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## CASE STUDY TEMPLATE

### 1. Contact info

Pavan Kumar Muddanna, M.S.

Recycling Coordinator

Radford University

Phone No: 540-831-7207

Email – [pmuddanna@radford.edu](mailto:pmuddanna@radford.edu)

Websites – [www.radford.edu/recycling](http://www.radford.edu/recycling)

Like us - [www.facebook.com/rusustainability](https://www.facebook.com/rusustainability)

Follow us - [www.twitter.com/sustainable\\_RU](https://www.twitter.com/sustainable_RU)

### 2. Choose type of promotion

✓ **Activity**

b. Display

c. Poster, banner, other print display

d. Communication outreach (print, radio, email, etc)

e. Video

f. Other

### 3. General description of Promotion

In celebration of this year's RecycleMania Tournament and the Winter Olympic Games, the Recycling Department at Radford University hosted our first annual Shred-A-Thon. This was a free one-day event where we scheduled a mobile shredding truck to come to our campus to allow a convenient and secure way to dispose unwanted documents while promoting recycling to our campus community. For this event, we designated four campus locations for the shredding truck to stop at. At each location, the truck stopped for approximately one hour allowing campus students, staff, faculty, and departments (with a campus I.D.) to bring their unwanted documents to be shredded on site and later recycled. In this effort, we were aiming to create the sense of a marathon or team relay by collecting as much paper waste as possible by the end of the last stop, in a campus-wide effort to recycle and safely divert sensitive documents from the landfill.

At the same time, this event allowed us to further our RecycleMania goals by getting the campus actively engaged in recycling. We emphasized campus participation through encouraging office and departmental clean outs to help our campus work towards our tournament recycling goal. Additionally, during the event we were able to explain more about RecycleMania to each participant and personally recruit them to increase their recycling rate. As a part of this effort, we handed out recycling cards with more information about our recycling program. This was a great way for us to achieve greater campus engagement while advertising for RecycleMania and encouraging recycling in general. From this event, we also received a lot of positive feedback



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from participants requesting we host another Shred-A-Thon. Overall, this successful event helped us reach out to the Radford University campus community to initiate greater recycling participation on behalf of our involvement in the RecycleMania Tournament.

#### **4. Planning Steps to Prepare for Promotion**

*List out in bullet format each of the steps involved in planning. Example: Requesting special funding, recruiting volunteers, administrative permissions required, creation of displays.*

- Choose a date for the Shred-A-Thon.
- Obtain different Departments/University approval for event.
- Schedule/confirm a mobile shredding truck to come to the campus.
- Pick a theme or create a name for the event.
- Choose several campus locations for the truck to stop at.
- Decide how long the truck should stop at each location.
- Speak with University Parking to see if those locations are feasible for the truck to access.
- Advertise for the event – create a flier with a map of stop locations and times and create recycling cards with information about campus recycling programs to hand out at event.
- Send several campus wide emails and post to social media to encourage participation and inform about important details such as date, times, locations, departmental shredding approval forms, etc.
- Make sure all campus departments are aware that they must receive approval from Virginia State Library and Archives before they are able to shred public records.
- On the day of the event: post signs at each shredding location marking that location announcing the event and the times the shredding truck will stop at that spot.
- Show up to the event with several co-workers or volunteers.
- Check in participants.
- Shred! - Take pictures during the event and post photos & videos to social media.
- Collect weight from vendor after the event.

#### **5. Resources and people involved**

*Explain what budget or in-kind resources were needed, what, if any, campus departments or groups supported the effort, and what staff or volunteers were involved.*

The Shred-A-Thon required a handful of resources to create a successful event. Since our University does not own an industrial size mobile paper shredder, we opted to hire a mobile shredding truck to come to our campus. Thus, our budget was \$500 to pay for this cost. Other resources that were used were mainly print and digital including campus wide emails to advertise the Shred-A-Thon as well as a few fliers to post at each location on the day of the event. The primary departments involved in supporting the event were our campus Recycling and Sustainability Departments. During the Shred-A-Thon, we had a team of four people to direct, check-in, and help participants shred their paper waste. Our team consisted of our campus Recycling Coordinator, Sustainability Coordinator and two work-study students.



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**6. Describe the Results of the Promotion**

*Explain both the general results of the promotion (ex: attracted attention of campus president, campus paper did a news story on the event, etc.) and any measurable impact figures (ex: We collected 1,500 lbs. of scrap electronics, Reduced the amount of food waste from tray-less dining promotion by 2,000 lbs., 230 people signed pledged to bring own water bottle to campus)*

Our event had several positive outcomes. The first and most important was that we were able to divert sensitive paper waste from entering the landfill by providing a safe way for our community to shred and recycle their confidential documents. From this, we were able to generate an additional 5,160 pounds that went towards our RecycleMania Tournament recycling goal. On the other hand, we were also given an opportunity to continue conversation about recycling on campus to students, staff, and faculty in a personal and grass roots way. In having face to face dialogue about recycling we were able to target what concerns and questions our campus community have about recycling and what they can do to help our recycling effort. Additionally, with the large truck and line of boxes waiting to be shredded, it was hard not to turn some heads and spread awareness about recycling and safe document destruction.

**7. What would you do differently in the future?**

With the response we had, we would like to consider hosting one Shred-A-Thon event each semester. During and after the event we received several requests to host another Shred-A-Thon from both enthusiastic participants and departments who were unable to make it on that particular day. Planning wise, we would like to advertise more and using different methods to target different groups. To do this, we are considering calling certain departments closer to the event to remind them of the Shred-A-Thon. We hope that this personal interaction will motivate departments and individuals to clean out their offices. We would also like to post more on-campus signage to recruit more students and staff who may have glanced over the email. We hope that with the additional advertising we will be able to attract more attention and increase participation for our next Shred-A-Thon event.

## **Examples of Promotional Materials:**



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**SHREAD-A-THON EVENT**

FEBRUARY 20, 2014

A FREE EVENT OPEN TO ALL DEPARTMENTS, STUDENTS, FACULTY & STAFF (WITH RU ID) WHERE UNWANTED DOCUMENTS CAN BE SAFELY & SECURELY SHREDDED.

**TIMES & LOCATIONS**

**12:00 PM - 12:45 PM**  
 LOT E NEAR ARMSTRONG BUILDING

**1:00 PM – 1:45 PM**  
 BONNIE PLAZA

**2:00 PM – 2:45 PM**  
 LOT DD NEAR HETH CLOCK TOWER

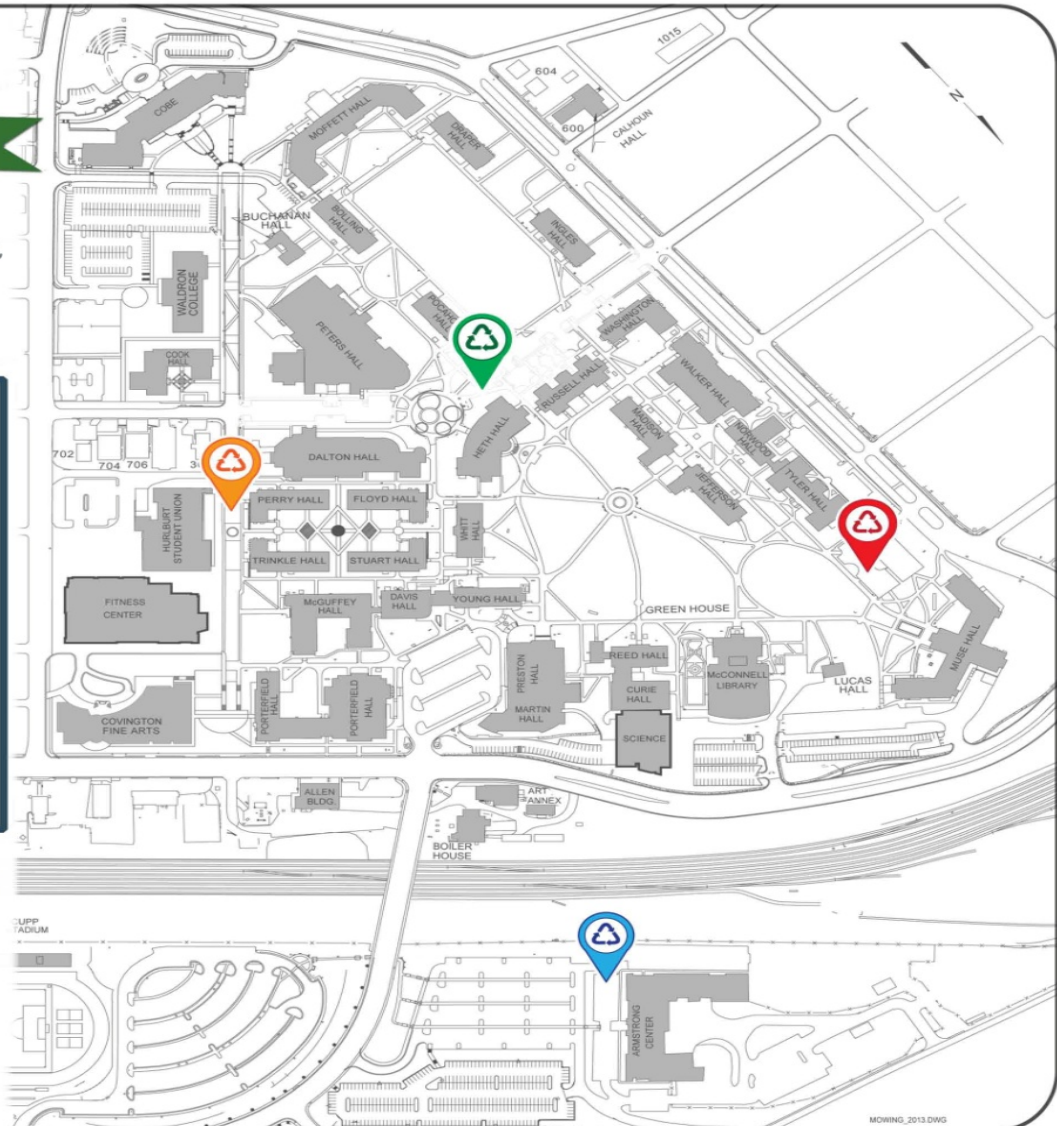
**3:00 PM – 3:45 PM**  
 LOT F NEAR MUSE AND TYLER HALLS

\*PLEASE REMEMBER TO BRING YOUR RU ID. DEPARTMENTS ARE RESPONSIBLE FOR FOLLOWING THE PROPER DESTRUCTION PROCEDURES BY VISITING RECORDS RETENTION WEBPAGE & FILLING OUT THE CERTIFICATE OF RECORDS DISPOSAL FORM.



**RU PLEASE RECYCLE**  
 WWW.RADFORD.EDU/RECYCLING

>> QUESTIONS? CONTACT THE RECYCLING DEPARTMENT | 540-831-7207







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Shred-A-Thon free campus-wide shredding event rescheduled fo..... <https://pod51035.outlook.com/owa/#viewmodel=ReadMessageIt...>

## Shred-A-Thon free campus-wide shredding event rescheduled for Feb. 20

Radford University <ru-announce@radford.edu>

Tue 2/11/2014 10:01 AM

In support of RecycleMania 2014, RU Recycling will host its free campus-wide shredding event on Thursday, Feb 20, from noon - 4 p.m., or until the shredder truck is packed. The event is open to all departments, students, faculty & staff (with RU ID) who would like to safely and securely shred their unwanted documents.

RU departments are responsible for following the proper destruction procedures by visiting the [Records Retention webpage](#).

The shredding truck will be on campus at the following places and times:

1. Lot E near Armstrong Building – **noon - 12:45 p.m.**
2. Bonnie Plaza – **1 - 1:45 p.m.**
3. Lot DD near Heth Clock Tower – **2 - 2:45 p.m.**
4. Lot F near Muse and Tyler Halls – **3 - 3:45 p.m.**

For a map of the locations and times, click [here](#). If you have any questions or concerns, please contact Pavan Muddanna at [pmuddanna@radford.edu](mailto:pmuddanna@radford.edu) or (540) 831-7207.

For more information about recycling and sustainability efforts on campus, visit RU Sustainability on [Facebook](#) and [Twitter](#).

*This email was sent to all faculty, staff and students on behalf of RU Sustainability.*



# RADFORD UNIVERSITY

## News & Events

[<< Back to Latest News \(/content/radfordcore/home/news.html\)](#)

### THE RESULTS ARE IN FOR SHRED-A-THON

The campus community recycled a total of 5,160 pounds of materials during last week's inaugural Shred-A-Thon event, sponsored by [RU Sustainability \(/content/sustainability/home.html\)](#) and [RU Recycling \(/content/recycling/home.html\)](#).

The four-hour event, part of [RecycleMania 2014 \(/content/radfordcore/home/news/releases/2014/january/recyclemania-2014.html\)](#), was open to all university departments, students, faculty and staff who wanted to safely and securely shred unwanted documents.



Materials were collected and put through a shredding truck which was parked throughout the event at the Armstrong Building, Bonnie Plaza, Lot DD near Heth Clock Tower and Lot F near Muse and Tyler halls.

Materials from a total of 144 boxes were shredded and some materials dated back to 1993, Muddanna noted. [RU Printing Services \(/content/it/home/business-services/printing.html\)](#) delivered the most boxes for recycling.

"Looking at the response, I am really happy to have one event each semester and the Shred-A-thon event has given us a boost in the recycling weight for Recyclemania 2014," said RU Recycling Coordinator Pavan Muddanna.

Three weeks into the RecycleMania 2014, RU has collected 31,320 pounds of recyclables. The goal is to collect 100,000 pounds. Five weeks remain in the friendly competition among college and university recycling programs in North America and Canada.

"Let's win; put it in the bin," Muddanna said.

RecycleMania is a benchmarking tool for college and university recycling programs to promote waste reduction activities to their campus communities.

RecycleMania runs through March 29, and final results will be announced April 11. Each week's results can be [viewed online \(https://docs.google.com/spreadsheet/pub?key=0ApPP-paeRcb4dFJRbDZQc1F5blq4eFITeS0ydGhOZkE&output=html\)](https://docs.google.com/spreadsheet/pub?key=0ApPP-paeRcb4dFJRbDZQc1F5blq4eFITeS0ydGhOZkE&output=html).

Greek organizations on campus, is scheduled for March 24-28.

For more information about recycling and sustainability efforts on campus, visit RU Sustainability on [Facebook \(https://www.facebook.com/rusustainability\)](#) and [Twitter \(https://twitter.com/sustainable\\_RU\)](#).

Feb 26, 2014

[\(mailto:\)](#)







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## EVENT PHOTOGRAPHS -







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