Student Sustainability Survey & Town Hall Meeting 2014

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We chose to restructure the survey design and incorporate a literacy assessment to better assess student knowledge bases and integrate sustainability into curriculum.

Ranking section divided into:

- General Sustainability Campus Initiatives
- Food-Related
- Pollution-Prevention
- Sustainability Across the Curriculum
Survey Promotion

- Bernhard digital display
- Riding cargo bike around campus
- Postering on campus
- Handing out coffee, muffins & fliers outside OfS
- WMU news article
- Social Media
- OfS webpage
- Handing out fliers & candy on campus
- GoWMU homepage

ONLY YOU
CAN DECIDE WHERE YOUR MONEY GOES

Take the
Student Sustainability Survey
March 2nd – 23rd

Join us at the Town Hall Event April 10th-12th
at the Office for Sustainability to discuss results
and give you final poll results for your participation
wmich.edu/sustainability/events/survey
Survey Results

- Top 4 Priorities
  - Expand sustainability focused residential options on campus (i.e., green dorms or apartments)
  - Increase food options on campus (i.e. local, healthy, diet sensitive)
  - Increase renewable energy infrastructure (i.e., solar, wind, geothermal)
  - Create an introductory sustainability course to fulfill general-education credits
Town Hall Planning

- **Objective:** Further WMU campus understanding of the Student Sustainability Survey
- **Target Audience:** 40-50 WMU Students and Faculty
- **Itinerary:** Welcome, Presentation, Break Out Groups, Discussion, Conclusion, Food and Raffle Prizes
- **Promotion:** Social Media outlets, Postering, Link within the Survey, Word-of-Mouth
- **Catering:** Shwarma House
- **Practice, Practice, Practice**
Town Hall: April 11th 4-6 p.m.

- **Purpose:** Provided students with an environment for sharing ideas and gaining in-depth knowledge of the Survey. Also enlightened students further on OfS and current sustainable initiatives.

- **Actual Audience:** ~30 attendees including students and staff

- **Take Aways**
  - Break Out Groups inspired a lot of ideas and engagement
  - Vital to consistently promote through all promotion means beginning at least 30 days before event
Thank You!