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## UNIVERSITY OF MISSOURI

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2. Communication outreach – Facebook/Twitter (photo with adorable pun)
3. Recently, the University of Missouri – Columbia got a new Chancellor. On February 1<sup>st</sup> R. Bowen Loftin began his new position and it was a huge media blitz of attention on him. He is a bowtie-clad, mustachioed man who is beloved by students of his past appointment. He has an active Twitter account @Bowtieger and we piggy-backed off of his celebrity status on campus and wanted to let the community know right from the start that he supported RecycleMania! Below is the text we used in the postings. Not only did he re-tweet the photo, but so did the official Mizzou Facebook page!  
*R. Bowen Loftin thinks you should give recycling a chance-llor! Join us in our effort to make [Mizzou](#) a greener place by participating in [RecycleMania](#)! Everything you recycle on campus not only reduces waste in the landfill but saves us money, too! Like our page for more awesome [MU Sustainability Office](#) updates!*
4. → Getting permission from the Chancellor’s staff to add this 10 minute photo shoot to his calendar.  
→ Sending an email to our student recycling staff to encourage them to come out for a photo and meet the new Chancellor.
5. This is a fairly cheap promotion. We hot-glued aluminum can tops and bottoms to cardboard shaped like a chasing arrows recycling symbol and we bought bowties for \$1.
6. With our new Chancellor and the adorable pun we attracted a lot of attention. We have had more media call us this RecycleMania than ever before. I believe it is so important to get the high profile people in your university to publically support RecycleMania in order to get full “buy-in” from all levels of campus. More people are visiting our Facebook page and they are calling the office to see how they can help.
7. I think we accomplished what we had hoped for in this simple campaign. It made recycling seem fun and relevant. It was incredibly easy to do and other universities can use the phrase, “Give recycling a Chance-llor!”



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*Accompanying Photos:*



**Give Recycling A Chance-llor!**

