Rebranding the WKU Office of Sustainability

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REBRANDING THE WKU OFFICE OF SUSTAINABILITY

A Capstone Experience/Thesis Project

Presented in Partial Fulfillment of the Requirements for

the Degree Bachelor of Arts with

Honors College Graduate Distinction at Western Kentucky University

By

Mary Boothe

*****

Western Kentucky University
2014

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Advisor
Department of Advertising
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2014
ABSTRACT

Since its inception in 2008, the WKU Office of Sustainability has struggled with general program and initiative awareness as well as student engagement in university sponsored sustainability activities. Attempts to target and capture an audience have been inconsistent due to lack of budget and staff, resulting in varying levels of success. The purpose of this project is to identify, through a population survey, a student market that is interested but unaware of the information, services, and initiatives provided by the WKU Office of Sustainability. Once identified, the market was assessed using statistical data and focus groups to determine the most effective messaging options available based on the office’s current budget and implementation capacity.

Keywords: The WKU Office of Sustainability, sustainability, advertising, marketing
Dedicated to my friends and family
I would like to take this opportunity to thank my first and second readers, Professor Kelley Coppinger and Christian Ryan. Thank you both for your dedication. Thank you for checking over my multiple drafts. Thank you for taking the time out of your busy schedules to sit down with me, listen to my ideas, and help me develop those ideas. I appreciate all of the extra hours you put in working on this project with me.

Thank you to all of my professors throughout my college career. The lessons I learned from each of you contributed to this final work. A special thank you to my primary professors within my major, Dr. Angela Jones and Professor Cliff Shaluta. Your dedication within the classroom has changed my life, challenged my best efforts, and helped me reach my potential here at WKU.

Finally, Thank you to my friends and family, to which this thesis is dedicated. Without your constant love and support, none of this would be possible.
VITA

September 22, 1991 ........................................... Born – Lexington, Kentucky

2009 ........................................................................... Lexington Catholic High School
Lexington, Kentucky

2010 ........................................................................... SGA Study Abroad Scholar

2011 ........................................................................... WKU World Topper Scholar

2011 ........................................................................... Golden Key National Honor Society Inductee

2012 ........................................................................... Jefferson and Louise Caskey Scholar

2013 ........................................................................... Dr. Karen Pelz Scholar

2013 ........................................................................... Kappa Tau Alpha National Honor Society Inductee

2013 ........................................................................... Outstanding Professional Writing Student

2014 ........................................................................... Outstanding Advertising Student

2014 ........................................................................... Angie Norcia Award

2014 ........................................................................... SGA Society of Distinguished Graduates

FIELDS OF STUDY

Major Field 1: Advertising

Major Field 2: English

Minor Field: Marketing
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CHAPTER 1

SITUATIONAL ANALYSIS

1.1 Industry Analysis

Political Issues

The Western Kentucky University (WKU) Office of Sustainability is only one department operating within the university. Currently the office is housed under the broader category of Campus Services and Facilities. This positioning is politically inhibitive because Campus Services and Facilities rarely receive extensive public attention and therefore administrative prioritization. Instead, high achieving academic programs and athletic programs draw primary focus. This categorization places the office in high competition for resources, student and faculty attention, and community support.

As part of a bureaucratic system, implementing complex events and campaigns requires several months of development with intra-campus connections. Establishing these connections often requires compromising on scope, event details, and/or vision. Additionally, as part of a larger network, many levels of consent are required before a project or initiative can begin. This extensive process can be very stressful and frustrating as some projects are ultimately abandoned or tabled indefinitely. For example, the dryer rack residence hall initiative, promoted by a student organization through the WKU Office of Sustainability, was ultimately abandoned due to some concerns from Housing and Residence Life of a possible slipping hazard.
Students, parents, alumni, taxes, companies, and other donations help to fund WKU. However, even with this seemingly large inflow of monetary support, WKU struggles with budget allocation. This is due to the large amount of programs and resources provided to students, faculty, and community members. The budget along with other institutional resources, limits the available support for sustainability efforts. Other programs—often with a longer history at WKU—are deemed more essential. These programs generally have more public support and take institutional priority when it comes to funding.

On the state level, there are large companies and organizations that use their economic and political power to oppose or support sustainable measures through lobbying state congressmen and women. Kentucky is the third largest coal producing state in the U.S. (“KENTUCKY: State Profile and Energy Estimates”). Some of the most powerful lobbying groups in Kentucky are associated with the coal industry. The continued emphasis and reliance on coal has created a political climate that opposes legal measures associated with sustainable resource management. This viewpoint directly affects the field of sustainability in education because state leaders are in position to support increased sustainability program initiatives through program funding or to cut back on funding for those initiatives. If the state chooses to decrease funding or chooses to not fund a program, then that could create increased competition for alternate funding sources. Views concerning different aspects of sustainability are susceptible to change with the political parties in power.
Economic Issues

The WKU Office of Sustainability is a relatively new office with a very limited budget and staff. Without student help, current resource restriction discourages expansion of programs and initiatives.

The university as a whole is under budgetary restrictions. This past year, WKU was not granted the full tuition increase of five percent that it requested from the Kentucky Council on Postsecondary Education (Mason). This means that it is more difficult for WKU administrators to designate funds to new or nonrevenue generating programs.

Due to federal sequestration, some government programs and public grants concerning sustainability have been cut back in the past two years, particularly those in the field of renewable energy. For example, in 2014 and in upcoming years, the Department of Energy is reporting that sequester cuts will reduce research for renewable energy sources and will delay several clean energy initiatives (Flavin). This increases competition for the remaining government and private grants, thus reducing the likelihood of the Office receiving additional funds. Another nation-wide economic issue that has impacted sustainability is the aftermath of the Great Recession. Although the Great Recession officially ended in 2009, according to the Economic Policy Institute, America has yet to reach a full recovery (Bevins, Fieldhouse, and Shierholz). As a nation in recovery, poor and middle class citizens have less disposable income to spend (Rangwala). This leaves consumers to choose between wants and needs (Rangwala). Costly sustainable products or home initiatives may be put off in favor of a less costly, non-sustainable solution. For example, consumers may choose less expensive genetically
modified foods in favor of pricy organic foods. On the other hand, due to low disposable income, consumers are trending towards conservation when possible, such as conserving energy in their homes (Rangwala). This trend can both hinder and help sustainability efforts.

Social Issues

WKU has more than 300 student clubs and organizations in addition to a multitude of different departments and offices (Campus Activities Board). Many of these organizations and departments are also competing for student and faculty awareness and engagement, leaving the WKU Office of Sustainability with no choice but to break through the noise to be recognized. As a newer office, the WKU Office of Sustainability does not have the same reputation and recognition as some of the longer-standing campus organizations. This lack of reputation makes word-of-mouth among students less impactful.

Due to some nationally well-recognized organizations that support sustainable legal measures, particularly those dealing with climate change, sustainability is associated by some as a left-wing or liberal idea. This stigma has bred names like “tree huggers,” “hippies,” or “hipsters” as terms for someone who lives sustainably and/or advocates for increased sustainable measures. Liberal political associations can have a negative social impact in a nationally consistent red or republican state. This may discourage people from speaking in support of sustainability in an effort to prevent uncomfortable discourse among their peer groups.

As a positive, increased education and awareness have contributed to some aspects of sustainability becoming more socially acceptable. This trend is visible when
looking at well-advertised, longstanding programs, such as recycling. The U.S. currently recycles one-third of its waste compared to just six percent in 1960 (“The Past, Present and Future of Recycling”). Other trends, such as thrift-store shopping, farmers’ markets or organic gardening, reveal that certain aspects of sustainability are currently popular within certain markets. These trends can become a normality of the community if the benefit to consumers is evident and outweighs any risk or detriment.

**Technological Issues**

The WKU Office of Sustainability has a limited staff and budget. Currently, the office has no social media or digital media position. Instead, social media communications are handled by Coordinator, Christian Ryan in-between a full workload. Social media and Internet communication has become the standard for the millennial generation. According to Pew Research, 90 percent of U.S. adults age 18-29 use social media—the highest of any age group (*MILLENNIALS: A Portrait of Generation Next*). Inconsistent brand messaging over social media does not allow for the dynamic conversation consumers are looking for in a brand (*MILLENNIALS: A Portrait of Generation Next*). This can be detrimental to a brand’s image because consumers quickly and easily forget with plenty of other brands to distract them (*MILLENNIALS: A Portrait of Generation Next*).

Technology is rapidly changing and advances are not only expensive, but can also require specialized maintenance. Currently, some advances in technology are not feasible for implementation at WKU. However, due to rapid progression and the decreasing prices that come as cheaper solutions are developed, this issue may resolve itself in a few years.
Legal Issues

The WKU Office of Sustainability is required to follow all policies set by the university as well as all state and federal laws.

Environmental Issues

The WKU Office of Sustainability recently moved to a University-owned residential property at 503 Regents Ave. This places the office close to lower campus where the majority of the student residence halls are located. However, it is on a side street that is not heavily trafficked during students’ daily activities. This relatively inconvenient location limits foot traffic into the office. Some activities promoted by the office require additional transportation to alternate locations in Bowling Green, such as the WKU Agriculture Farm.

Although the WKU Office of Sustainability does have a website and social media accounts, many of the activities are limited to students living near or on main campus. Over 5,000 WKU students are distance learners or attend a satellite campus (WKU Factbook 2013). The current program provides little to no resources or activities for these individuals.

1.2 Competitor Analysis

The WKU Office of Sustainability both directly and indirectly competes with campus and community organizations for engagement, awareness, and resources.

Direct Competition
Direct competitors are identified as other WKU offices and departments, as well as student organizations that do not currently partner with the WKU Office of Sustainability but seek similar altruistic objectives.

Direct competitors include:

**Offices under Campus Services**

According to the WKU 2013-2014 Operating Budget: Educational and General Budgeted Expenditures Unrestricted Funds by Organizational Area, sustainability is listed under the budgetary account, Campus Services and Facilities (*WKU Operating Budget 2013-2014*). Other departments under Campus Services and Facilities, include: Facilities Management; Planning, Design, and Construction; Real Property; Environment, Health and Safety; and Auxiliary Services (*WKU Operating Budget 2013-2014*). Campus Services and Facilities auxiliary services include: the WKU Bookstore, Dining Services, ID Services, Printing, Postal and Vending Services, and Parking and Transportation Services (*WKU Operating Budget 2013-2014*).

However, due to the structure of the university budget, the office competes for monetary resources with not only those offices within their account but also all other university offices and departments. This competition is especially prevalent when the office or department is similar in nature.

*Center for Environmental Education and Sustainability (CEES)*

CEES has been at WKU for over 25 years, partnering with the university to “provide resources and leadership to advance environmental education and education for a sustainable future” (*Center for Environmental Education and Sustainability*). The center promotes formal and informal education opportunities
on all levels pre-K to adult programming. CEES is primarily grant funded and receives little institutional monetary support.

Currently, CEES is involved in three main partnership projects, including: Habitat for Humanity-Durbin Estate, Bowling Green Independent School District Partnership (BGISD), and the Kentucky University Partnership in Environmental Education (KUPEE) Energy Initiative ("Center for Environmental Education and Sustainability"). In addition to these projects, the center provides an Environmental Educational Endorsement through the completion of 12 hours of additional course work ("Center for Environmental Education and Sustainability"). The purpose of this endorsement is to allow those individuals interested in teaching environmental education and sustainability the proper training as indicated by the North American Association for Environmental Education and adopted by the Kentucky Education Professional Standards Board ("Center for Environmental Education and Sustainability"). After taking the required course load, the Environmental Educational Endorsement can be added to the teaching certificate ("Center for Environmental Education and Sustainability").

CEES’s digital footprint only extends as far as its WKU OU-Campus website. The center relies heavily on the word-of-mouth and public relations for the recognition of the community programs available. The CEES is heavily focused on providing education tools for educators interested in sustainability. The programs are built primarily for graduate students who currently have an initial teaching certificate.
Student Organizations

WKU has several altruistic organizations that concentrate on a variety of environmental, health, social, and political causes. The WKU Office of Sustainability is in direct competition with those prominent organizations that focus on global issues, especially those similar in nature but not affiliated with the office. The primary student organizations competing with the office for student time and engagement, include:

Ecology Club

The WKU Ecology Club began in 2010 with the mission of providing those who want to be outdoors, enjoy nature, and make a difference by keeping the natural environment healthy with a way to get engaged on campus and throughout the local community ("WKU Ecology Club | Facebook."). The club generally has between seven to ten active members yearly. The members are generally undergraduate students pursuing a major in a science related field on main campus. The advisor for the WKU Ecology Club is Biology professor, Dr. Albert Meier (WKU Clubs Organizations).

The club participates in several ecology-related volunteer opportunities throughout the semester, including: invasive plant removal, community clean-ups, and bald eagle spotting along the Green River. Students also organize outdoor activities for enjoyment purposes, including: hiking at Shanty Hallow, caving at Mammoth Cave, and canoeing down Barren River. The club has recently agreed to partner with the WKU Office of Sustainability, placing a “living roof” on the garden shed for the community garden project. This shed will be built with the help of architecture students during Earth Week.
The WKU Ecology Club’s digital footprint extends only to a Facebook page, which was created in September 2013 and has 17 followers. The club currently advertises primarily through word-of-mouth, posters, and t-shirts.

*WKU FeelGood*

FeelGood is a student-run, non-profit deli that makes grilled cheese sandwiches in exchange for donations to end world hunger by 2030 (*"Ending World Hunger, One Grilled Cheese at a Time."*). WKU FeelGood has the mission of raising awareness and donations to fight hunger issues around the world. The organization averages around 20 to 30 active undergraduate members per year. The faculty advisor for WKU FeelGood is Dr. Rich Patterson, Consumer & Family Sciences Professor.

WKU FeelGood has a weekly, outdoor pop-up deli in the middle of main campus. All members are encouraged to participate weekly at the sandwich stand. The organization also sets up a deli at large outdoor WKU events, such as Earth Day.

WKU FeelGood has a Google website, a Twitter account, an Instagram and a Facebook page. The Twitter account posts almost daily, Instagram posts rarely, and the Facebook account posts weekly. Generally, none of the accounts receive constant user engagement. However, the organization does have 121 Twitter followers, 18 Instagram followers, and 260 Facebook likes. The organization receives positive public relations through WKU Herald and Bowling Green Daily News. WKU FeelGood advertises through word-of-mouth, social media outreach, posters, and FeelGood merchandise, such as t-shirts, buttons, and
bumper stickers. Most of the organization’s advertising occurs the day before and
day of the on-campus pop-up deli.

**WKU Habitat**

Habitat for Humanity International is “A nonprofit, ecumenical Christian
organization dedicated to eliminating substandard housing and homelessness
worldwide and to making adequate, affordable shelter a matter of conscience and
action. Habitat is founded on the conviction that every man, woman and child
should have a simple, decent, affordable place to live in dignity and safety”
("WKU Habitat for Humanity."). WKU Habitat continues this mission as a
student branch with faculty advisors, including: Bryan Reaka, Architectural &
Manufacturing Sciences; Jennifer Howard, Academic support; and Susan Redick,
School of Nursing.

WKU Habitat is a volunteer organization that conducts approximately
three meetings per month, but relies heavily on trips to connect with members.
WKU Habitat does have a monthly volunteer day at Bowling Green ReStore,
which sells new and used donated home improvement items. Other events hosted
by the club include tool or home improvement workshops. The major project that
WKU Habitat is currently working on is called Durbin Estates. Durbin Estates is a
demonstration neighborhood that seeks to provide affordable, green housing
solutions to mixed-income families. WKU and Habitat as well as several other
community donors are sponsoring the extensive project.

WKU Habitat utilizes the OU-Campus website platform provided by
WKU as well as Facebook and Twitter. The club has 212 Facebook likes and 32
Twitter followers. Social media posts appear regularly with little user interaction. WKU Habitat has received positive public relations from the WBKO news station, the WKU Herald, and the Bowling Green Daily News. Advertising consists of word-of-mouth, annual donation drives i.e. Give a Crap for Habitat as well as merchandise, such as t-shirts and magnets.

Greek Organizations - Philanthropies

Twenty percent of students on WKU’s main campus are associated with a Greek organization (Campus Activities Board). There are 13 Interfraternity Council fraternities, eight National Panhellenic Association sororities, and eight National Pan-Hellenic Council fraternities and sorority.

Each Greek organization is committed to volunteering for a national philanthropy. These philanthropies range from the Ronald McDonald House to Alzheimer’s research. Regardless of the charitable association, these pre-defined causes receive the most organized attention. They are promoted by Greek organizations at sorority and fraternity events and meetings as well as outside the Greek system through public relations articles to the general community. Although each organization has its own advisor, the overall coordinator of Greek Affairs is Charlie Pride.

Community Organizations

The Bowling Green community supports several altruistic organizations that concentrate on a variety of environmental, medical, social, and political causes. The WKU Office of Sustainability is in direct competition with those prominent organizations that offer services similar in nature but not affiliated with the office.
Southern Kentucky (SKY) Farmers’ Market

SKY Farmers’ Market is an inspected “producer-only” farmers’ market ("SKY Market News."). This means vendors may only sell the food that they have produced ("SKY Market News."). The SKY Farmers’ Market is open April through December and is located in Bowling Green, on 31W by the Medical Center. Some farmers from the Community Farmers Market (which partners with WKU) also participate in the SKY market. However, the SKY market has a distinct hierarchy and does not wish to partner with the university in any capacity.

SKY Farmers’ Market recently began a campaign complete with hands-on demonstrations, special events, and community outreach. Overall, the market’s goal is to educate the community about local and organically grown produce. Their digital footprint includes a website, 1,248 Facebook likes, and video publicity from WBKO’s Go Local spotlight. The market has received additional public relation articles in the Bowling Green daily news and on the Sustainable Kentucky website.

Indirect Competition

Indirect competitors are identified as student or community organizations not affiliated with the WKU Office of Sustainability.

Indirect competitors include:

Student Organizations

WKU has over 300 student clubs and organizations (Campus Activities Board). Students are unable to fully participate in every organization on campus, forcing them to
choose between organizations that interest them. This choice is frequently dependent on qualities such as interest, demand, and awareness.

Student clubs and organizations that are high demanding of time and/or money are especially competitive to other less demanding organizations. These organizations take students’ time and energy, preventing them from engaging with several low to moderate demanding organizations. Demanding organizations often require some type of selection process, and can be seen by some students as more prestigious. Some of the more demanding organizations include Greek organizations, Spirit Masters, Honors Toppers, professional organizations, and Student Government Association.

**WKU and Community Organizations**

Similar to students, community members cannot be expected to support every altruistic cause in Bowling Green. Other WKU and community organizations divide potential donors, partners, and participants time and money. Many of these organizations are well established within the community and have been receiving support from the same donors for years.

Unlike altruistic student organizations, altruistic community organizations are considered indirect competitors. This is because the primary focus of the WKU Office of Sustainability is toward student involvement and education. Some indirect community competitors include, Hotel Inc., Bowling Green Boys and Girls Club, and other WKU departments that focus on community outreach.
1.3 Company Analysis

The WKU Office of Sustainability was officially established in 2008 (Big Red, Small Planet: Sustainability at Western Kentucky University) under Sustainability Coordinator, Christian Ryan. The mission of the office is “to promote a culture of sustainability at WKU, integrating principles of ecological integrity and social equity into academics, practices, and partnerships” ("WKU Office of Sustainability.").

Currently the office consists of only one full-time employee, one graduate assistant, one part-time student, and two part-time bike mechanics. The graduate assistant is primarily focused on data collection for the Association for the Advancement of Sustainability in Higher Education (AASHE) Sustainability Tracking, Assessment, and Rating System, submitted bi-annually by the Office of Sustainability. The part-time student is primarily responsible for coordinating and promoting the Big Red Bike program by handling rentals, planning events and activities, grant-writing, and recent achievement of Bicycle Friendly University status. The bike-mechanics work exclusively on bike maintenance, and are presently unable to keep up with demand for bike rentals. Although these positions alleviate some work from the coordinator, the staff is still noticeably undersized to effectively meet the office’s mission.

The current initiatives run by, or in partnership with the WKU Office of Sustainability include:

- The Office of Sustainability best practice demonstration home
- Campus energy conservation efforts (with Department of Facilities Management
- Rainwater collection (Department of Facilities Management)
In terms of existing community partnerships, the WKU Office of Sustainability works extensively with the Community Farmers Market. The Sustainability Coordinator arranged the deal for the Community Farmers Market to occupy the WKU owned building at 2319 Nashville Road. Furthermore, this mutually beneficial partnership has lead to combined effort on the Local Food For Everyone initiative, a grant funded program through USDA. This initiative distributes eat., a local food publication and provides the funding for the Mobile Market bus. Recently the WKU Office of Sustainability has also worked with the Community Farmers Market to accept Big Red Dollars as a tactic to attract more students.
As mentioned earlier, the Office of Sustainability has a very limited budget provided by Campus Services and Facilities. For the past few years, Christian Ryan has applied to the university for an Office of Sustainability program budget. However, those attempts have been denied thus far. This leaves the office with only $1,000 for advertising, including printing costs, which can slightly increase if other spending is underestimated for the year ("Client Interview 2: Christian Ryan.").

1.4 Brand Audit

The WKU Office of Sustainability is in a post-launch phase, where it is losing publicity from “newness” and struggling to make a significant engagement impact with students, faculty, staff, and community members.

Currently the office advertises to students, faculty, and community members through posters, email, word-of-mouth, events, demonstrations, and digital outreach. According to my campus-wide survey, approximately 46.8 percent of WKU students, faculty, and staff have never heard of the WKU Office of Sustainability, and nearly 27 percent have heard of the office, but do not know of any further details (Boothe).

Awareness through traditional campus models such as, direct word-of-mouth, email, and poster promotions are currently the most effective forms of communication from the office. When asked about sustainability initiatives, 56 percent of individuals surveyed indicated that they heard of one or more WKU sustainability initiatives from another student or professor, 29 percent from an email, and 25 percent from a poster (Boothe). The most room for improvement to expand awareness is through digital communications, with only 12 percent of individuals indicating that they heard of a WKU
sustainability initiative from Facebook, 7 percent from the official website, and 2 percent from Twitter (Boothe).

The WKU Office of Sustainability’s digital footprint includes an OU-Campus website, a Facebook page, a Twitter account, and a Youtube account. The OU-Campus website is provided to the office at no charge by WKU. However, this site is difficult for the office to manage without support and assistance from Informational Technology (IT). This service, while complementary, is time consuming and cumbersome, leaving the office to rely on the OU-Campus site primarily for “evergreen” (consistently relevant) information. The WKU Office of Sustainability Facebook has 481 likes, the Twitter account has 222 followers, and the YouTube has 130 views, with 0 subscribers.

Generally, content is posted inconsistently across brand pages and emphasizes pushing an event or message to followers. This strategy has resulted in low interactions from social media users. The office is also combating a mixed online identity. Some of the office’s brand pages state the office by its official title, WKU Office Sustainability, while others use “greenWKU” or “gogreenWKU.” Overall, this type of inconsistency can be very confusing to the target audience, which can inhibit engagement, especially from new or potential users.

1.5 Consumer Analysis

The WKU Office of Sustainability’s primary audience is traditional WKU undergraduate and graduate students, age 18-35. The average WKU undergraduate student is 23 and the average WKU graduate student is 32 (WKU Factbook 2013). Secondary audiences include WKU faculty and staff as well as community members.
These key groups have been indentified and categorized below according to the unique characteristics that shape how to best reach and engage with them.

In order to best determine the target market’s opinions and behaviors I created a 15-question survey distributed through campus email to the entire WKU community, including: undergraduate and graduate students, and WKU faculty and staff members. The survey reached approximately 24,100 individuals (WKU Factbook 2013). This number was calculated by adding the Fall 2012 enrollment to the Fall 2012 employment data provided in the WKU 2013 Factbook. Three hundred seventy-five Graduate Assistantships were then subtracted from that number to prevent counting those graduate students twice. The total estimate of individuals may be slightly inflated as my survey was conducted in the spring of 2014. WKU saw a drop in enrollment for the 2013-2014 academic year and annually has had fewer students enroll in the spring semester.

From the population of approximately 24,100, I received 896 total responses with a 14 percent dropout rate. The sample size calculator provided by Creative Research Systems determined that the survey had a confidence interval of 3.21 at a 95 percent confidence level. These numbers were calculated using 24,100 as the population size and 896 as the sample size.

Primary Audience

The primary audience focuses on WKU students within the age range 18-35. Since this is a rather large group, further categorization identifies type of student according to undergraduate versus graduate distinction as well as personality type. The age distinction between undergraduate and graduate level students is particularly relevant as traditional undergraduate students fall under Generation Y (the Millennial Generation).
and upcoming Generation Z, while some graduate students are considered Generation X. Generational borders are unclear, leaving older, but still traditional, undergraduates and younger graduate students to be a mixture of the generationally common traits found in both X and Y.

**Undergraduate Students (18-25)**

The Millennial generation is currently those individuals approximately mid teens to 33-years-old (*MILLENNIALS: A Portrait of Generation Next*). This generation is proving to be positive, digitally connective, and self-expressive. They are gradually shaping up to be the most educated and least religious generation to date (*MILLENNIALS: A Portrait of Generation Next*). From an advertising perspective, the most distinctive trait about Generation Y is their ability to fusion their technology usage with their daily lives (*MILLENNIALS: A Portrait of Generation Next*), with approximately 77 percent of Millennials having a social media profile (*MILLENNIALS: A Portrait of Generation Next*). Of Millennials, women tend to be more active social media users. Tech Crunch reported, in finding from PEW, Nielsen, and Burst Media and compiled by Finance Online, that women are the leaders over men in social media mobile usage at 46 percent and are overall more likely to interact with a brand online (Crook). Millennials thrive on acknowledgements and feedback from superiors (Goudreau).

Generation Z is the up-and-coming generation, quickly following Generation Y. Unfortunately, not much is known about Generation Z due to the fact that they are currently too young to study their habits effectively. However, it can be said that they share with Generation Y in their social technology usage and collective attitude (Everett-
Haynes). The primary difference emerging from Generation Z is their lack of rebellion, which is present in Generation Y (Everett-Haynes).

The Early Engaged

The Early Engaged are students who strive to become highly active on campus. These individuals are notable by their desire to get involved early (freshman to first semester sophomores) in their college career. They are likely to approve their affinity for engagement early by joining a smaller relationship-building community on campus, such as the Honors College or Greek life. These organizations focus on building a tight-knit communities within the larger university, and have separate events to enforce that goal. For example, the Honors College has H4, an honors specific retreat prior to MASTER Plan, which allows honors students to meet and begin creating friendships before interacting with other students.

The Early Engaged students are important to target because they are often the same students who will take-on leadership roles as they become upperclassmen. It is therefore vital to get them interested early, before they are already committed to other clubs and organizations.

The central challenge in this group is that they are often bombarded with campus messaging and are highly motivated to seek programs that offer some kind of distinction from their peers. The best way to reach these individuals is through events promoted by their community, digital communications, peer recommendations, and recognition programs. The greatest opportunity to target
the Early Engaged is through peer recommendation from high achieving upperclassmen.

The Rainmakers

The Rainmakers are upperclassmen who are very involved on campus already. These individuals are often involved in one to two highly demanding as well as a few minimally demanding organizations, and also likely have a job or internship. They are campus leaders in organizations, such as Greek life, Student Government Association, Spirit Masters and/or Honors Toppers.

Rainmakers are busy, but influential individuals on campus. The Early Engaged occasionally come to these students for mentorship, seeking to repeat their success. As members of the community with a large sphere of influence, promotion from Rainmakers can go a long way into increasing general awareness.

The central challenge with this group is that they are already very busy with the organizations they spearhead and with mapping out their future plans. They are often bombarded with requests from friends and other organizations to use their influence to assist with class projects, causes, and awareness campaigns. The best way to reach these individuals is to help them become invested in the program’s success. The greatest opportunity to reach this target market is to integrate the program into tasks or organizations they already are involved with in their daily lives. They key is to help them continue success, without creating more burden.
Graduate Students (25-35)

Generation X spans from 1965 to the 1980’s (*MILLENNIALS: A Portrait of Generation Next*). Most of Generation X is married with children; several individuals within this generation have been married more than once (*The MetLife Study of Gen X: The MTV Generation Moves into Mid-Life*). This generation is described as lacking a generational identity, and is often thought of in terms of the popular media choices at the time, giving them names such as the “Friends” or MTV generation (*The MetLife Study of Gen X: The MTV Generation Moves into Mid-Life*). They are social, hardworking individuals, who are expected by their parents to earn a bachelor degree or professional degree (*The MetLife Study of Gen X: The MTV Generation Moves into Mid-Life*). Generation X, similar to Generation Y and Z, thrives on acknowledgement and focuses primarily on Internet communication (Goudreau).

The Professionals

The Professionals are graduate students who are looking to be involved in on-campus and community organizations that provide workforce development opportunities within their field or that provide them with enjoyable activities outside of their professional lives. Generally these individuals are working during the week, while taking classes on Saturdays or in the evenings.

Professionals are very busy running a full workload along with a full class schedule. They are hard workers, driven to better themselves intellectually and move further within their field. Professionals often have dependents, whether it is children, a significant other, or both. These individuals are early adapters when it comes to technology, most have a smart phone as well as a laptop and/or tablet.
The central challenge that comes with targeting this group is that they are not just dealing with their own schedule, but with at least one other person’s interests in mind. They are looking to for an activity they can share, whether it is telling their family members about it or bringing them to events.

The best opportunity to reach these individuals is to promote behaviors that they can incorporate into their daily lives. These behaviors can be a little more challenging than those presented to undergraduates because professionals are more likely to have more disposable income as well as a more established living environment, where they are responsible for the utility costs (as opposed to paying a flat renters’ fee). The best way to connect to this market is through health and monetary value.

Secondary Audience

The secondary audience includes community members and WKU faculty and staff. This is a very large potential audience with several different generational and cultural differences. However, the primary subgroup that this campaign attempts to cover, are those with a pre-existing interest in sustainability issues. These individuals have already displayed this interest by shopping at the Community Farmers Market, working in or with ICSR, seeking out information from the WKU Office of Sustainability, and/or initiating sustainable behaviors at home.

The main purpose of targeting these individuals as a secondary market is to use them to help spread information to interested students. As established individuals both personally and professionally, they are interested in sharing their passions with the younger generation. Since many of their own children are older, they have time to be
actively involved in their community. When they do find opportunities for student involvement, they are willing to share that information with interested students.

The best opportunity to reach these individuals is through pushing a repeated message across more traditional platforms, such as email and posters at select locations, like the Community Farmers Market. Since this information is being given with the intention of being passed on, it is important for it to be a short message with a very specific call to action. For example, nominating a student for an award or suggesting they take part in an essay contest.
CHAPTER 2

PERSONAS

Early Engaged Erica

Hobbies:
- Reading
- Hiking
- Cooking
- Thrift-store shopping
- Hanging out with friends

Fears:
- Missing out on opportunities
- Being rejected/ Failing

Key Drivers:
- Acknowledgment/recognition
- Involvement in prestigious organizations
- Unique opportunities to lead

Organizations:
- English Club
- BCM

Top Influencers:
- Peers
- Highly involved students
- Professors

Content Preferences:
- Digital
- Email
- Word-of-mouth
- Entertainment “news” sites, like Buzzfeed

Erica is a 19-year-old WKU sophomore, majoring in English with a concentration in Creative writing. She is also working toward her minor in Popular Culture. Erica is an Honor’s student, living on-campus with a scholarship that covers room and board, tuition, and books. She just came back from studying abroad at Harlaxton for a semester. After returning, she wanted to get more involved on campus, like her friend Kirsten who is a junior and an Honors Topper.

Figure 1: Early Engaged Sample Persona

“I love WKU and I am looking for a unique way to get involved on campus”
Rainmaker Ryan

Hobbies:
- Playing intramurals
- Going to WKU sporting events
- Watching ESPN
- Camping
- Volunteering
- Hanging out with friends

Fears:
- Not being real-world ready
- Being rejected/failing

Key Drivers:
- Resume building opportunities
- Networking opportunities
- Time/money saving
- Global responsibility

Organizations:
- Fiji
- Spirit Masters
- Engineering Club
- CRU

Top Influencers:
- Peers
- Professors
- Industry professional

Content Preferences:
- Digital
- Email
- Word-of-mouth

Ryan is a 24-year-old WKU senior, majoring in Civil Engineering. He is an Honor’s student, living off-campus and planning to defend his thesis this year before May graduation. After graduation, Ryan is heading to grad school at Purdue. While at WKU Randy studied abroad twice, going on the Semester at Sea voyage in 2012, then on the Kenya trip with Dr. Rice over the 2014 J-term. He currently serves as president of Fiji and parliamentarian of Spirit Masters. Additionally, Randy is involved in the pre-professional engineering club as well as CRU.

Figure 2: Rainmakers Sample Persona
“I am very busy with school, work, and leadership positions in my fraternity as well as in Spirit Masters”

Job: Intern at Kentucky Department of Transportation
Figure 3: Professionals Sample Persona

"Keeping up with work, school, and my family can be tough, but I still want to be involved”

Pam is a 31-year-old WKU graduate student. She is working toward a Master’s in Arts in Social Responsibility and Sustainable Communities. Pam is married with a young family. Both her and her husband work full-time throughout the week, and then she takes her courses every Saturday. They have two children, one six and the other four. Pam wants to save money and share her passion for sustainability to her children. She goes weekly to the Community Farmers Market to purchase organic food, she also ensures that the family recycles and saves energy when possible.

Job: Fruit of the Loom

Professional Pam

Hobbies:
• Spending time with her family
• Exercising- biking or running
• Cooking
• Finding organic recipes online

Fears:
• Not ready for the professional world
• Not able to find a job in field

Key Drivers:
• Resume building opportunities
• Networking opportunities
• Time/money saving
• Family friendly activities

Organizations:
• Community Farmers Market
• Fruit of the Loom

Top Influencers:
• Peers
• Professors
• Industry professionally
• Major world news outlets

Content Preferences:
• Digital
• Email
• Word-of-mouth
• Posters and brochures
CHAPTER 3

SWOT AND CHALLENGES

3.1 Strengths, Weaknesses, Opportunities, Threats (SWOT)

Strengths
- Partnerships
- ASHHE STARS certification
- Larger community recognition
- Passionate leadership

Weaknesses
- Social media communication
- Website management
- Student awareness/engagement
- Location
- Campus recognition

Opportunities
- Campus partners
- Social Media expansion
- Public relations
- Distance Learners

Threats
- Competition
- Budget
- Negative stigma
- Low resources

3.2 Challenges

Objective 1: Raise positive brand awareness and recognition within current and potential markets by 25 percent by January 2016.

Objective 2: Develop a unified brand message across digital and traditional media by January 2016.

Objective 3: Position the WKU Office of Sustainability website as a top source for information concerning sustainable subjects and resources for WKU students, faculty, and staff by January 2016.

Objective 4: Sustain a strong network of students, faculty, staff, and community members by engaging at least 30 percent of followers through social media by January 2016.

Objective 5: Increase the amount of students active in sustainability initiatives by 15 percent by January 2016.
CHAPTER 4

BRAND STRATEGIES

General Strategies
- Create current student website
- Divide internship program
- Ensure social media consistency
- Increase partnerships

The Early Engaged
- Present at H4 and MASTER Plan
- Hold social media contests
- Consistent/engaging blog updates: focus on healthy recipes, student events, resume building opportunities
- Produce vouchers through SGA/Student pricing

The Rainmakers
- Create a one-sheet of sustainability facts for university tour guides (tailored for each ambassadorial group)
- Have a social media sharing contest
- Attend organization meetings- meet students where they are
- Invite to Farm Fresh Dinner

The Professionals
- Present paid workshops (family friendly)
- Create an email subscriber list for blog updates: focus on money saving opportunities, healthy recipes, organic produce

The Secondary Audience
- Send professor emails: nominate students (grad and undergrad) for sustainability internship positions
- Send students for classroom and event demonstrations
CHAPTER 5

COMMUNICATIONS FRAMEWORK

The communications framework or creative brief is designed to provide a succinct summary of company and target market research as well as campaign objectives and rationale for consumer touch points. The primary audience for this document is a creative team of interactive and/or print designers. The creative team will use the communications framework to develop the face of the brand to consumers, including: logo, color palette, print and digital ads, etc.

For nearly six years, the WKU Office of Sustainability has been operating on WKU’s main campus. However, the office has struggled with general program and initiative awareness as well as student engagement in university sponsored sustainability activities. Attempts to target and capture an audience have been inconsistent due to lack of budget and staff, resulting in varying levels of success. Students, faculty, staff, and community members do not look toward the WKU Office of Sustainability as the leading source for information regarding sustainability because the office has done a poor job of staying in touch with their customers. This does not mean all hope is lost. The WKU Office of Sustainability still has the potential to get in the forefront of the consumers’ minds and to no longer be forgotten.
5.1 Why are we communicating?

We are communicating to:

- Raise brand awareness and recognition by 25 percent by January 2016
- Increase positive social media mentions across platforms by 30 percent by January 2016
- Increase the amount of students active in sustainability initiatives by 15 percent by January 2016
- Increase word-of-mouth advertising by 20 percent by January 2016

5.2 What is the one message we want to convey?

Sustainability is a non-partisan, global issue that requires strong leadership. It is not a politically partisan idea or a science-only field. Sustainability is about helping people become healthy, save money, and ultimately give back to the world by living responsibly.

For that reason, I recommend the campaign message: “It’s time for a change.”

This message is meant to call leaders forward, redefining sustainability as a personal challenge to be a catalyst for cultural change.

5.3 Who are we communicating this to?

The awareness message is primarily targeted towards Generation Y and Z, which include the Early Engaged and the Rainmakers as well as to Generation X, the Professionals. The secondary audience is WKU faculty, WKU staff, and community members. Although this is a large amount of people, the main focus is to raise awareness,
which means casting a wide net. Doing so will eventually lead to a more targeted audience for future campaigns.

*The Early Engaged*

The Early Engaged are undergraduate students 18-20, who strive to become highly active on campus. These individuals are notable by their desire to get involved early (freshman to first semester sophomores) in their college career. They are likely to approve their affinity for engagement early by joining a smaller relationship-building community on campus, such as the Honors College or Greek life. These organizations focus on building a tight-knit communities within the larger university, and have separate events to enforce that goal. The best way to reach these individuals is through events promoted by their community, digital communications, peer recommendations, and recognition programs. The greatest opportunity to target the Early Engaged is through peer recommendation from high achieving upperclassmen.

*The Rainmakers*

The Rainmakers are undergraduate upperclassmen 20-25 who are very involved on campus already. These individuals are often involved in one to two highly demanding as well as a few minimally demanding organizations, and also likely have a job or internship. They are campus leaders in organizations, such as Greek life, Student Government Association, Spirit Masters and/or Honors Toppers. Rainmakers are busy, but influential individuals on campus. The Early Engaged occasionally come to these students for mentorship, seeking to repeat their success. The best way to reach these individuals is to help them become invested in the program’s success. The greatest opportunity to reach this target market is to integrate the program into tasks or
organizations they already are involved with in their daily lives. They key is to help them continue success, without creating more burden.

*The Professionals*

The Professionals are graduate students 25-35, who are looking to be involved in on-campus and community organizations that provide workforce development opportunities within their field or that provide them with enjoyable activities outside of their professional lives. Generally these individuals are working during the week, while taking classes on Saturdays or in the evenings. Professionals are very busy running a full workload along with a full class schedule. They are hard workers, driven to better themselves intellectually and move further within their field. Professionals often have dependents, whether it is children, a significant other, or both. These individuals are early adapters when it comes to technology, most have a smart phone as well as a laptop and/or tablet. The best opportunity to reach these individuals is to promote behaviors that they can incorporate into their daily lives. These behaviors can be a little more challenging than those presented to undergraduates because professionals are more likely to have more disposable income as well as a more established living environment, where they are responsible for the utility costs (as opposed to paying a flat renters’ fee). The best way to connect to this market is through health and monetary value.

*Secondary Audience*

The secondary audience includes community members and WKU faculty and staff. The primary subgroup that this campaign attempts to cover, are those with a pre-existing interest in sustainability issues. These individuals have already displayed this interest by shopping at the Community Farmers Market, working in or with ICSR,
seeking out information from the WKU Office of Sustainability, and/or initiating sustainable behaviors at home. As established individuals both personally and professionally, they are interested in sharing their passions with the younger generation. Since many of their own children are older, they have time to be actively involved in their community. When they do find opportunities for student involvement, they are willing to share that information with interested students. The best opportunity to reach these individuals is through pushing a repeated message across more traditional platforms, such as email and posters at select locations, like the Community Farmers Market. Since this information is being given with the intention of being passed on, it is important for it to be a short message with a very specific call to action.

5.4 Where are we communicating our message?

*General Strategies*

Some of the strategies developed for this campaign are broadly targeted at the larger population. These strategies are generally focused on function, accessibility, and consistency, which will improve overall brand experience.

*A Current Student Website*

The current WKU Office of Sustainability OU-Campus website has many flaws, from usability to management. Ultimately it is serving too many audiences and is too cumbersome for easy content uploads. Therefore, I recommend a website redirect for current students that would take them to a site specifically designed for them to access the information they want easily. This website will be a custom Wordpess site, which will allow for easy maintenance and updated information that does not require a web
designer. The site will concentrate on the main three sustainability concepts that Christian Ryan at the WKU Office of Sustainability has indicted will be most important in the upcoming years: clean water and local food, recycling, and energy. By adding this website students will have a WKU provided sustainability informational site that is not cluttered and is easy to access, instead of trekking all the way to the office for answers. To receive success metrics from the website, simply include Google analytic code. This should provide up-to-date information show where people are coming from most and what they are clicking on once on the site.

**Student Employee Program**

The office has currently budgeted two part-time students. I recommend strategically choosing the interns based on the skills that are not already covered well by another member of the office. Since the WKU Office of Sustainability is pressed for funding, it is important to have students with skills, such as public relations or grant writing.

For these reasons, I recommend that at least one of the part-time jobs be reserved for a marketing, advertising, or public relations student. This student will be responsible for not only implementing this plan, but also extending it without straying to far from the budget restriction. For the first semester of the campaign, I suggest having a web designer as the second student employee to design the website.

**Social Media Consistency and Conversational Tone**

Currently, the social media sites that the WKU Office of Sustainability can be found on are inconsistent in name. These small inconsistencies are confusing to a user and may cause less people to join. Therefore, I recommend changing the handles of all
social media outlets to reflect the official office name. The primary goal of consistency is ensure that everyone who encounters the brand has an equally pleasant experience. Although people will meet the brand differently, the goal is for the same message to come through with little confusion.

As mentioned above, I recommend having one advertising, marketing, or public relations part-time, student employee per semester. This employee would be in charge of the office’s social media pages, converting them to a conversational tone as opposed to an informational tone. Currently, the office is pushing events or ideas at consumers. However, the more effective strategy is to meet consumers on social networking sites for a two-way dialog. Post entertaining, but relevant content about worldwide sustainability issues. For example, according to the campus survey, approximately 58 percent of individuals were interested or very interested in learning more about clean water issues around the world (Boothe). Make these global issues personal by focusing on specific actions that individuals can take to make a difference. For example, cutting one minute off your shower can save between 547 and 2007 gallons of water per year (Petersen). Consider targeting the social media content toward a female market. Women are more likely to interact with brands on social media both from their desktop and mobile devices (Crook).

The main challenge in these social media posts is to remain politically neutral. This means posting content from a variety of sources and having a judgment free environment where students, faculty, staff, and community members can share their thoughts. The main purpose of this awareness campaign is to show the inclusiveness of sustainability and the many levels of participation available. Extreme messaging or use of
politically charged sources may repel certain market segmentations, especially those that are expecting that type of behavior. If users choose to introduce negative or politically charged messages, consider acknowledging their point, then attempting to put a positive spin on the situation.

**Increase partnerships**

Since the WKU Office of Sustainability has a very limited budget, it will be essential for the office to build partnerships to bring educational opportunities to students. These partnerships are also important because the office can use well-known groups to affirm their own legitimacy as an organization, thus helping the office raise awareness and credibility in the eyes of the target market. Some partnerships to consider would include: a fundraising event with a Greek organization, a professional event with the Gordon Ford College of Business, a dinner event with the Community Farmers Market, and/or a home improvement event with Lowes or Home Depot.

**Email subscription**

Of those surveyed, 55 percent indicated that they would prefer emails concerning WKU Office of Sustainability events and initiatives (Boothe). However, WKU limits the amount of mass emails that can be sent out by one department per semester. To solve this issue, I recommend utilizing the mass email system to call attention to the new website. From the website, consider providing an option for people to subscribe to the office’s list serve. This would allow the office to have a unique list serve of dedicated individuals who have chosen more information.

*The Early Engaged*
The Early Engaged are lowerclassmen at WKU who exhibit high involvement tendencies through the organizations and activities they have already sought out. These students are very technologically based and seek acknowledgement. According to the campus-wide survey, most of these students prefer to learn about their interests through a mixture traditional and new media outlets. Some popular outlets included: email, posters, banners, and Facebook posts.

**Pre-College Presentations**

One way to spread awareness within the Early Engaged cohort is to engage with them in environments where they are already ready and willing to be engaged. The pre-college honors retreat, H4, and the pre-college readiness program, M.A.S.T.E.R. Plan, are two such programs, where individuals have voluntarily chosen to attend information sessions and community building activities throughout an allotted time period before main campus officially opens. These individuals have paid for this service as a means to be better prepared before classes begin.

I recommend the WKU Office of Sustainability take advantage of interacting with this committed sub-group of students by introducing themselves early through session presentations and activities. Some suggestions for a presentation include: a tour of the demonstration house, this would allow new students the opportunity to familiarize themselves with the office location and services; an outdoor demonstration, such as the amount of water bottles the average American uses per year around DSU; or, an activity, such as a building your own solar phone charger (*if activity: consider trying to find a community or campus sponsor). These two retreats are the first opportunity WKU
students will be able to interact with the WKU Office of Sustainability and connect their preconceived ideas with the office’s updated image.

It is important for the office to not only attend these events, but also hold a session, live demonstration, or activity everyday. Sustainability is still a foreign or misunderstood concept in the minds of many Kentuckians. This is the first opportunity the office has to redefine sustainability as an inclusive, positive concept to the target market. The more times the office can repeat this brand message, the more likely consumers will recognize that identity.

**Social Media Campaigns and Contests**

The digital world is a large portion of consumers’ social lives. One method to increase the WKU Office of Sustainability’s reach is to hold social media campaigns and contests throughout the year. Campaigns will be most effective around a large event, such as the annual Earth Day Festival. Consider providing consumers with hash tags, such as #WKUEarthDay or #WKUbethechange. Encourage students to use the provided hash tags by making them visible to consumers on posters, banners, business cards, sidewalks, and the website during the event. Re-post those user comments that are particularly positive or interesting.

Another campaign idea is to take pictures of people being sustainable on campus with a hash tag, such as #totalgreenmove. Post the pictures on Facebook and Twitter and encourage users to tag the person if they know them. This campaign would acknowledge students randomly and may bring the office to the attention of otherwise unaware individuals. During this campaign, re-post user comments that are entertaining and/or
relate to acts of sustainability. Also, consider pairing the posted actions with a matching sustainability statistic.

Consider a social media contest with this cohort that involves engagement, i.e. posting a picture or video of themselves acting sustainably and using #WKUgreencampus, #WKUtimeforchange, or #WKUcutthecord, or a picture caption contest on Facebook. Offer prizes that reflect sustainability, such as reusable water bottles (popular brands), or solar phone chargers. Consider at least one or two larger contests throughout the year, possibly leading up to an initiative like Conservation Vacation. For these larger campaigns, offer larger prizes that still reflect sustainability, such as a Home Café and Marketplace gift certificate.

The main challenge with running social media campaigns is making people aware of them. This must involve a combination of digital and traditional media usage. I recommend sharing a digital poster across social media sites and on the webpage as well as using physical posters around campus and popular off-campus locations. Another valuable resource to utilize is the WKU Herald and major list serves, such as the monthly honors email. To judge the effectiveness of these campaigns, track the hash tag usage and use programs like Facebook analytics and Twitonomy. These programs will provide the office with detailed information on user participation, providing insight on what content/time of day receives the most interaction.

Blog

Although primary data indicated that an underwhelming 12 percent of freshman and only 7 percent of sophomores were interested receiving information from blog articles, the same group conversely indicated that they were highly interested in
information concerning healthy recipes and organic produce (Boothe). I recommend adding a blog component to the website as a method of content creation for the office. With an easily updatable content zone, the office can provide interesting information to consumers without always pushing them to alternate sources.

To keep students, faculty, and staff engaged in posts, consider requiring each intern to produce a post weekly (for example one on Monday and one on Wednesday). Get the student body involved by requesting well-known student guest bloggers.

To keep these posts interesting to the Early Engaged, focus on headlines, graphics, and brevity. Consider adapting a similar style as Buzzfeed. Make-sure posts are relevant but entertaining. This entertainment concept will encourage sharing across social media. Google Analytics can track real-time metrics for the blog as well as the website.

**Produce Vouchers**

To grab the attention and engagement of this cohort, it is important to help them feel successful. One way to do so is to remove some barriers that inhibit their success. One such barrier for college students is expense. Organic, farm-fresh produce is expensive, giving rise to students making cost equation comparisons (five meals at Taco Bell vs. one tomato). Unless a student is already very passionate about eating organic, this cost comparison may dissuade them from attempting an organic diet or even from learning more information about an organic diet. After all, who wants to hear about all the benefits of something after determining they cannot afford it?

Currently, over 40 percent of freshman and over 39 percent of sophomores indicated that they were interested or very interested in learning more about organic foods (Boothe). To make this an effective experience, I recommend working with SGA to
provide a voucher for the mobile Community Farmers Market. The bus should come to
campus periodically (once a week or once every two weeks), and accept the SGA voucher as partial payment for the produce. Unfortunately SGA can only supply a certain amount of vouchers. Therefore, this campaign should be used as a promotion to grab the attention of students who were on-the-fence about organic. However, to keep students coming back and developing good food habits, it is important to maintain student prices. Students have low amounts of discretionary income, paying five dollars for a tomato is simply unrealistic.

The second part of this campaign strategy involves placing the reasoning behind organic produce with the purchase. This means having posters on the bus that explain why GMO is bad for the body, before the purchase. The best design concept for these posters is to keep them simple, highlighting factual statistics, such as percentage of chemicals in GMO produce, or known illnesses caused by these chemicals. To take this concept one step further, I recommend giving a postcard or pamphlet to students that outlines the benefits of choosing organic as well as providing additional information.

*The Rainmakers*

The Rainmakers are very busy, highly involved upperclassman. This group is particularly important to target because they have a powerful influence with the Early Engaged cohort. The main purpose of targeting this group is to get the message out about all the opportunities available at the office to the Early Engaged individuals. Ultimately, the current Rainmakers are too busy to help the office with their talents.
Sustainability Factsheet

Consider developing the most significant WKU sustainability facts into a one-sheet that can be given to every campus ambassadorial group to be incorporated in tours and other campus presentations. I recommend personally attending each ambassadorial group’s meeting and connecting the mission of the WKU Office of Sustainability with the university’s larger goals. By emphasizing these facts as additional selling points or fun facts for tour guides, the WKU Office of Sustainability can begin pushing out its message to prospective students. The earlier students begin hearing about the program, the better.

Social Media Contest

As mentioned before, digital communications are greatly affecting consumers’ social habits. To get full use of this market’s influence, consider social media contests that center on “likes”/“followers” and “shares”/“retweets.” These will be pretty basic contests that can be announced at an in-person presentation to the group, then perpetuated online. Make sure a requirement is to “like” or “follow” the brand page, and share the contest on their timeline. The digital picture, poster shared for this event should be simple and state how people are entered to win and the prize that they may win. Consider running one or two campaigns like this throughout the year, with a larger, attractive prize such as an e-reader or tablet. Once the contest period has ended consider announcing the winner on social media with a picture. This is the type of acknowledgement millennials crave.
Organizational Presentations

The Rainmaker cohort is very busy, but can greatly propel the office’s mission if appealed to correctly. It is unlikely these students will come to the office seeking additional information, which leaves only one other option; the WKU Office of Sustainability has to come to them. The office needs to target well-known campus organizations, such as Greek organizations and put together an interactive presentation that can be given at group meetings. These interactive presentations should focus on opportunities, like the student employment positions as well as other initiatives that would allow students a unique opportunity to lead campus. A leave behind for these groups is essential; consider leaving student employment applications, a postcard pushing people online, and specialized bumper/computer stickers that advertise the WKU Office of Sustainability.

It is important that these presentations are not just a sustainability lecture, but also a demonstration where people can get involved by using their phones to visit the website, start following the social media sites, etc. It is also important to emphasis at these meetings that the office is undergoing a re-launching campaign. Consider mentioning that the office is targeting well-known leadership organizations first to invite them to join on the “ground floor.” In many ways this presentation is a pitch for engagement, emphasis all the opportunity that comes with shaping an organization.

Meeting organizations face-to-face is a great opportunity to start making a contact list for future partnership events. Consider getting the contact information of key positions, such as the president, fundraising, and public relations chairs. These will be the go-to students to propose an event partnership to.
Farm Fresh Food at the Demonstration House

This event would require a partnership with either the Community Farmers Market or a local farm fresh restaurant. I recommend inviting top WKU student leaders (the exec boards only) along with top WKU officials to the demonstration home.

The important aspect of this event is to make it a big deal. Make sure some top officials can come and present it as a networking event with live sustainability demonstrations either put on by GreenToppers or the student employees. Consider having personalized invitations to students that mention it is an exclusive event based on their leadership status. Consider having light snacks and refreshments (finger foods that people can walk and eat) that are farm-fresh—consider mentioning the farms that the foods came from or having recipe cards so people can make it themselves. Also consider having hash tags for the night that people can use to talk about the event online.

The main purpose of this event is to officially meet the student leaders, introduce them to sustainability redefined, and cause a word-of-mouth buzz around the WKU Office of Sustainability. By targeting these influencers on campus in an intimate way and sharing the advancements of the WKU Office of Sustainability, there is an opportunity to create brand advocacy on the highest levels of student leadership. Additionally, this connection will aid the office is getting permission to give group presentations to the whole organization as well as possibly enable a future partnering relationship.
The Professionals

The Professionals are also very busy individuals, balancing family life, work life, and school. The key to reaching this market is to focus on professional development as well as lifestyle changes. For this reason, I recommend targeting graduate students through workshops as well as the blog that was mentioned earlier.

Workshops

The workshops could have a variety of topics, either professional, such as how to create an environmentally friendly work environment; interest related, such as how to compost with limited space; or family friendly, such as building a birdhouse. The topic flexibility allows for potential graduate, undergraduate, and community involvement. Since this is a value-added service that could potentially have guest instructors, there is an opportunity for this to be a for profit event series. I would recommend a student price and community price based on speaker costs and consumer value. For example, building a birdhouse would require supplies and everyone would leave with a birdhouse, so this event may be slightly more expensive. To effectively advertise these events, consider using the developed email list, along with posters on campus and in the community. For the first year, I recommend testing the idea before scheduling multiple events.

Blog

Once again, primary data indicated that only 11 percent of graduate students were interested receiving information from blog articles (Boothe). However, 51 percent of the same group indicated that they were interested in receiving information from a website (Boothe). As mentioned earlier, a blog component will add a method of content creation for the office to the website.
To keep graduate students engaged in posts, consider posts that focus on an in-depth look at WKU’s sustainability and other programs around the nation. Consider having one intern post for the Early Engaged while the other posts for the Professionals. This will give the website variety, depth, and entertainment. Google Analytics can track real-time metrics for the blog as well as the website.

**Secondary Audience**

The secondary audience includes faculty, staff, and community members. These individuals are very supportive of WKU students and generally look for opportunities to help students if possible. Therefore, I have recommended possible ways for them to get invested in the office and in their students without demanding an excessive amount of time and energy.

**Nominate Students**

When looking for new student employees, I recommend that the WKU Office of Sustainability contact departments that may hold the “type” of student that is being looked for. For example, if the office is looking for a web designer, target the advertising interactive majors and computer science majors. In the email to professors, ask them for suggestions, or simply encourage them to tell students about this opportunity. Faculty and staff often interact with students on a daily basis and will have a greater insight when it comes to qualified students.
Classroom Demonstrations

After one semester of student employees, the office will be able to use those employees to recruit for new applicants. I recommend once again contacting professors in the departments that may hold the “type” student being looked for. Consider asking professors if a current student employee can come up for a five-minute recruiting presentation this will allow students to recruit students, and show the student-focus environment the WKU Office of Sustainability is seeking to achieve.

5.5 When are we communicating our message?

This advertising campaign is designed for a year with a semester of preparation. Due to the university break schedule, spring semester is the best semester for preparation. I recommend the following activities take place during the spring semester:

- Hire an interactive web designer to work part-time to develop a reactive current student website with a blog component- preferably using Wordpress
  - Insert Google Analytics code into the new website to begin tracking users
- Hire an advertising, marketing, or public relations major to start changing the tone and image of the social media sites and prepare for next year
  - Change social media handles to reflect consistent brand image
  - Change social media backgrounds and images to reflect consistent brand image
  - Create one-sheet of sustainability facts and distribute to groups (find out when they get new members)
Contact those in-charge of H4/M.A.S.T.E.R. Plan and find out how to get a presentation time.

Prepare presentation materials for H4/M.A.S.T.E.R. Plan

- Begin creating email subscription list as events occur
- April: Begin recruiting for new employees
  - Connect with Faculty and Staff for suggestions/permission to have a student come to their class
  - Hire one advertising/marketing/public relations student to implement campaign- Must be available for H4/M.A.S.T.E.R. Plan
  - Hire one student from any major- Must be available for H4/M.A.S.T.E.R. Plan
- May: Prepare for Farm Fresh Food and Demonstration

The next fall, the following campaign strategies will commence:

- H4/M.A.S.T.E.R. Plan presentations and demonstrations
- Begin blogging (2 per week)
- 1<sup>st</sup> Week of classes: Send out invitations for Farm Fresh Food event, ask RSVP by end of 2<sup>nd</sup> week
- Kick off event: Farm Fresh Event on 3<sup>rd</sup> week of classes (Hash tag event)
- Send mass email announcing new website/pointing out new features
- 4<sup>th</sup> Week: Begin visiting organizational meetings
- 4<sup>th</sup> Week: Begin social media sharing contest (keep up for 2 weeks)
- Begin preparing for produce voucher program in the spring
• October: Begin social media engagement contest (keep up for 2 weeks)

• November: Begin recruiting for new employees
  o Connect with Faculty and Staff for suggestions/permission to have a student come to their class
  o Hire one advertising/marketing/public relations student to implement campaign
  o Hire one student from any major

• November: Begin Conservation Vacation social media campaign

The next spring, the following campaign strategies will commence:

• January: Begin blogging (2 per week)

• January: Begin social media sharing campaign (keep up for 2 weeks)

• February: Begin social media engagement contest (keep up for 2 weeks)

• Consider partnering with a Greek organization for fundraising

• March: Begin Advertising for Produce Voucher Program

• Mid March: Test paid workshop class (if no interest then re-evaluate

• Begin Advertising for Earth week

• April: Begin Produce Voucher Program

• April: Begin social media Earth week campaign

• April: Earth Week- demonstrations in DSU free speech zone and colonnade area

• Mid April: Begin recruiting for new employees
  o Connect with Faculty and Staff for suggestions/permission to have a student come to their class
- Hire one advertising/marketing/public relations student to implement campaign
- Hire one student from any major
  - May: Evaluate campaign: set new campaign goals
CHAPTER 6

BUDGET

Employees:

Student part-time employees (two/semester).............................................$12,695.00

Student background checks.................................................................$200.00

Total: $12,895.00

Advertising:

Farm Fresh Event.................................................................$250.00
   Includes: Invitations, Recipe cards, and Food*

Social Media Contests.............................................................$200.00

Poster/Postcard Printing..............................................................$400.00

Website Domain and Hosting........................................................$150.00

   *Workshop

Total: $1,000.00

*Dependent on partnership/fundraising throughout the year
CHAPTER 7

SUMMARY

The WKU Office of Sustainability needs to position itself as a student leadership opportunity, inviting individuals to be agents of change within their communities. The primary barrier that the office faces in achieving this mission is lack of positive awareness.

“It’s time for a change,” is the call to action that will speak to both changing the general perception of sustainability as well as changing the actions of individuals. It is a challenge to lead, beginning with the individual and extending outward to the larger community. This idea meshes the potential for recognition and success that the target market desires with the office’s core global responsibility messaging.

To combat the lack of awareness issue, the office needs to reach out to the three identified consumer groups: The Early Engaged, The Rainmakers, and The Professionals. These three subgroups of the WKU community have proven to be influential and engaging consumers that are willing and able to help lead campus. For this reason, the campaign focuses on creating multiple, meaningful touch points with these students, encouraging information spread through recommendation. Effective implementation of
this re-branding campaign, the WKU Office of Sustainability will have a central and consistent message across platforms that can appeal to a broad community of individuals.

Raising awareness is an important foundational step toward future campaigns that the WKU Office of Sustainability may pursue. Looking toward the future, I recommend an annual survey gauging student awareness, interests, and participation in office programs, events, and initiatives. This simple survey will help gauge the success of this campaign as well as provide the office with updated information on their target market.

I recommend the office use this target market information to design future campaigns around particular initiatives or projects. For example, concentrating a campaign on one sustainable area (clean water, local food, renewable energy, or recycling) every year. Or, orchestrating a rain barrel campaign, where the office would concentrate on promoting one or two initiatives throughout the year. These campaigns would be more specific and may aim towards different target markets than those used within the general awareness campaign.

Another future recommendation I suggest is for the WKU Office of Sustainability to consider programs that would generate revenue. For example, CSA boxes from the community gardens; or, a healthy/organic monthly cooking class, where the office brings in a community member, or even student food blogger, to teach an organic/farm-fresh recipe. These types of programs would help the office increase their annual budget and increase their community reach.

Lastly, I recommend the office continue (as recommended in this current campaign plan) to reach out to incoming freshmen through H4 and M.A.S.T.E.R. Plan. It is essential to connect the WKU Office of Sustainability’s brand to potential campus
leaders early, before they are overloaded in responsibility or commitment. Continuously making this touch point will help propel positive awareness and leadership engagement levels.

Following, evaluating, and re-evaluating this campaign strategy will move the WKU Office of Sustainability from its current state of disconnect with the student body to a mutually beneficial relationship that can propel the office into a new growth in brand development. Growing, as a brand, will help establish the office as a recognizable and desirable connection on campus, thus beginning the traction needed to make large scale, lasting impacts on the community.
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10 Apr. 2014.

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2013. PDF.
APPENDIX
1. How familiar are you with the following WKU sustainability initiatives?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Never heard of it</th>
<th>Heard of it but do not know any details</th>
<th>Somewhat familiar</th>
<th>Very familiar</th>
<th>Active participant in program or initiative</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Office of Sustainability</td>
<td>419</td>
<td>242</td>
<td>164</td>
<td>60</td>
<td>11</td>
<td>896</td>
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</tr>
<tr>
<td>2</td>
<td>WKU's Energy Policy</td>
<td>485</td>
<td>250</td>
<td>138</td>
<td>19</td>
<td>4</td>
<td>896</td>
<td>1.67</td>
</tr>
<tr>
<td>3</td>
<td>Rainwater collection for irrigation</td>
<td>517</td>
<td>199</td>
<td>146</td>
<td>33</td>
<td>1</td>
<td>896</td>
<td>1.66</td>
</tr>
<tr>
<td>4</td>
<td>WKU Energy Kiosk</td>
<td>727</td>
<td>127</td>
<td>34</td>
<td>7</td>
<td>1</td>
<td>896</td>
<td>1.25</td>
</tr>
<tr>
<td>5</td>
<td>WKU single-stream recycling</td>
<td>628</td>
<td>149</td>
<td>75</td>
<td>29</td>
<td>15</td>
<td>896</td>
<td>1.50</td>
</tr>
<tr>
<td>6</td>
<td>Local food for everyone initiative</td>
<td>571</td>
<td>155</td>
<td>116</td>
<td>45</td>
<td>9</td>
<td>896</td>
<td>1.62</td>
</tr>
<tr>
<td>7</td>
<td>Fair Trade purchasing options on campus</td>
<td>583</td>
<td>145</td>
<td>121</td>
<td>35</td>
<td>12</td>
<td>896</td>
<td>1.60</td>
</tr>
<tr>
<td>8</td>
<td>Big Red Bikes</td>
<td>397</td>
<td>144</td>
<td>210</td>
<td>122</td>
<td>23</td>
<td>896</td>
<td>2.14</td>
</tr>
<tr>
<td>9</td>
<td>LEED Building Certification</td>
<td>662</td>
<td>82</td>
<td>80</td>
<td>66</td>
<td>6</td>
<td>896</td>
<td>1.52</td>
</tr>
<tr>
<td>10</td>
<td>AASHE Star Certification</td>
<td>767</td>
<td>76</td>
<td>33</td>
<td>15</td>
<td>5</td>
<td>896</td>
<td>1.23</td>
</tr>
<tr>
<td>11</td>
<td>Green Toppers</td>
<td>505</td>
<td>176</td>
<td>147</td>
<td>51</td>
<td>17</td>
<td>896</td>
<td>1.77</td>
</tr>
<tr>
<td>12</td>
<td>The Community Farmers Market</td>
<td>227</td>
<td>164</td>
<td>268</td>
<td>174</td>
<td>63</td>
<td>896</td>
<td>2.65</td>
</tr>
</tbody>
</table>
### 2. How did you learn about above initiative(s)? (Check all that apply)

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>At a WKU sustainability event (i.e. Earth Day)</td>
<td>108</td>
<td>12%</td>
</tr>
<tr>
<td>2</td>
<td>WKU Office of Sustainability website</td>
<td>63</td>
<td>7%</td>
</tr>
<tr>
<td>3</td>
<td>Email</td>
<td>256</td>
<td>29%</td>
</tr>
<tr>
<td>4</td>
<td>Facebook</td>
<td>111</td>
<td>12%</td>
</tr>
<tr>
<td>5</td>
<td>Twitter</td>
<td>22</td>
<td>2%</td>
</tr>
<tr>
<td>6</td>
<td>Professor</td>
<td>150</td>
<td>10%</td>
</tr>
<tr>
<td>7</td>
<td>Another student</td>
<td>328</td>
<td>37%</td>
</tr>
<tr>
<td>8</td>
<td>The Herald</td>
<td>122</td>
<td>14%</td>
</tr>
<tr>
<td>9</td>
<td>Posters</td>
<td>223</td>
<td>25%</td>
</tr>
<tr>
<td>10</td>
<td>Other</td>
<td>130</td>
<td>16%</td>
</tr>
<tr>
<td>11</td>
<td>I have not heard of any of the above initiatives</td>
<td>134</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Other**

- Stumbling across
- WK news
- Participated in an eye tracking lab
- Walking by
- Their bus on campus
- WKU ALIVE Center
- I only know about big red bikes because I want to rent one out
- Local Foods class
- I am a BG native who does not live in the dorms. I have never heard of any of these programs except for Green Toppers, I heard about it through my sister (Alpha Delta Pi member). I know about the market because I am from here.
- I am an employee
- Community articles in new paper and other magazines
- I live in Bowling Green
- Don’t remember
- Master Plan
- Aware of LEED through my organization, not WKU
- Websites
- MASTER Plan
- Customers from work
- Visited farmers market
- Sga
- I have driven past the Office of Sustainability and the Community Farmers Market. My friends were involved with the Fair Trade movement on campus 3 years ago.
- Saw Community Farmer’s market being done and wanted to check it out.
- I drive by the farmers market
- In action
- Ag classes
- Hon 251 lecture
I have heard of recycling because I came to WKU and specifically sought it out. Recycle bins on the Glasgow campus
New spaper
Saw recycling bins and bike station; E-mail about turning off lights in parking lots over winter break
Wkuaid
Once, I read the sign outside of Gary Ransdale Hall that talks about how the building is environment friendly.
Saw trash cans, etc around campus
Noticed Farmer's Market by driving by.
Parents
I hear about the Farmers Market on the news (WBKO) and a lady from the Office of Sustainability came to talk to my HON 251 class one day
just being on campus
People talking
Cow orker
word of mouth
Walking by a location
observations throughout WKU campus
Just on campus
I live sustainably, therefore I'm interested
SGA
Ecology club/AASHE conference
working on campus
MasterPlan
Saw them while passing
Local new spaper
Farmers market: radio
We had similar initiatives at my undergraduate college campus
Farmers Market: Radio
Farmers
Around Campus
wk u w ebsite
Class
WKU w ebsite
WellU
Honors Colloquial Course
around tow n
saw recycling bins on campus
master plan
By visiting the farmers market and researching sustainability on my own
word of mouth
Community and friends
Class
family
GreenToppers-Glasgow
Working for Public Affairs
surveys like this
WKU AID
energy policy through requirements during shut down times.
Not sure
Just seeing it on campus.
being around campus
I don't remember
building signage
Founding Member of the WKU-Glasgow Greentoppers
Radio
Community farmers market, tours, honors 251
unsure
Signs on Campus About Initiatives
Drove by it
Sustainability administrators
Dr. Phelps honors class
WKU Information Session
I have passed the farmer's market before while driving and heard about it from coworkers who participate in it.
I've seen the "Farmers Market" bus.
seen at campus once
Seeing the bikes around campus
just walking around and reading signs that have information written on them and the like
I have been to the Farmers Market.
orientation
I thought there might be some sort of energy conservation program because lights go off after a short time of inactivity.
Resident Assistants and Hall Directors
I passed by the Community Farmer's Market
The truck driving around to collect Recycled materials (the labeling on the truck)
Observation
Came to club meetings
Family

3. How familiar are you with the following WKU sustainability events?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Never heard of it</th>
<th>Heard of it but do not know any details</th>
<th>Somewhat familiar</th>
<th>Very Familiar</th>
<th>Active Participant</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Annual Earth Day Festival</td>
<td>362</td>
<td>212</td>
<td>159</td>
<td>63</td>
<td>30</td>
<td>826</td>
<td>2.02</td>
</tr>
<tr>
<td>2</td>
<td>Sustainability speaker series</td>
<td>622</td>
<td>122</td>
<td>58</td>
<td>17</td>
<td>7</td>
<td>826</td>
<td>1.38</td>
</tr>
<tr>
<td>3</td>
<td>Sustainability movie series</td>
<td>671</td>
<td>95</td>
<td>44</td>
<td>10</td>
<td>6</td>
<td>826</td>
<td>1.29</td>
</tr>
<tr>
<td>4</td>
<td>Winter break &quot;Conservation Vacation&quot;</td>
<td>591</td>
<td>90</td>
<td>78</td>
<td>45</td>
<td>22</td>
<td>826</td>
<td>1.57</td>
</tr>
<tr>
<td>5</td>
<td>Annual Reduce Your Use Campaign</td>
<td>422</td>
<td>151</td>
<td>158</td>
<td>65</td>
<td>30</td>
<td>826</td>
<td>1.95</td>
</tr>
<tr>
<td>6</td>
<td>WKU Ride Sharing Program - Alternate Rides</td>
<td>483</td>
<td>199</td>
<td>113</td>
<td>25</td>
<td>6</td>
<td>826</td>
<td>1.63</td>
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<tr>
<td>7</td>
<td>Lighten Your Load move out program</td>
<td>632</td>
<td>69</td>
<td>63</td>
<td>43</td>
<td>19</td>
<td>826</td>
<td>1.48</td>
</tr>
<tr>
<td>8</td>
<td>Cardboard Drive move in program</td>
<td>671</td>
<td>75</td>
<td>47</td>
<td>24</td>
<td>9</td>
<td>826</td>
<td>1.34</td>
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</table>
4. How often do you participate in the following WKU sustainability events?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Often</th>
<th>Always</th>
<th>I don't know</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Annual Earth Day Festival</td>
<td>629</td>
<td>64</td>
<td>70</td>
<td>26</td>
<td>23</td>
<td>12</td>
<td>826</td>
<td>1.53</td>
</tr>
<tr>
<td>2</td>
<td>Sustainability speaker series</td>
<td>735</td>
<td>44</td>
<td>25</td>
<td>9</td>
<td>0</td>
<td>13</td>
<td>826</td>
<td>1.23</td>
</tr>
<tr>
<td>3</td>
<td>Sustainability movie series</td>
<td>756</td>
<td>33</td>
<td>20</td>
<td>4</td>
<td>0</td>
<td>13</td>
<td>826</td>
<td>1.18</td>
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<tr>
<td>4</td>
<td>Winter break &quot;Conservation Vacation&quot;</td>
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<td>20</td>
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<tr>
<td>5</td>
<td>Annual Reduce Your Use Campaign</td>
<td>608</td>
<td>55</td>
<td>80</td>
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<td>29</td>
<td>16</td>
<td>826</td>
<td>1.64</td>
</tr>
<tr>
<td>6</td>
<td>WKU Ride Sharing Program - Alternate Rides</td>
<td>754</td>
<td>32</td>
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<td>14</td>
<td>826</td>
<td>1.20</td>
</tr>
<tr>
<td>7</td>
<td>Lighten Your Load move out program</td>
<td>710</td>
<td>34</td>
<td>37</td>
<td>14</td>
<td>12</td>
<td>19</td>
<td>820</td>
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<td>8</td>
<td>Cardboard Drive move in program</td>
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<td>22</td>
<td>9</td>
<td>7</td>
<td>18</td>
<td>826</td>
<td>1.27</td>
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</table>

5. How did you learn about above event(s) that you attended? (Check all that apply)

<table>
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<th>#</th>
<th>Answer</th>
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<tr>
<td>1</td>
<td>WKU Office of Sustainability website</td>
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</tr>
<tr>
<td>2</td>
<td>WKU events calendar</td>
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</tr>
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<td>3</td>
<td>Email</td>
<td>209</td>
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</tr>
<tr>
<td>4</td>
<td>Facebook</td>
<td>11</td>
<td>1%</td>
</tr>
<tr>
<td>5</td>
<td>Twitter</td>
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</tr>
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<td>6</td>
<td>Professor</td>
<td>154</td>
<td>19%</td>
</tr>
<tr>
<td>7</td>
<td>Another Student</td>
<td>62</td>
<td>8%</td>
</tr>
<tr>
<td>8</td>
<td>The Herald</td>
<td>153</td>
<td>19%</td>
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<td>9</td>
<td>Posters</td>
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<td>14%</td>
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<td>10</td>
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<td>12</td>
<td>Other</td>
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<td>Description</td>
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<td></td>
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<td>--------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Former RA</td>
<td>I am an employee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publicly known events</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sara Hutchinson</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meredith Hall Director</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>When I lived on campus, the dorm had “Lighten Your Load” boxes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residence Halls</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WKUad</td>
<td>Resident Assistants in the dorms.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WKU HRL</td>
<td>I did not attend any events.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td>Through my sorority</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I heard of them but didn’t go</td>
<td>Ecology club</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have never heard about most of them</td>
<td>Did not attend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Just being on campus</td>
<td>As stated above, I have never heard of them, or I would have possibly attended. Most of what you are surveying is of great interest to me. Unfortunately, the publicity for said events are poor.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustainability administrators</td>
<td>I have never attended any of the events.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GreenToppers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resident Assistant and Hall Directors</td>
<td>HRL: David Baskett</td>
<td></td>
<td></td>
</tr>
<tr>
<td>moving in and out of dorm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>forced to for the conservation vacation event</td>
<td>I’m a compulsive shutter off of lights and stingy with paper towel use.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


6. How often do you participate in the following sustainable activities?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Never</th>
<th>Less than Once a Month</th>
<th>Once a Month</th>
<th>2-3 Times a Month</th>
<th>Once a Week</th>
<th>2-3 Times a Week</th>
<th>Daily</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Turn off the lights when leaving a room</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>10</td>
<td>31</td>
<td>740</td>
<td>795</td>
<td>6.85</td>
</tr>
<tr>
<td>2</td>
<td>Use a reusable water bottle</td>
<td>82</td>
<td>57</td>
<td>33</td>
<td>47</td>
<td>58</td>
<td>102</td>
<td>418</td>
<td>795</td>
<td>5.41</td>
</tr>
<tr>
<td>3</td>
<td>Recycle paper, plastic, or other recyclables</td>
<td>82</td>
<td>73</td>
<td>62</td>
<td>71</td>
<td>73</td>
<td>110</td>
<td>324</td>
<td>795</td>
<td>5.02</td>
</tr>
<tr>
<td>4</td>
<td>Purchase local food or items</td>
<td>116</td>
<td>154</td>
<td>138</td>
<td>137</td>
<td>95</td>
<td>78</td>
<td>77</td>
<td>795</td>
<td>3.61</td>
</tr>
<tr>
<td>5</td>
<td>Purchase organic food</td>
<td>206</td>
<td>109</td>
<td>103</td>
<td>101</td>
<td>77</td>
<td>44</td>
<td>35</td>
<td>795</td>
<td>2.78</td>
</tr>
<tr>
<td>6</td>
<td>Turn off water when brushing your teeth</td>
<td>99</td>
<td>25</td>
<td>13</td>
<td>17</td>
<td>23</td>
<td>64</td>
<td>554</td>
<td>795</td>
<td>5.83</td>
</tr>
<tr>
<td>7</td>
<td>Choose walking or riding a bike over driving</td>
<td>206</td>
<td>111</td>
<td>58</td>
<td>72</td>
<td>43</td>
<td>85</td>
<td>218</td>
<td>795</td>
<td>3.95</td>
</tr>
<tr>
<td>8</td>
<td>Unplug appliances or electronics when not in use</td>
<td>195</td>
<td>88</td>
<td>65</td>
<td>64</td>
<td>63</td>
<td>110</td>
<td>212</td>
<td>795</td>
<td>4.12</td>
</tr>
<tr>
<td>9</td>
<td>Carpool</td>
<td>231</td>
<td>82</td>
<td>72</td>
<td>101</td>
<td>109</td>
<td>116</td>
<td>84</td>
<td>795</td>
<td>3.59</td>
</tr>
<tr>
<td>10</td>
<td>Purchase eco-friendly light bulbs</td>
<td>191</td>
<td>248</td>
<td>125</td>
<td>77</td>
<td>33</td>
<td>21</td>
<td>102</td>
<td>795</td>
<td>2.98</td>
</tr>
<tr>
<td>11</td>
<td>Purchase eco-friendly cleaning supplies</td>
<td>305</td>
<td>222</td>
<td>120</td>
<td>67</td>
<td>23</td>
<td>17</td>
<td>41</td>
<td>795</td>
<td>2.37</td>
</tr>
<tr>
<td>12</td>
<td>Purchase items made with recycled materials</td>
<td>100</td>
<td>187</td>
<td>175</td>
<td>180</td>
<td>69</td>
<td>42</td>
<td>56</td>
<td>795</td>
<td>3.34</td>
</tr>
</tbody>
</table>
### 7. How interested are you in learning more about the following?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>No interest</th>
<th>Somewhat interested</th>
<th>Interested</th>
<th>Very interested</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Local and organic produce</td>
<td>21.41%</td>
<td>26.15%</td>
<td>26.15%</td>
<td>26.28%</td>
<td>780</td>
<td>2.57</td>
</tr>
<tr>
<td>2</td>
<td>The Community Farmers Market</td>
<td>13.46%</td>
<td>24.49%</td>
<td>31.41%</td>
<td>30.64%</td>
<td>780</td>
<td>2.79</td>
</tr>
<tr>
<td>3</td>
<td>Healthy recipes</td>
<td>10.64%</td>
<td>21.15%</td>
<td>29.87%</td>
<td>38.33%</td>
<td>780</td>
<td>2.96</td>
</tr>
<tr>
<td>4</td>
<td>Energy saving techniques</td>
<td>13.46%</td>
<td>26.79%</td>
<td>30.38%</td>
<td>29.36%</td>
<td>780</td>
<td>2.76</td>
</tr>
<tr>
<td>5</td>
<td>Clean water issues around the world</td>
<td>18.72%</td>
<td>28.33%</td>
<td>28.97%</td>
<td>23.97%</td>
<td>780</td>
<td>2.58</td>
</tr>
<tr>
<td>6</td>
<td>Climate change</td>
<td>28.59%</td>
<td>27.95%</td>
<td>23.46%</td>
<td>20.00%</td>
<td>780</td>
<td>2.35</td>
</tr>
<tr>
<td>7</td>
<td>WKU energy policies</td>
<td>35.00%</td>
<td>31.92%</td>
<td>19.87%</td>
<td>13.21%</td>
<td>780</td>
<td>2.11</td>
</tr>
<tr>
<td>8</td>
<td>WKU recycling policies</td>
<td>31.41%</td>
<td>31.92%</td>
<td>21.54%</td>
<td>15.13%</td>
<td>780</td>
<td>2.20</td>
</tr>
<tr>
<td>9</td>
<td>General WKU campus sustainability initiatives</td>
<td>30.64%</td>
<td>33.97%</td>
<td>21.15%</td>
<td>14.23%</td>
<td>780</td>
<td>2.19</td>
</tr>
<tr>
<td>10</td>
<td>How to compost</td>
<td>41.03%</td>
<td>22.95%</td>
<td>18.59%</td>
<td>17.44%</td>
<td>780</td>
<td>2.12</td>
</tr>
<tr>
<td>11</td>
<td>Growing organic produce</td>
<td>38.59%</td>
<td>23.33%</td>
<td>19.62%</td>
<td>18.46%</td>
<td>780</td>
<td>2.18</td>
</tr>
<tr>
<td>12</td>
<td>WKU sustainability clubs and organizations</td>
<td>48.72%</td>
<td>26.92%</td>
<td>12.31%</td>
<td>12.05%</td>
<td>780</td>
<td>1.88</td>
</tr>
<tr>
<td>13</td>
<td>Sustainable speakers on campus</td>
<td>49.74%</td>
<td>26.92%</td>
<td>12.56%</td>
<td>10.77%</td>
<td>780</td>
<td>1.84</td>
</tr>
<tr>
<td>14</td>
<td>Sustainable movie nights</td>
<td>50.64%</td>
<td>26.03%</td>
<td>12.56%</td>
<td>10.77%</td>
<td>780</td>
<td>1.83</td>
</tr>
<tr>
<td>15</td>
<td>General WKU sustainability events</td>
<td>40.26%</td>
<td>32.05%</td>
<td>16.41%</td>
<td>11.28%</td>
<td>780</td>
<td>1.99</td>
</tr>
</tbody>
</table>
## 8. How would you prefer to learn this information? (Check all that apply)

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Annual Earth Day Festival</td>
<td>209</td>
<td>27%</td>
</tr>
<tr>
<td>2</td>
<td>Brochures, Pamphlets, Postcards</td>
<td>212</td>
<td>27%</td>
</tr>
<tr>
<td>3</td>
<td>Posters, Banners</td>
<td>265</td>
<td>37%</td>
</tr>
<tr>
<td>4</td>
<td>Website</td>
<td>328</td>
<td>42%</td>
</tr>
<tr>
<td>5</td>
<td>Blog Articles</td>
<td>100</td>
<td>13%</td>
</tr>
<tr>
<td>6</td>
<td>Major Media Sources (i.e. CNN, Fox News etc.)</td>
<td>119</td>
<td>15%</td>
</tr>
<tr>
<td>7</td>
<td>Facebook Posts</td>
<td>244</td>
<td>31%</td>
</tr>
<tr>
<td>8</td>
<td>Email</td>
<td>430</td>
<td>55%</td>
</tr>
<tr>
<td>9</td>
<td>E-books, E-magazines, E-newspapers</td>
<td>43</td>
<td>6%</td>
</tr>
<tr>
<td>10</td>
<td>Twitter</td>
<td>94</td>
<td>12%</td>
</tr>
<tr>
<td>11</td>
<td>From another student</td>
<td>190</td>
<td>24%</td>
</tr>
<tr>
<td>12</td>
<td>From a professor</td>
<td>202</td>
<td>26%</td>
</tr>
<tr>
<td>13</td>
<td>Guest speakers</td>
<td>133</td>
<td>17%</td>
</tr>
<tr>
<td>14</td>
<td>Other</td>
<td>29</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Other

- Herald
- local radio or TV (saves over handing out paper products)
- Not interested.
- Why isn't "a book" an option?
- HRL
- Parents
- workshop
- I would like to not hear about it
- I don't want to learn about the above information.
- A sustainability course
- Word of Mouth
- Campus Billboards
- Reading a book
- This may be wrong, but I am not really concerned with learning more about this topic at the moment and if I were I would research it on my own.
- marketing across campus in person
- not at all
- Making Options for Distance Learners to participate.
- Come to my dorm and host a session
- Conversation
- Student organizations I am currently involved with
- Herald or NPR
### 9. Gender

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>220</td>
<td>28%</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>558</td>
<td>72%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>778</td>
<td>100%</td>
</tr>
</tbody>
</table>

### 10. Age

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18</td>
<td>53</td>
<td>8%</td>
</tr>
<tr>
<td>2</td>
<td>19</td>
<td>99</td>
<td>13%</td>
</tr>
<tr>
<td>3</td>
<td>20</td>
<td>112</td>
<td>14%</td>
</tr>
<tr>
<td>4</td>
<td>21</td>
<td>97</td>
<td>12%</td>
</tr>
<tr>
<td>5</td>
<td>22</td>
<td>87</td>
<td>11%</td>
</tr>
<tr>
<td>6</td>
<td>23 or older</td>
<td>320</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>778</td>
<td>100%</td>
</tr>
</tbody>
</table>

### 11. Enrollment Status

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Part Time</td>
<td>142</td>
<td>19%</td>
</tr>
<tr>
<td>2</td>
<td>Full Time</td>
<td>627</td>
<td>81%</td>
</tr>
<tr>
<td>3</td>
<td>Not Enrolled</td>
<td>9</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>778</td>
<td>100%</td>
</tr>
</tbody>
</table>

### 12. Residence

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>On Campus</td>
<td>234</td>
<td>30%</td>
</tr>
<tr>
<td>2</td>
<td>Off Campus</td>
<td>544</td>
<td>70%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>778</td>
<td>100%</td>
</tr>
</tbody>
</table>

### 13. Class Identification

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Freshman</td>
<td>108</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>Sophomore</td>
<td>115</td>
<td>15%</td>
</tr>
<tr>
<td>3</td>
<td>Junior</td>
<td>150</td>
<td>19%</td>
</tr>
<tr>
<td>4</td>
<td>Senior</td>
<td>237</td>
<td>30%</td>
</tr>
<tr>
<td>5</td>
<td>Graduate</td>
<td>133</td>
<td>17%</td>
</tr>
<tr>
<td>6</td>
<td>WKU Faculty/Staff</td>
<td>26</td>
<td>3%</td>
</tr>
<tr>
<td>7</td>
<td>Other</td>
<td>10</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>778</td>
<td>100%</td>
</tr>
</tbody>
</table>

### 14. Ethnicity

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>African American</td>
<td>36</td>
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</tr>
<tr>
<td>2</td>
<td>Asian</td>
<td>13</td>
<td>2%</td>
</tr>
<tr>
<td>3</td>
<td>Latino/Hispanic</td>
<td>12</td>
<td>2%</td>
</tr>
<tr>
<td>4</td>
<td>Native American</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>5</td>
<td>White/ Caucasian</td>
<td>683</td>
<td>89%</td>
</tr>
<tr>
<td>6</td>
<td>Other</td>
<td>20</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>778</td>
<td>100%</td>
</tr>
</tbody>
</table>
### Other

- human
- African American/Caucasian
- Mixed
- this is identifying information
- Decline to answer
- Biracial white and black
- Martian
- Ginger
- Black
- A bit of most
- Biracial
- Multiracial
- American
- Mixed
- White/Japanese

---

#### 15. Would you like to be entered in a drawing to win an iTunes gift card?  

<table>
<thead>
<tr>
<th></th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>673</td>
<td>87%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>105</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>778</td>
<td>100%</td>
</tr>
</tbody>
</table>