2015 RecycleMania Waste Less-Promote More: Engagement and Innovation Competition

Case Study: Mount Trashmore at Central New Mexico Community College

1. **Contact Info**

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2. **Select category (Please choose the one that best describes your entry)**

   C. Both Recycling and Waste Reduction

3. **Check which type of promotion**

   A. Activity
   (Please note: although this event was primarily an activity, we included aspects of all promotion types. More details below.)

4. **General description of Promotion**

   How much of CNM’s potential recyclables go to landfills instead of Albuquerque’s single-stream recycling facility? We found out during our second annual “Mount Trashmore” recycling awareness event. Two days’ worth of trash was piled high on tarps on Main Campus’ central lawn, where over 100 student volunteers donned protective clothing to sort the recyclable materials from non-recyclable waste. At the end of the event, we found that at least half of the materials thrown into trash cans all over campus could have been recycled.
In addition to the main “Mount Trashmore” event, information tables were set up around the lawn by vendors with whom CNM has an educational partnership, including Waste Management of New Mexico and Flintco Constructive Solutions, the construction company that is currently renovating the science laboratory building on Main Campus which is slated for LEED-Silver status. At the Flintco table, representatives explained how materials salvaged during demolition and construction can be recycled.

Throughout the day, students, faculty, staff, and two classes of 4th graders from a local elementary school were encouraged to attend the “Recycling Education Expo” in the Student Resource Center. The Expo featured educational materials developed by and for students, including pamphlets about why recycling is important, what “single-stream recycling” is, and how you can recycle food waste at home by building your own vermicomposting bin; flyers identifying what is and is not recyclable at CNM; and even a video of a student-choreographed interpretive dance illustrating the transformative power of recycling.

Our Marketing and Communications Office sent out a press release which resulted in event coverage by two television stations and the local newspaper. Additionally, CNM’s Media Production Services office captured video and interviewed event organizers and volunteers. They are using the material to create a short film about CNM’s involvement in RecycleMania.

5. **Planning Steps to prepare for Promotion**

- Last year’s Mount Trashmore planning team convened for kick-off meeting
- Report from last year reviewed: successes and pitfalls
- Reach out to Media Production Services, asking them to document the event
- Begin gathering and posting student-produced educational recycling resources on CNM’s recycling website
- Work with Marketing and Communications Office to write press release
- Work with Marketing and Communications Office to write article about Mount Trashmore for the CNM “Newslink” newsletter
- Emails sent to Academic Deans and faculty encouraging them to participate in the event
- Event organizers offer to visit any classes interested in participating in the event as a Campus as a Living Lab project or Service Learning opportunity
- Finalized event budget with the Facilities office
- Order safety clothing and equipment, including coveralls, gloves, face masks, and safety glasses
- Coordinate 4th grade fieldtrip details with Dolores Gonzalez Elementary School
- Work with Campus Safety and Tort Law students to update waivers and liability release forms
- 2nd planning team meeting convened: updates and action items assigned to attendees
- Coordination of event logistics (number of extra dumpsters, pick-up and drop-off times for tables and chairs, temporary fencing, event supplies, etc.) with Waste Management of New Mexico and CNM’s Maintenance and Operations staff
- Coordinate parking lot closure with CNM Parking Services
- Gathering giveaways, including water bottles and reusable bags, from CNM’s Outreach Office and Marketing and Communications Office
- Update CNM’s recycling website to include links to Mount Trashmore press release and newsletter article
• Create and distribute promotional flyers
• Publicize online version of the Student Recycling Education Expo
• Develop learning outcomes and assessment questions for student volunteers to complete after participating in the event and build a SurveyMonkey site for that purpose
• Create an “orientation video” that all volunteers will be required to watch before participating – outlines process, precautions, and thanks volunteers
• Volunteer student “media representatives” chosen and trained for interviews with media
• CNM Mascot “Sol the Suncat” scheduled to appear for photo shoot with 4th graders
• Book CNM “Street Institute” food truck for day of event
• Submit event details to official CNM Event Calendar online
• Funding for free pizza and drinks for volunteers secured from college’s General Activities Account
• Vendors asked to participate with resource tables (Waste Management of New Mexico and Flintco)
• Biology Club offers to host a “composting information station” at the event
• Reserve rooms for Student Education Expo and back-up spaces in case of snow/rain
• Develop “recycling games” and activities for 4th grade fieldtrip students
• Gather materials for “recycling games”
• 3rd and final planning team meeting convened: final tasks, last minute issues resolved, designate day-of tasks for all student, staff, and faculty volunteers
• Secure iPads for participants to view resources at Student Education Expo, view “orientation video” at check-in, and complete “assessment survey” after volunteering
• Ask campus security to patrol event
• Mount Trashmore banner place on CNM Facebook page
• Print liability and photo release forms
• Print “recyclable/non-recyclable” flyers for volunteer reference
• Custodial staff gathers trash for two days and places it in large roll-off dumpster for use during the event

6. Resources and people involved

Budget:

<table>
<thead>
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<th>Item</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Supplies (safety clothing and equipment)</td>
<td>$2276.35</td>
</tr>
<tr>
<td>Temporary Fencing</td>
<td>$685.00</td>
</tr>
<tr>
<td>Tarps</td>
<td>$229.98</td>
</tr>
<tr>
<td>Waste Management: pick-up and drop-off of extra dumpsters</td>
<td>$963.00</td>
</tr>
<tr>
<td>General Activities Account: funding for pizzas and drinks for volunteers</td>
<td>$668.83</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$4793.16</strong></td>
</tr>
</tbody>
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Departmental and Group Support:
- Physical Plant Department (Facilities, Maintenance, Operations)
- Marketing and Communications Office
- Outreach Office
- Office of Planning and Institutional Effectiveness
- Campus Safety
- Deans Council
- Service Learning Office
- Sustainability Curriculum Team
- School of Adult and General Education
- English, Geography, Biology, Psychology, and Anthropology departments
- Student Biology Club

Staff and Volunteer Involvement:
- Custodial and Groundskeeping Staff
- Physical Plant Department project managers and administrative staff
- Staff and Faculty volunteers from departments/groups listed above
- Over 100 student volunteers

7. Describe the Results of the Promotion

General Results:
- Mount Trashmore was a wonderful example of cross-departmental and cross-divisional collaboration.
- The event attracted media coverage by two local television station, the local newspaper, and the campus newspaper.
- Our Media Production Services staff produced a short film, “RecycleMania 2015,” and uploaded it to our CNMonline YouTube channel.
- Both the student and faculty/staff versions of our college newsletter, “Newslink,” published articles about the event.
- CNM’s President, Katharine Winograd, attended the event and expressed her thanks for helping CNM to reduce our impact on the environment.
- The success of the second Mount Trashmore event has solidified it as an annual service learning and campus as a living lab project. Additionally, it has inspired another cross-departmental and cross-divisional team to begin planning a similarly-scaled event during the Fall 2015 semester focusing on “Water in the Desert.”

Measurable Impact Figures:
- 115 student volunteers
- 20 staff and faculty volunteers
- CNM students from 11 classes in 7 different departments participated in the event as an academic Campus as a Living Lab opportunity.
- 8 CNM students submitted materials for the Student Recycling Education Expo competition
35 4th Grade students visited CNM’s Mount Trashmore on a field trip and participated in recycling games and activities throughout the day.
- Over 60 pounds of plastic bottles, cardboard, paper, and aluminum cans were recovered from the trash and recycled.
- 2 local businesses participated by setting up educational booths at the event
- 1 student club set up a “composting information station.”
- 84.4% of student volunteers correctly answered all three recycling knowledge assessment questions after participating in the event.

8. What would you do differently in the future?

Although our Mount Trashmore event went incredibly well, there is always room for improvement. One week after the completion of the project, our planning team met one more time to review suggestions for next year.
- Rename the event “Mount Recyclemore,” since our goal is to educate the CNM and Albuquerque communities about the importance of increasing our recycling rates.
- Include a list of what is and is not recyclable at the sign-in table. This way, students are able to review the list before they begin sorting, and will have to ask fewer questions during the sorting process.
- Place a composting receptacle for food waste, paper towels, and wet paper. One local company, Soilutions, has already volunteered to participate in the event next year. They will provide the receptacle and pick it up for composting at their nearby facility.
- Attempt a smaller-scale Mount Recyclemore event at one of CNM’s satellite campuses. It could be called “Recyclemore Hill.”
- Work with student representatives to help publicize the event through social media, chalk drawings on campus walkways, wearing coveralls and safety glasses to classes during the week before the event, and “flash announcements” in classes.
- Designate clear, defined volunteer opportunities with estimated time commitments so that students can pick “a la carte” what works for their schedules.
- In order to encourage faculty to integrate the event into their courses as a Campus as a Living Lab project, attend faculty meetings during the Fall semester with examples of curricula and assignments already aligned with course learning outcomes. This way, faculty would not shy away from participating because they don’t want to “add more material” to their courses.
- In order to encourage more faculty to volunteer, ask the Academic Deans to create a competition between their schools for the most faculty volunteers at Mount Recyclemore.
- Choose next year’s Mount Recyclemore date now in order to help administration, faculty, staff, and student to prepare relevant materials early.
- Create a post-event recognition opportunity for student volunteers, such as a certificate and personal thank-you from the Executive Director of the Physical Plant.

Supplemental Documents:
Film: https://youtube.com/watch?v=SA36lWREhso
Student-Produced Educational Resources:
http://www.cnm.edu/about/sustainability/student-recycling-education-expo
CNM Students and Employees Mine Recyclables from Mt. Trashmore

March 5, 2015 -- More than 100 people, most of them students, sorted through two days worth of trash on Wednesday from buildings on Main Campus, as a way to raise awareness about how much recyclable material heads to landfills instead of recycling plants. The Mt. Trashmore event brought attention to the importance of recycling in a variety of ways.

“We found fewer recyclables in the trash this year than last,” said Carson Bennett, CNM’s Campus as a Living Lab Faculty Liaison. “We are making progress.”

Some faculty members were so excited about the event they brought their classes to join in the trash sorting venture. That’s what Philip Laiher, Ph.D., chair of CNM’s Department of Biology and Biotechnology, did, donning the white protective “bunny suit” gear, just like his students.

Students had to sign a waiver and wear the protective clothing that included coveralls, gloves, safety glasses and hand held claws they used to pick up trash.

Recyclables found in trash

New to this year’s Mount Trashmore was an Educational Expo in the SRC where students displayed posters, brochures, videos and digital material that they created showing the importance of recycling and explaining what is and is not recyclable at Albuquerque’s single-stream recycling facility. This event is in conjunction with CNM’s participating in the two-month long RecycleMania Tournament, in which CNM is competing against colleges and universities across the country and Canada for recycling excellence. Currently...

CNM is ranked 27th out of 214 schools.

Filed under Employee News, News.
Behold Mt. Trashmore and Learn More About Recycling at Event Wednesday

February 25, 2015 -- How much of CNM's potential recyclables go to landfills instead of recycling plants? Stop by and find out on Wednesday, March 4, during a recycling awareness event that will feature a trash-littered shrine to recycling called Mount Trashmore.

Two days' worth of trash collected from buildings on Main Campus will be piled high on a large tarp in the grassy area outside of the Student Resource Center on Main Campus. Between 10 a.m. and 3 p.m., Service Learning students and any other students interested in volunteering will sort through the trash in protective clothing, separating recyclables from waste, to demonstrate the amount of recyclables that too often wind up in the landfill instead of recycling plants.

Students will have to sign a waiver and protective clothing will be provided, including coveralls, gloves, safety glasses and hand-held claws that can pick up trash. Those participating must wear closed-toed shoes. RecycleMania promotional items, free food and refreshments will be available for volunteers at the Mount Trashmore event.

In addition to Mount Trashmore, there will be information tables providing facts about recycling and its impact on the environment.

This is the second year CNM is conducting the Mount Trashmore event. New to the 2015 event will be an Educational Expo in the SRC where students will display posters, brochures, videos and digital materials that they created showing the importance of recycling. There will also be information about what's recyclable and what's not. Representatives of Waste Management of New Mexico, the company that picks up the college's trash, will judge the entries and award prizes.

Fifty fourth graders from Dolores Gonzales Elementary School will also be on campus to participate in educational recycling activities and games.

This event is being held in conjunction with CNM's participation in the two-month long RecycleMania Tournament, in which CNM is competing against colleges and universities across the country and Canada for recycling excellence. CNM currently ranks 25th among 204 colleges and universities for the percentage of overall waste that's being recycled. Click here to see the current rankings. In week four of the competition CNM is recycling at a rate of 55 percent, an increase of 10 percent from the same period last year.

Please join in or stop by for the recycling festivities on Wednesday. In the meantime, keep on recycling every recyclable in sight! Click here to see what is recyclable and what is not at CNM. The college's participation in the 2015 RecycleMania Tournament continues through March 29.
ALBUQUERQUE (KRQE) – College students are putting on their gloves as they get ready to scale a mountain of trash.

“Mount Trashmore” is the result of two days of trash collected from buildings on CNM’s main campus.

Volunteers wearing protective clothing filtered through bags to find out how many recyclables were tossed away with the garbage.

The building of “Mount Trashmore” has become an annual event.
Photos
More here: https://www.dropbox.com/sh/6i87p26u7mx4qru/AACq9p8Mbq_RC3-IV68-7mjQa?dl=0