



Cedar Valley College - 2019 RecycleMania Case Study

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

Enrique Alaniz

Sustainable Communities Institute

Cedar Valley College

eralaniz@dcccd.edu / mboccalandro@dcccd.edu

2. Focus of Case study

Our focus was specifically how members of our community contributed to our usage of recyclable materials but how we save and re-utilize those materials.

3. Detailed description of campaign component:

Our campaign components deal with our community body, campus-wide. We allot team captains for each building to ensure that each recyclable post prepared for our facilities team is labeled properly and then wrung through a process of filtering, to ensure that waste items are not included in our materials. Facilities picks these items up Wednesday and Thursday, then weighed by student works before documented. Once these processes are complete the documentation is submitted to their proper stations before finally being checked by administration. We also created a competition format within our campus (building-to-building competition) to further incentivize recycling.

4. Planning steps & timeline to implement:

- (Spring 2019) Research recyclable initiatives and events
- (Spring 2019) Choose team captains for each building
- (Spring 2019) Signage designed, printed, and posted for these events
- (RecycleMania, 2019) Signage in place and students rewarded with various items for recycling contributions
- (RecycleMania, 2019) Email notices sent campus-wide regarding results every week

5. Resources and stakeholders involved

Facilities, sustainability employees and volunteers (as well as our Green Club students) as well as our SCI director were the major resources and stakeholders involved. Rewards were purchased by the campus

sustainability organization for events whereas student employees kept track of all major data before allowing administration to officially input all numbers.

6. Describe the Results of this campaign component

a. General Results

- i. The university email highlighted our RecycleMania results every week.
- ii. Students are always typically more engaged with the campus as a whole when RecycleMania is present.
- iii. Our collaboration between facilities and sustainability staff support team-building and communication.
- iv. Creates further awareness on the importance of recycling and going green.

b. Specific measurable impact figures, if applicable

- i. Compared to 2015 numbers, we have doubled our weight and participation in recycling different materials.
- ii. Have hired more staff in Sustainability and have more ambassadors towards the effectiveness of the organization

7. What would you do differently in the future?

- a. Utilize social media more effectively
- b. Make separations between the duties of student workers and student volunteers

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

Planning ahead of time is the most effective thing to do as well as ensuring that each partner that you have, whether it's on-campus or outside of campus, has a stake within your community. Also, creating better incentives also makes the students who are not involved in sustainability efforts that much more likely to want to become a part of those efforts in the future. Also, ensure there are places and sites to clearly illustrate the data that is collected. It is highly advisable that you assign more than one person to this task as the data is the deliverable that is most important therefore everyone assigned to the data should be held accountable, accordingly.