



Xavier University of Louisiana 2020 RecycleMania Case Study

1. Contact info (name, department, school, email, phone)

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2. Focus of Case study - The focus of the case study is based on the techniques used to engage key campus stakeholders to ensure success for a first time participation in the Recyclemania competition.

3. Detailed description of campaign component:

For our program, the key stakeholders were students and faculty on the main campus. To engage our stakeholders, we posted flyers on all school related social media accounts and sent out program information via email to encourage participation in the event. We advertised posters in various campus buildings as well as participated in the Game day recycling event to spread awareness about the competition as much as possible. We also began building a relationship with the student sustainability club in order to start getting student input and influence in our recycling practices and needs.

4. Planning steps & timeline to implement:

FALL

- Preliminary meeting to brainstorm ideas with staff and students
- Delegate start-up tasks between staff and students (i.e. create a weighing system, develop event and flyer ideas, create a list and reach out to sponsors, etc.)

SPRING (Pre-competition)

- Meet with all invested parties to complete a schedule of events
- Gathered materials and began designing flyers
- Create a posting campaign schedule and design posts for social media accounts: Instagram, Facebook, Twitter
- Practice week of monitoring recycling and tracking weights

SPRING (Competition start)

- Disseminated flyers and emails throughout campus
- Weekly social media posts and activities
- Began tracking weights daily for competition

5. Resources and stakeholders involved

The Office of Facility Planning & Management mainly funded this program with the assistance of our housekeeping contractor for the recycling supplies (liners). Budget was minimal for this project, with most funds going towards office supplies to produce flyers and monthly fees for custodial and recycling services. XulaGOGreen, a student sustainability organization, helped provide volunteers for outreach events along with the Office of Facility Planning & Management.

6. Describe the Results of this campaign component

- a. General results (*ex: attracted attention of campus president, campus paper did a news story on the event, etc.*)

Campus administration, faculty and staff became more aware of FPM's recycling initiative and students are now moderately engaged in the recycling efforts on campus. XULA's student led sustainability organization sent out information to the campus and helped the Office of Facility Planning & Management with recycling promotion efforts. With this being our first year of participation, we foresee potential for exponential growth in participation in our recycling efforts in the future. The main purpose of this year's participation was to start getting students involved in our recycling efforts and to let the campus community know we are serious about recycling.

- b. Specific measurable impact figures, if applicable (*Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more, etc., 250 people engaged, etc.*)

For the last three years we have worked at incorporating recycling into the campus culture and have had steadily growing success. As we continue to become more coordinated in our efforts, we have started seeing gradual increases in campus awareness and participation in recycling. We have moved from students disinterest and disuse of the program to weekly work orders and calls from students, faculty and staff requesting recycling collection or issues. At XULA for our whole campus recycling, we registered an increase of about 25% of recyclable materials reported on a monthly basis.

7. What would you do differently in the future?

In the future, we will start promoting the event sooner to get more optimal results. Additionally we will incorporate numerous smaller in-house events to garner excitement, leading up the main event. Having the current pandemic hindered our efforts in some aspects but we still had a positive experience and will be more prepared for future competitions.

8. What advice would you give to another college that wanted to do a similar effort?

We suggest that any school competing for the first time make sure their logistics are in order. Create your weighing system first, designate your volunteers and helpers, create a schedule of events/activities and find sponsors if possible. Work closely with your custodial and recycling/waste contractor to ensure support. Once that is squared away, prepare at least three months in advance for the competition and participate in the pre-season activities and utilize as many resources as possible such as the flier, graphics, etc. provided by Recyclemania.

9. Photos and Graphics



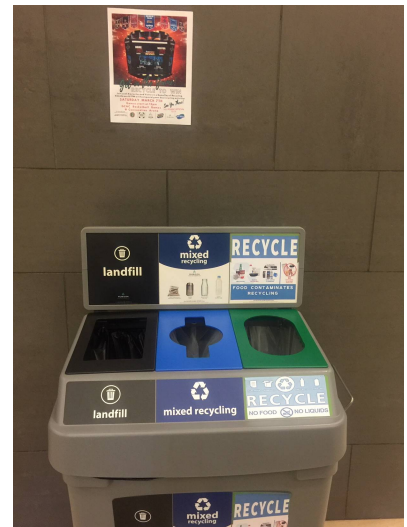
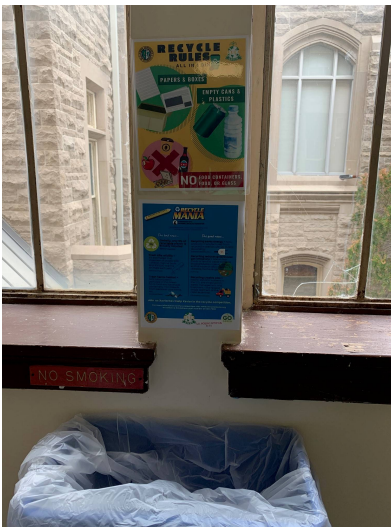
Game Day contest set up for recycling at a basketball event.



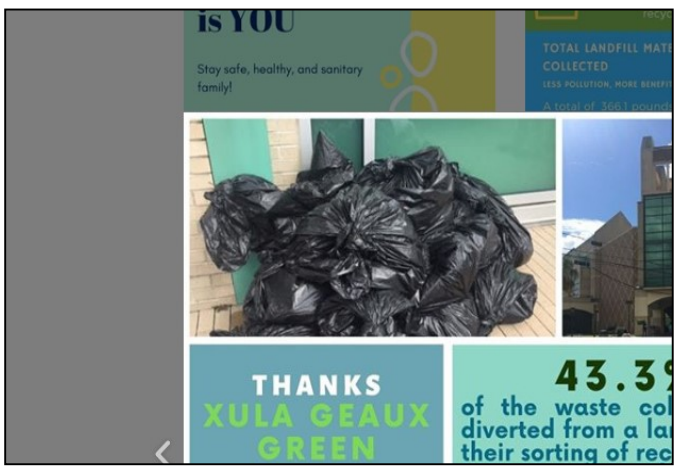
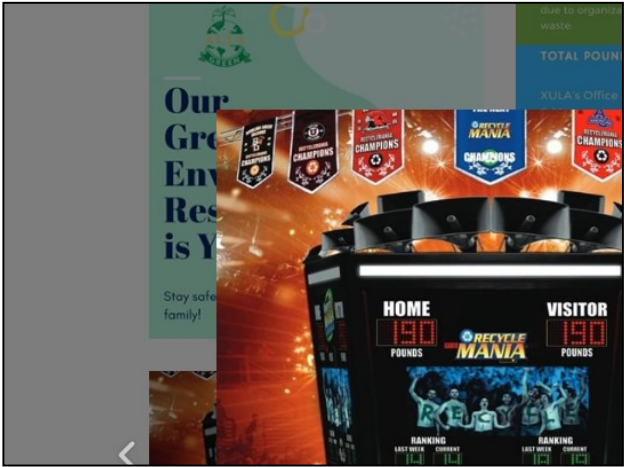
Example of some Game Day giveaways donated by staff



Contest winners posing in front of donated signage from Rubicon Global



Flyers posted by all recycle stations and cans advertising Recyclemania and Game Day recycling. They were posted in classrooms as well.



Example Instagram posts for events leading up to Recyclemania and the Game Day event