A Case Study of Campus Engagement for Waste Minimization: North Lake College Service Learning and Leadership in Recyclemania
May 12, 2017
Campus Engagement for Waste Minimization

“Service Learning & Leadership in Recyclemania,” involves students, faculty, staff, and vendors in events each week to participate in waste stream assessments, creative re-use or re-purpose activities, and triple-bottom-line sustainability practices.

Activities/Events

- Pre-Season Engagement with Staff and Faculty
- Weekly Student-Led Waste Assessments (Garbology 101) in C Building and surrounding parking lots, guided by staff and faculty
- Weekly Waste Audits with Facilities and Custodial Vendor Staff across all four campuses (Central, North, South, West)
- February 28, Adopt-A-Spot Campus Clean-Up at South Campus with Keep Irving Beautiful
- March 9, Campus-wide Employee Office Supply Swap
- March, Art students create recycled art masterpieces
- March 31, Adopt-A-Spot Campus Clean-Up at Central Campus with Keep Irving Beautiful

Marketing, Media and the Spirit of Competition

- Recyclemania posters and fliers around the campuses
- Social media promotions on Facebook, Instagram and Twitter
- Email announcements leading up to and during the competition
- Participation by many departments in the spirit of Pin-Man, the sustainability mascot for North Lake College Recyclemania
Service Learning and Leadership in Recyclemania
North Lake College’s campaign, Service Learning & Leadership in Recyclemania, involved students, faculty, staff, and vendors in events each week to promote recycling and zero waste. North Lake generated about 4.14 pounds of waste per person college-wide to win the Waste Minimization category.

Every Monday, custodial vendor staff and college staff conducted waste audits on all four campuses by counting and weighing each bag of trash and each bag of recycling. This effort involved five college staff from facilities and sustainability and each of the custodial staff more than 30 persons across four campuses of North Lake College.

Every Thursday, students from all majors participated each week for two to four hours measuring waste and recycling in the C Building on Central Campus. This is primarily the science building, full of classrooms, lecture halls and laboratories. The C Building also has the Campus Health Clinic, Campus Police Department, and the Math Tutoring Computer Lab. Students measured interior building receptacles and exterior receptacles in the parking lot surrounding the building. Only receptacles that were publicly accessible were measured and included waste defined as HHW (Household Waste), by using laboratory triple-beam-balance analog scales and larger, digital scales for heavier materials.

Students participated in Sole Hope Project, collecting more than 300 pairs of used jeans and cutting up the jeans into specific patterns to make approximately 370 pairs of shoes. With more than 200 students and faculty that volunteered, they also were able to recycle 240.5 pounds of the jeans scraps to Blue Jeans Go Green to make insulation for homes. The shoe patterns were shipped to Sole Hope Headquarters in Uganda where tailors and shoe-makers attached the final parts to the shoes including recycled rubber soles made from old car and bicycle tires. This spring 2017, North Lake College partnered with Richland College to start Sole Hope Project Richland College.

Campus-wide Employee Office Supply Swap took place on Thursday March 9, 2017 from 10AM to 3PM. More than 25 departments participated diverting approximately 220 pounds from recycling or landfill streams by exchanging unwanted office items.

North Lake College has Adopt-A-Spot locations with Keep Irving Beautiful, at Central Campus and South Campus. Staff coordinated two campus clean-up events with students,
faculty, and staff, resulting in 23 volunteers picking up two bags of trash and three bags of recycling.

**Rubbermaid Recycling Education and Business Services Truck** March 29. 11 faculty, staff and administrators, including President Christa Slejko, and 17 students climbed aboard the Rubbermaid on a Friday in March. (http://blog.northlakecollege.edu/nlc-wins-seventh-recyclemania-championship/)

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**Planning Steps for Campus-wide Engagement in Service Learning and Leadership**

- Convene key stakeholders from diverse areas on campus for Recyclemania Planning
- Determine timeline and improvements where possible. Seek approval from President’s Team to have the Rubbermaid Commercial Education Truck on Campus.
- Schedule room locations for events during Recyclemania
- Recyclemania marketing posters around campus and promo online and social media
- Recruit volunteers by creating an online sign-up page for students and email to all college staff and faculty
- Track volunteers with sign-up sheet
- Students and staff track data using digital online sharing platform, Google Docs
- Compile data each week and support all Recyclemania events across the campus led by individuals or departments
- Debrief meeting during summer time to plan for next year’s competition

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**College Efforts for Recyclemania Competition**

*North Lake College Leaders and Departments supporting Recyclemania*

- College President’s Team
- Community Partners
- Campus Staff
- Business Services
- Marketing and Public Relations
Community Campus Staff
Facilities Staff
Service Learning Center
SAGE Scholars Faculty
Student Life Center

**Resources for Recyclemania**
- Staff time dedicated to supporting the competition, measurements and marketing
- In 2014, NLC purchased 156 interior waste/recycling stations for all four campuses

**Results of the Service Learning and Leadership in Recyclemania Initiative**
Recyclemania at North Lake College receives campus-wide support, from the College President’s Team to the Student Green Club, many students, staff, faculty, administrators and college vendors get involved in the competition.

From all the activities and events across the campus for Service Learning and Leadership in Recyclemania, approximately 165 students, staff, faculty, administrators, and vendor staff contributed directly to promoting Recyclemania and sustainability awareness contributing approximately 320 hours during the 8-week competition.

25 students volunteered to help clean-up campuses, measure waste stream, and calculate recycling rates. At least three students received course credit for specific Recyclemania assignments contributing to this Case Study content and receiving grades in courses of Arts, Biology, Graphic Design, and Office Technology. Remaining 22 students received general course credit for participating in a campus or community volunteer activity during Recyclemania.

The recycling rate in C Building was determined to be 58%, improved by 8% compared to last year. During the 8 weeks, students determined that C building occupants recycled approximately 4,059 pounds of aluminum, glass, paper and plastic.

Of the four North Lake campuses, the North Campus achieved the best recycling rate during the competition with 42%.
Recycling Infographic by first-year graphic design student Tyler Broca.

North Lake College Campuses Recycle Percentages

- North: 44.7%
- South: 42.6%
- Central: 42.0%
- West: 38.6%

C Building Waste Audit Average Results from 8 weeks: 4,059 pounds recycled!

- 32.8% Paper
- 25.2% Bottles/Cans
- 42% Trash

Landfill Facts

Plastic bags will take up to 200-1000 years to decompose inside a landfill.

Plastic bottles can take up to 450 years to decompose inside a landfill.

Paper, like newspaper, can take up to 1.5 months to decompose inside a landfill.
New Efforts for 2017 Recyclemania at North Lake College

This year, the many of the Recyclemania events were decentralized in terms of ideas and planning, but were centrally communicated to the sustainability coordinator on campus. This helped to build green bridges to green leaders across campuses and departments toward common goals and support for each other’s initiatives.

Specific new efforts included an:

- **Adopt-A-Spot Central Campus**, led by Katherine Villarreal, Service Learning Coordinator
- **Office Supply Swap**, led by Elsy Carranza, Director of Business Operations
- Rubbermaid Commercial Education Truck, led by Brandon Morton, Sustainability Coordinator
- **Sole Hope Global Citizenship and Jeans-to-Shoes Recycling Service Project**, led by Shani Suber, Professor of English
- **Subway** launched Nationwide Sustainability Campaign, including the location on Central Campus, led by franchise owner
- **Inter-Campus Waste Audits**, led by Lee Arrington, Custodial Services Supervisor

Improvement Ideas for 2018 Recyclemania Competition

- **Determine stakeholder priorities** that will contribute to a more accurate assessment of NLC’s goals for reducing greenhouse gas emissions from solid waste Scope 3 category.
- **Enhance frequency and/or types of measurements**, such as measuring the outdoor dumpster the day before or morning of the day when our vendor empties it.
- **Engage more or different campus stakeholders** by selecting another building in addition to or instead of C building for 2018 competition.

How to Replicate Service Learning and Leadership in Recyclemania

- Best practices for coordinating a campus-wide effort adopting Service Learning and Service Leadership Principles are to empower individuals and departments to plan and lead sustainability events during the competition. This is an especially effective strategy with limited budget and staff, and also helps contribute to implementing triple-bottom-line practices in materials management across campuses.

- Another other key strategy is start planning early and communicate regularly with key departments, like Facilities, Business Office, Student Life, Volunteer Center, Green Faculty, and also with Community Partners like your local Keep America Beautiful chapter.
Social Media Snapshots from Facebook, Twitter and Instagram

By Jessica Estrada, NLC Social Media and Marketing Coordinator

North Lake College
March 30

Thanks to our students, faculty and staff, campus resembles Episode 7 of the Pin Man Series. RecycleMania may be coming to an end, but we still practice sustainability year round!

The Pin Man - Episode 7: Anticipation
PinMan watches for afar as North Lake students, faculty and staff make important changes.

North Lake College
March 26

Join us for an interactive experience inside the RecycleMania Recycling Solutions truck tomorrow, learn with visual displays and digital screens while learning about the latest recycling technologies and programs.

North Lake College
March 24

We are a future national winner in the Pennsylvania competition, help us reduce, reuse, and recycle on campus! The weigh-in is April 1.

RecycleMania

All students, faculty and staff are encouraged to be sustainable on campus for the annual RecycleMania competition.

North Lake College
March 23

Who wants President Skylsk to be sad? No one! Let's continue our RecycleMania winning streak, so she doesn't dwell on the less like in Episode 6 of the Pin Man series.

The Pin Man - Episode 6: The Last Straw
President Skylsk reveals PinMan’s last day of freedom.

North Lake College
May 2

For the 7th time, NLC is a nation wide minimization @RecycleMania champ, on lock!

North Lake College
May 1

Remember the Soil Hope project last semester led by Professor Shari Keller. Students and students collected over 100 parts of soil on campus and made 500 pounds of soil samples to make a difference in the lives of those living in impoverished communities.

North Lake College
February 27

The @Rubbermaid Recycling Solutions truck just pulled into campus! Visit the G-building parking for an interactive, digital learning experience.

North Lake College
February 11

We are proud of not only being a sustainable campus, but also a 5-time champ of the national RecycleMania competition. Learn how you can support us in winning again this year!

RecycleMania

RecycleMania, Texas A&M and Recycling Expo – April 1 for the RecycleMania competition.
In November 2016, Professor Shani Suber led efforts to host the first Sole Hope Project Service Learning event at North Lake College.

Students participated in Sole Hope Project, collecting more than 300 pairs of used jeans and cutting up the jeans into specific patterns to make approximately 370 pairs of shoes.

With more than 200 students and faculty that volunteered, they also were able to recycle 240.5 pounds of the jeans scraps to Blue Jeans Go Green to make insulation for homes.

The shoe patterns were shipped to Sole Hope Headquarters in Uganda where tailors and shoe-makers attached the final parts to the shoes including recycled rubber soles made from old car and bicycle tires.

The mission of Sole Hope in Uganda is to provide shoes to local communities that are significantly impacted by the parasite commonly called “Jiggers,” a flea-like bug that burrows into unprotected feet with high risk of infection.

To build global citizenship and sustainability practices across the Dallas County Community College District, Shani Suber coordinated efforts with Professor Sherry Dean at Richland College to start a Sole Hope Project at Richland College, a recent Recyclemania Champion.
Recycled Art Snapshots, Professor Brett Dyer’s ARTS 1311 Students
Professor Brett Dyer’s Student Recycled Masterpieces are all made from repurposed or recycled materials such as candy wrappers, magazine and newspaper clippings, potato chip bags, paper towels, packaging foam, food labels, and other non-recyclable materials.

ARTS 1311 Texture Project: Recycled Masterpiece Collage Assignment
Texture is a visual element, which appeals to our sense of touch. There are two categories of artistic texture: **tactile (actual)** and **visual (implied)**. Architecture and sculpture employ actual material, which has a tactile texture. The term tactile texture can be used to describe an uneven paint surface. Thick application of pigment is called impasto. Artists can create the impression of texture on a flat, smooth painted surface by reproducing color and value patterns of familiar textures. Artists can encourage us to see texture where none actually exists. This is called visual texture. **Pattern** is an arranged repetition of lines, colors, values, textures forms, or shapes. – Professor Brett Dyer

By NLC art student Jenny Bolin - Recreation of the Portrait of Adele Bloch-Bauer by Gustav Klimt in candy wrappers, book covers, and magazine clippings

By NLC art student Melissa Vidales - Recreation of Guernica by Pablo Picasso in magazine and newspaper clippings
By NLC art student Jennifer Chavarro - Recreation of Cafe Terrace at Night by Vincent Van Gogh in magazine clippings and bottle labels

By NLC art student Jessie Rivera - Recreation of American Gothic by Grant Wood in tissue paper, magazine clippings, and chip bags

By NLC art student Iymoni Moore - Recreation of Fox in the Snow by Gustave Courbet in magazine clippings and paper towels

By NLC art student Salvador Hernandez - Recreation of Wheat-field with Cypress by Vincent van Gogh in magazine clippings and paper towel
Professor of Arts Mr. Brett Dyer competed in Recycling Dumpster Arts Category for the annual Deep Ellum Arts Festival in Dallas, Texas in March and April 2017. Professor Dyer is the 2017-18 Faculty Association President, the 2015-16 President’s Scholar, and has been teaching his students how to use recycled materials for art supplies for over a decade.

[Link](http://www.dallascitynews.net/local-artists-invited-to-enter-art-for-dumpsters-competition)
Event flier for Office Supply Swap on March 9, 2017:

North Lake College
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

2017 Office Supply Swap for Faculty and Staff

10:00AM to 3:00PM, Thursday, March 9th
J Hallway in front of the Bookstore

Calling all NLC Faculty & Staff:

Do you have unwanted office supplies around your office? Are you in need of office supplies? If so, check out the 2017 Office Supply Swap! Bring your unwanted office items to donate and swap for office supplies.

This event is intended to share surplus and unwanted office items (files, folders, pens, tape, staples, calculators, pointers...etc.)

All leftover supplies will be sent to NLC’s Surplus and Salvage. Open to NLC Community (Staff, Faculty and Students).

Your office supply re-use efforts also contribute to North Lake Recyclemania competition!!!

Happy Freecycling!

Elsy Carranza
Director of Business Operations, North Lake College, www.northlakecollege.edu
In 2016, Subway launched a new logo and sustainability campaign.

These efforts reached the Subway franchise location on our campus during the 2017 Recyclemania Competition.

Sustainability efforts included eliminating the Subway Plastic Bag, using sustainable certified napkins, and displaying a summary of healthy food and sustainable operations efforts as shown in the photo.
College Recycling Fact Sheet by student Rene Barelas, NLC class of 2016.

NORTH LAKE COLLEGE RECYCLE FACT SHEET

Recycle Bins
- Plastic Containers
- Aluminum Cans
- Steel Cans
- Tin Cans
- Paperboard Boxes (from Packaged Foods)
- Cardboard Boxes
- Mixed Paper
  - Office
  - Colored
  - Shredded
  - Catalogs
  - Magazines
  - Newspapers
  - Flyers
  - Glossy
  - Pamphlets
  - Folders
  - Post-It Notes
  - Art Paper

Landfill/Trash Bin
- Food Waste
- Food Bag (i.e. Subway)
- Food or Candy Wrappers
- Paper Towels or Tissue Paper

Recycling at Home
- http://search.earth911.com to find a location for your home-recycling needs.

OTHER Recycle:
- Batteries
- Clothing/Textiles (Blazer Store)
- Electronics
- Hazardous Waste
- Ink Cartridges

For more information on where to recycle these items please contact NLC Facilities Services: 972-273-3340

Don't forget the other two R's – Reduce and Reuse! www.earth911.com