SOLID WASTE REDUCTION OUTREACH

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Possible Outreach Tactics

- Create online module for incoming students
- Publish information in WMU parent/family newsletter
- Create blurb for First Year Experience website and other WMU homepages
- Create short video clip for faculty to show in classes
- Train/work with ambassador tour guides, orientation leaders, FYS student instructors, and fall welcome ambassadors to educate new students
- Communicate with residence life to enhance move-in information and website information
- Communicate with Student Activities and Leadership Programs
Current Outreach Projects

- Online module for incoming transfer and graduate students
  - Attempting to integrate information into First Year Student modules
- OfS blurb/link for FYE, Parent and Family Programs, and Residence Life Websites
- Article in parent/family newsletter
  - The WMU Family Connection
  - Reaches approximately 11,000 parents and family members
TTP Online Module

- Solid waste reduction module created for transfer and graduate students
  - Reaches approximately 2,000 transfer students and 800-1,000 graduate students

- Includes:
  - Solid waste hierarchy
  - Reducing waste and consumption
    - Examples of reducing/reusing on campus
  - How to properly recycle on campus
    - Glass/plastic/metal
    - Paper/cardboard
    - Landfill
  - Review questions
Article for WMU Family Connection

- Brief guide to reducing, reusing, and recycling
  - Solid waste hierarchy
  - Examples of levels of the hierarchy
  - Paper/cardboard and glass/plastic/metal recycling, landfill disposal

- Highlights student opportunities to get involved
Future Outreach Projects

- Collaborate with WMU departments to learn about outreach opportunities
- Open house events
- WMU family connection newsletter
  - *Publish move-out and move-in information about packing, recycling boxes, etc.*
- OfS tours during orientation and fall welcome week
  - *Host tours for early contact with incoming students*
- First year student waste reduction module
  - *Provide FYE with example module*
  - *Ask FYE to reconsider adding the module*