



2018 RecycleMania Case Study Competition

Case Study

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

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2. Focus of Case study

Strategic educational outreach targeting students, staff and faculty, and associated Recycling bin reorganization on Main campus.

3. Detailed description of campaign component:

Outreach at its best!

Outreach Video and Recycling Best Practices: CNM's Campus as a Living Lab & Sustainability Project Manager (CLL Sustainability PM) worked with students to produce a video on Recycling and other Sustainability Best Practices at the college. This video started showing at New Student Orientation (NSO), fall 2017. During the same semester, the CLL Sustainability PM began presenting this information at all NEO Phase III sessions. Additionally, since fall 2017, CNM's CLL Sustainability PM began to visit a variety of departmental meetings to give specific information on recycling practices and to encourage the distribution of the sustainability video in web-based teaching platforms.

Trainings and Bin Reorganization: During fall 2017, the CLL Sustainability PM worked with Maintenance and Operations Department on a plan to reorganize indoor recycling bins in common areas at main campus. The reorganization of bins was based on a variety of studies from Keep America Beautiful and other recycling campaigns. A custodial training was provided through CNM's 3rd party vendors (Waste Management), which was associated with the reorganization of the recycling bins at main campus and other best practices. To engage students more with recycling, Ms. Asa Stone used her Statistical Principals class to participate in a *Campus as a Living Lab* project. They analyzed 2017 vs 2018 recycling data to find out whether or not there was a correlation between recycling volumes and outdoor bin locations/sizes. They also provided educational outreach recommendations.

The Recyclemania Grand Finale: On March 29, 2018, seminars on the impacts of plastics and human health, recycling best practices and food waste took place at main campus along with educational tables including a pledge to refill water bottle campaign #CNMrefills!

4. Planning steps & timeline to implement:

Outreach Video and Recycling Best Practices



- February 2017: solicited students in acting and art classes to participate in generating outreach materials, specifically a sustainability video. The target goal was to have the video showing at many venues and online platforms by fall 2017, one semester before Recyclemania 2018.
- March 2017: Marketing and Communications Department assisted with recourses and filming the sustainability video.
- May 2017 (end of spring semester) the video became live on CNM's YouTube Channel: <https://www.youtube.com/watch?v=oEhfqfK0kEk&feature=youtu.be>
- Fall 2017-Spring 2018: CNM's CLL & Sustainability Project Manager began to feature the film at departmental meetings across all campuses, at New Employee and New Student Orientation. During live appearances, the CLL & Sustainability PM also reinforced the video message by explaining industry best practices and by answering audience questions.

Trainings and Bin Reorganization

- Fall 2017: CLL & Sustainability Project Manager worked closely with student employees and Maintenance and Operations on planning the reorganization of recycling bins in common areas on main campus (over the years, due to turnover of custodial staff, employees, students and waste/recycling contracts, bins became mismatched and separated from intended locations.)
- Spring 2018: Waste Management gave a custodial training on 1/5/2018, a month before Recyclemania 2018, to review recycling best practices, including purpose of locating recycling and trash bins next to one another in common areas.
- Spring 2018: new organizational maps were distributed to custodial leads and all bins in common areas on main campus were reorganized by February 2, 2018.
- Spring 2018: the CLL & Sustainability PM collaborated with instructor Asa Stone to develop *a Campus as a Living Lab* project based on recycling data from 2017 and 2018. The student's final presentation occurred on April 19, 2018.
- Spring 2017 and Spring 2018: Data was distributed by Waste Management to the CLL & Sustainability PM on Recycling volumes on main campus for one year starting in February 2017, through March of 2018. The CLL & Sustainability PM used this data to compare recycling volumes before and after increased educational outreach strategies were implemented.
- March 29, 2018: Recyclemania Grande Finale with a clothing drive, educational tables, speakers and a pledge to refill #CNMrefills!

5. Resources and stakeholders involved

- Physical Plant Department (Maintenance & Operations; Facilities)
- Sustainability Curriculum Committee (instructors and administrators)
- Student Talent: Janeth Ruiz, Jessie A Giliam, Vanessa Tavete (CNM Glass)
- Marketing and Communications Department
- Asa Stone (Phycology Instructor) and students:
JOSHUA A. ARANDA



AMANDA MONTOYA
AMANDA L. BLASIMAN
BRITTANY D. BLAIR
DEANNA L. SANDOVAL
JAIRO F. HERNANDEZ
JUSTIN W. MARTIN
TANA L. CHAVEZ
LAURA RAMOS

- President's Office: secured funding for 400 stainless steel water bottles for the PLEDGE to refill.
- Waste Management representative, Dan Darnell, provided custodial training and best practices (industry and individual) during the Grand Finale.
- Speakers: Instructors and experts from outside entities such as Bernalillo County Extension Master Composters
 - BikeABQ
 - Goodwill
 - CNM's Executive Council of Students (ECOS)
 - General student population

6. Describe the Results of this campaign component

- a. General results: President's Office attention was gained through request for funding the bottled water campaign; campus employee and student newspapers ran several stories on Recyclemania, instructors participated in Recyclemania activities as a part of *Campus as a Living Lab* for students to earn class credit; Maintenance and Operations were retrained on best practices; recycling was discussed at many formal meetings and trainings, as well as online platforms.
- b. Specific measurable impact figures, if applicable

-During the first two weeks of Recyclemania, recycling data was analyzed by the Physical Plant Department and students in Asa Stone's class for different components of the outreach strategy.
*2017 FTE students =5,252 and 2018 FTE students =5,339)

Week one of Recyclemania (February 5-9, 2018) main campus recycling, Waste Management provided data that showed a **60%** increase in volume, compared to 2017 (23.5 cubic yards vs 38 cubic yards in 2018)

Week two of Recyclemania (February 12-16) Waste Management provided data that showed a **158.8%** increase in volume, compared to 2017 (17 cubic yards vs 44 cubic yards in 2018). Students in Ms. Stone's class did not find a significant correlation between recycling bin location/size and volume increase, which may be due to additional variables and/or a small sample size, but could also mean that the increases came from other educational outreach components or unknown custodial procedures. These results provided a baseline for future studies.



-Waste Management also reported that the recycling stream was cleaner (less contaminated) than years past.

-Gathered **300** student pledges to use refillable water bottles (in lieu of purchasing single-use bottled waters) during the Recyclemania Grand Finale.

-Approximately 400 faculty from several schools, watched the Sustainability Orientation Film and were presented Recycling Best Practices and were encouraged to embed the video into online teaching platforms.

- 120 New Employees attended a Sustainability/Recycling Best Practices presentation during New Employee Orientation (NEO) since August, 2017.

-2,072 New Students have viewed the Sustainability Orientation film (with recycling best practices) during New Student Orientation (NSO) since May, 2017.

7. What would you do differently in the future?

All aspects of the educational outreach strategy seemed to work well, considering the increase in recycling volumes. However, the second half of Recyclemania Grand Finale seminar series had a sparse audience. This is because there were not dedicated classes attending the second half of the event. Although marketing does a great job, students at a community college with only transient populations (no permanent or semi-permanent residence) rarely show up to events unless mandatory. The first half of the Grand Finale had two classes show up to attend for class credit. That said, it makes sense to only host events that have a guaranteed audience. In the future, we will stay away from hosting events without dedicated participants.

Additionally, there were approximately 150 additional students (passersby—not in a dedicated class) who showed up to sign the pledge to refill a reusable water bottle (in lieu of purchasing single-serving bottles). The incentive for this pledge #CNMrefills! was a free shiny stainless steel bottle. It would have been difficult to target moving student traffic without something to offer. In the future, we will stay away from hosting events without a dedicated budget to support at least one activity.

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

-Diversify your outreach efforts and start planning at least a year in advance.

- Events need activities and incentives to support your cause, which often require a budget.

- At a community college setting, without student housing/permanent residences, it may not be worth committing time/resources planning huge events without a dedicated audience.

9. Photos and Graphics



I PLEDGE TO REFILL

#CNMrefills! 2018

Pledging to refill a reusable container with tap water, instead of purchasing bottled water, will:

- Reduce WASTE on Earth and in the Oceans.
- Reduce the ENERGY and WATER it takes to make plastic and to recycle plastic.
- Support local, regional and global policies that promote affordable, safe tap water for all!

- News Articles:

- https://www.cnm.edu/news/cnm-participating-in-national-recyclemania-event-to-advance-recycling-efforts?utm_source=cnm_newslink&utm_medium=email&utm_campaign=newslink

- https://www.cnm.edu/news/learn-more-about-going-green-at-recyclemania-grand-finale-thursday?utm_source=cnm_newslink&utm_medium=email&utm_campaign=newslink

- https://www.cnm.edu/news/faculty-and-staff-news/new-standards-for-recycling?utm_source=cnm_newslink&utm_medium=email&utm_campaign=newslink



- **Schedule of events:** <https://www.cnm.edu/about/sustainability/recycling-at-cnm-and-recyclemania/2018-recyclemania-schedule-of-events-and-activities-2-autosaved-2.pdf>

CNM... REHASH YOUR TRASH



Americans use
2.5 MILLION
plastic bottles every
hour - and most of
them are
thrown away!



If every American
recycled just one-
tenth of their
newspapers, we
would save about
25 million trees a
year.



Recycling just ONE aluminum can saves enough
energy to run a television set for 3 HOURS!



That can returns to the
grocer's shelf in as little
as 60 DAYS after
collection



Infographic by student Deanna Sandoval