This semester my main focus has been working on RecycleMania and Student Tabling Events. RecycleMania is a nationwide competition, including Canada, ranking schools to see who has the most recycling and the least waste. This competition started February 2 and ended March 28. RecycleMania is an eight-week competition and the final results can be found at http://recyclemaniacs.org/scoreboard under the competition benchmark. One thing to keep in mind while looking at the results is that Per Capita Classic is recycling per person while Waste Minimization is recycling and waste per person. Due to the differences in these categories you can’t win in both sections.

One of the things that I did to get ready for RecycleMania was ordering giveaways. This year we bought notebooks and toothbrushes and used the leftover prizes from last year. The toothbrushes were a big hit. I also reserved tables in multiple buildings for a promotional tabling activity. The tabling activity was a redesigned trivia game that we utilized in the past. I focused the questions around recycling and sustainability on campus.

For this promotional activity I reserved 10 different locations but was only able to utilize 8 of them. There are 3 locations that we should keep and continue to reserve for the following years; Hoekje/Bigelow dining at lunch (11:30 a.m. – 1:30 p.m.) and dinner (4:30 p.m. – 7 p.m.), Bistro 3 dining at dinner (4:30 p.m. – 7 p.m.), and College of Health and Human Services at lunch (11:30 a.m. – 1:30 p.m.). These locations had a good number of people as well as a high interest level. Other locations that are OK to return to are Valley 1, 2, and 3 during lunch (11:30 a.m. – 1:30 p.m.) and dinner (4:30 p.m. – 7 p.m.), and Brown Hall (11:30 a.m.). I would not recommend returning to Wood Hall. The students had zero interest in the event and the information, even with the opportunity to get free stuff. Finally, there are two locations that I have no opinion about: Sangren
Hall and the College of Engineering and Applied Sciences (COEAS). Our appointment for tabling at Sangren was passed over due to volunteers missing their allotted time slot and tabling at COEAS was missed due to getting stuck in the elevator all morning.

I feel that RecycleMania went pretty smoothly this year, so I don’t have many recommendations for improvement or changes. The two biggest things would be to more aggressive and outgoing when it comes to getting the students attention/interest at the tabling events and to include more on-campus promotion outside of posters and tabling, such as, mini games and free food located in certain buildings or outdoor venues on campus.

The student events are something I highly enjoy doing. There were five different events that I participated in this semester. 1. Medallion Student Event: a scholarship competition for early admitted students with a high GPA, 2. Admitted Students Event: admitted students and their families come to make connections with Parent and Family Programs, as well as academia programs, for support, assistance, and further information, 3. Multicultural Student Event: a leadership scholarship competition for students from select high schools, 4. Campus Spotlight Student Event: high school juniors come to see what WMU has to offer, and 5. Transfer Transition Program (TTP) Student Event: transfer student orientation. For the Medallion, Admitted Students, Multicultural, and Campus Spotlight events I presented general office information, what we are, what we do, and what we offer. For the TTP event, in addition to the general information we distribute Ecomugs and Ecojugs.

The Medallion and Multicultural events are hit or miss due to all the participating tables being separated into different rooms. 4 to 5 different organizations on campus were put in each room on the top floor of the Bernhard Center to table. This allows the students to go directly to the table they want without having to see what else is available. I was not the only table to voice concerns about this arrangement. Hopefully it will be fixed for the following years. I tabled for Medallion on two different occasions and had a total of 3 students interested out of 5 that came to
our table. For the Multicultural event, I tabled on one occasion and had a total of 5 out of 5 students interested in what we had to present.

The Admitted Students and Campus Spotlight events are a bit more productive due to being located in the ballroom. Over the course of two occasions I had 8 students interested out of the 10 students that approached our table. The Campus Spotlight events were a huge success, especially the one I attended on April 18. Combining the two occasions I tabled for this event we had at least 30 students out of 40 who were interested in sustainability and what we had to offer Western Michigan University and the students.

As for the last event, the Transfer Transition Program, I would highly recommend that we continue to participate. On top of being able to hand out Ecomugs and Ecojugs there is a high interest from the students. For the two events that I attended there was 11 students out of 12 that were interested in our information.