



University of St. Thomas

2022 Campus Race to Zero Waste Case Study

Contact info:

Cassie Hagen, Waste and Recovery, University of St. Thomas, hage7125@stthomas.edu, 651-962-6593

Shane Philhower, Waste and Recovery, University of St. Thomas, shane.philhower@stthomas.edu,

651-962-6559

Focus of Case study

Educate the campus public about the importance and benefits of reuse.

Detailed description of campaign or effort:

The Waste and Recovery department hosted 7 events and activities during the competition, with each week being based off one of the 7 Rs of waste: refuse, reduce, reuse, repair, replant, recycle, and rot. Week three's theme was "reuse", and we wanted participants to learn that reuse can be fun and beneficial, in addition to having environmental benefits. We hosted a free pop-up book shop and a book drive the week prior. Cardboard bins for books were placed around the campus the week of February 6th in high-traffic locations, including the student center and every academic building. We had volunteers help sort the books by genre and laid them out on tables in a highly visible room in the student center during lunch time the week of February 13th. Students, faculty, and staff were free to take as many books as they wanted, regardless of whether they donated books during the book drive. All remaining books were donated to Books for Africa.

Planning steps & timeline to implement:

Week 1: January 10-14

- Create timeline for event

Week 2: January 17-21

- Reserve room for pop-up book shop
- Create restroom reader, social media post, and advertisement for tv screens for all events during the competition
- Post event on Tommie Link and One St. Thomas (internal event websites)

Week 3: January 24-28

- Submit restroom reader and advertisement for tv screens
- Create signs for boxes and posters for event

Week 4: January 31-February 4

- Posted on Instagram

- Submitted news posting to One St. Thomas about book drive

Week 5: February 7-11

- Place 12 boxes in high-traffic areas around campus
- Check boxes every 2-3 days and clear out books

Week 6: February 14-18

- Have volunteers come sort books by genre
- Host the pop-up book shop
- Donate remaining books to Books for Africa

Resources and stakeholders involved

Explain what budget or in-kind resources were needed, what if any campus dept's or groups supported the effort, what staff or volunteers were involved.

- Budget: Less than \$5 for cost of printing 12 posters for the book drive and three posters for the day of the event
- Resources: 12 cardboard boxes, paper, car for collecting books, drawstring bags to give to participants who took books (free from our Waste and Recovery Department), three sandwich boards for signs for the event (rented from student center)
- Support: 5 fellow MN GreenCorps members helped sort the books, two volunteers helped check on the book bins during the book drive, advertising on social media from the Office of Sustainability Initiatives Instagram account

Describe the Results of this campaign component

One news story was written about the Campus Race to Zero Waste, particularly the pop-up book shop.

Specific measurable impact figures:

- i. 1,141 pounds of books were collected
- ii. 75 people participated in the pop-up book shop and took 361.5 pounds of books
- iii. The remaining 779.5 pounds of books were donated to Books for Africa

What would you do differently in the future?

- Advertise the book drive further in advance
- Hold the book drive on a Tuesday or Thursday during convo hour (a time over lunch when no students have class)
- Connect with on-campus partners to ensure that we are collecting more of the books that are desired by participants (particularly fiction books).

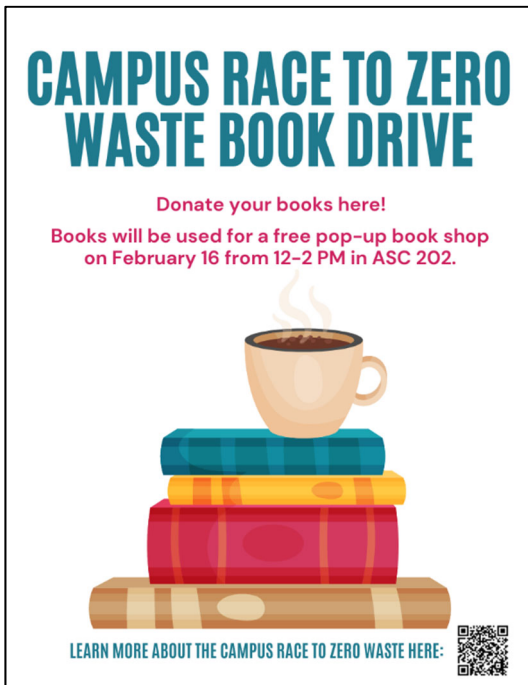
What advice would you give to another college that wanted to do a similar effort?

- Don't rely on your campus community to donate all the books you will want for the book drive. Find another source. Most of our books came from a few departments, not individuals.
- Make it clear if the event is for students only or all campus community members.
- Advertise well in advance for both the book drive and the pop-up book shop.
- Host the pop-up book shop in a visible, high-traffic area.

Photos and Graphics



Photo of Pop-Up Book Shop. Credit: Cassie Hagen



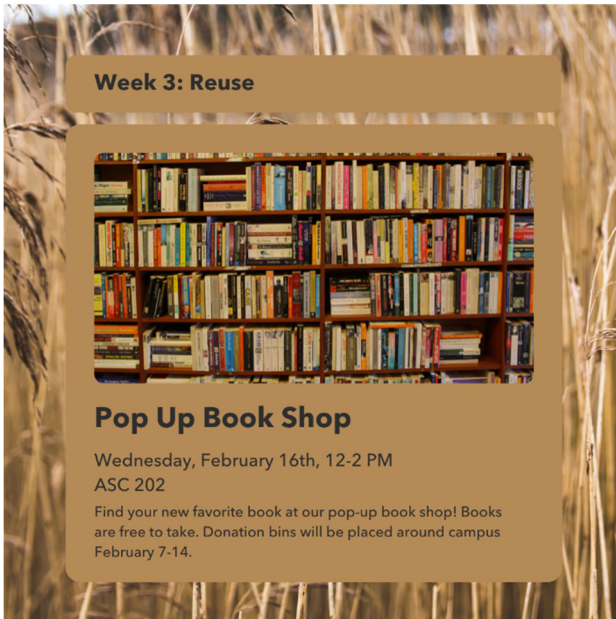
Sign advertising book drive. Credit: Cassie Hagen



Sign for TVs in student center. Credit: Cassie Hagen



Photo of MN GreenCorps members sorting books by genre before the event. Credit: Shane Philhower



A page of an Instagram post advertising the Pop Up Book Shop. Credit: Cassie Hagen