



2017 RecycleMania Case Study Competition

Campus Engagement – Awareness Campaign Submission Template

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2. Focus of campaign : To support Recyclemania participation and explain what can be recycled on our campus.

3. Type of engagement / awareness campaign (*Check all that Apply*)
 - a. Activity / Event*
 - b. Display
 - c. Social media / mobile app
 - d. Poster, banner, other print display
 - e. Communication outreach (print, radio, email, etc)
 - f. Video
 - g. Other

* Considered activity as well because the college community was asked to put in their own recycling in the weeks the display was open before being completely filled.

4. General description of the engagement / awareness campaign:

Within the Recyclemania competition, our Litter Letter was implemented to bring awareness to our campus members of what can be recycled on our campus and increase recycling participation. Unlike other Litter Letters, we included recycling instead of litter to address the contamination issues we currently have in our recycling program. The Fleur de lis Litter Letter was constructed not only to increase recycling on campus but also to make a statement about the solidarity of the Spring Hill College community's commitment to protecting the environment. The beauty of this piece is that it can be reused and repurposed year-round and across the community, promoting sustainability even further.



5. Planning steps & timeline to implement:

- *Proposal of the Litter Letter*
- *Administration permission required*
- *Deciding upon what words or symbol the structure would be*
- *Deciding what would be placed inside the structure (litter, recycling, etc.)*
- *Finalize design*
- *Finding someone able to do the welding of the piece*
- *Finding location to store the piece before installation*
- *Finding location where piece would be installed*
- *Working with plant operations to install the piece*
- *Purchase of chicken wire*
- *Split students in class in half: one team collect recycling from center while other team wrapped chicken wire on structure*
- *Media push to local news, school newspaper, and KAB*
- *Three weeks of participation from rest of campus to fill structure*
- *Dedication of piece to the college*

6. Resources and stakeholders involved

Initially, the project was awarded a \$100 budget. However, all of the materials and labor ended up being donated. The President and the Administration approved of the proposal of the structure. The professors of the Garbage course (lead by Mrs. Hatley, Mrs. Sullivan, and Mrs. Litwiller) developed the design and worked with the Sustainability Coordinator and other plant operations staff to have the structure erected. The husband of another professor volunteered to construct the piece. The students of the Garbage course wrapped the piece in chicken wire and gathered some of the recycling that was placed inside it. All of campus was involved in filling the structure.

7. How was this effort new or different from similar campaigns at others schools?

There has also been a Litter Letter constructed at the University of Louisiana Lafayette, which has been transported into other schools of the community but now rests back on the campus. The difference between our Litter Letter and theirs is our focus on recycling. The Litter Letter in Lafayette displayed the litter found in the surrounding community on and off the campus. For our project, we wanted to keep it within the community and display the materials that students have/can recycle.

*The size of the institution could play a role in deciding whether to take our route or Lafayette's if this was implemented elsewhere.



8. Describe the Results of the Initiative

a. General results of the initiative:

At the dedication of the piece, the President of the college, several administrators, and many professors and students attended.

Locally, we included an article on the piece in the college's school newspaper and were also able to attract the local FOX news station to do a short story on us. As KAB would know, this piece has also already been introduced on the KAB blog website.

b. Specific measurable impact figures:

There was no specific numerical data that we were able to collect from this piece. However, just within the month it has been up, students are choosing to recycle more. After move-out of the students, we noted 5 large dumpsters were empty or only half full and the recycling bins were overflowing. This is a significant change from the previous year when all dumpsters on campus were overflowing at this time. (The same number of dumpsters are out for move-out this year as are last).

9. What would you do differently in the future?

In the future, we would reach out to more campus members by introducing the idea into more classrooms. We focused most of our energy on the "Garbage" course that was creating the project but also needed to reach out outside that group. We believe this would increase participation.

10. What advice would give to another college that wanted to do a similar project?

The most important piece of advice we would give to another college would be that you need to get permission before even coming up with your elaborate ideas. There is no reason to put in all the work if the college is not on board. Secondly, it is great to have a large group of individuals involved in both the planning and implementation of the piece so that there is more opportunity for resources.

11. Photos, Screen Shots, Graphics

Here are a few photos, but more will be attached to the email sent.





*Please email completed template form and supplemental documents (photos, newspaper articles, website links, etc. to helpline@recyclemaniacs.org with "RecycleMania Case Study submission-Campus Engagement – Awareness Campaign" in the subject line. **Case study submissions are due no later than Friday, May 12, 2017.***