts among undergraduate students.



# Evaluation Plan

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- **Pre-Post**

O (baseline)                      X                      O

- *Baseline results:*

- 68% of undergraduate students at U of I are uninvolved and 56% unaware of efforts

- *Measure sample:* UIUC undergraduate students

- Limitations



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**Thank you  
for listening!**

**Any  
Questions?**