



One Step Further: Going Green

Lynn University Sustainability Committee Spring 2018
Campus Wide Initiative
GraceAnne Trumpfeller, Public Relations Practitioner

This campaign seeks to increase awareness of current Lynn University sustainability practices, and encourage students to incorporate sustainable habits into their daily routines. This 'Step by Step' campaign aims to work with pre-existing values towards reducing the university's carbon footprint, by incorporating sustainable practices into student's lifestyles.



LYNN UNIVERSITY SUSTAINABILITY COMMITTEE

MISSION: The Sustainability Committee seeks to enhance the university's mission by creating a sustainable campus environment with focus on conservation, commitment, community and education.

VISION: A sustainable campus environment to benefit students, faculty, staff and community.

CORE VALUES: Conservation, Commitment, Community, Environment and Education.

DISCIPLINE FOCUS & KEY INFORMATION: The committee has focus on five discipline areas: Community and Education, Energy and Transportation, Landscape and Ecology, Water, Waste and Materials. In particular, the 2017-2018 academic year will build upon Community and Education, seeking to formally establish a long-term sustainability policy for the campus and provide a campus-wide awareness plan; to embrace and acknowledge a commitment to a healthy, livable community; and to align educational priorities to realize environmental and sustainable aspirations.

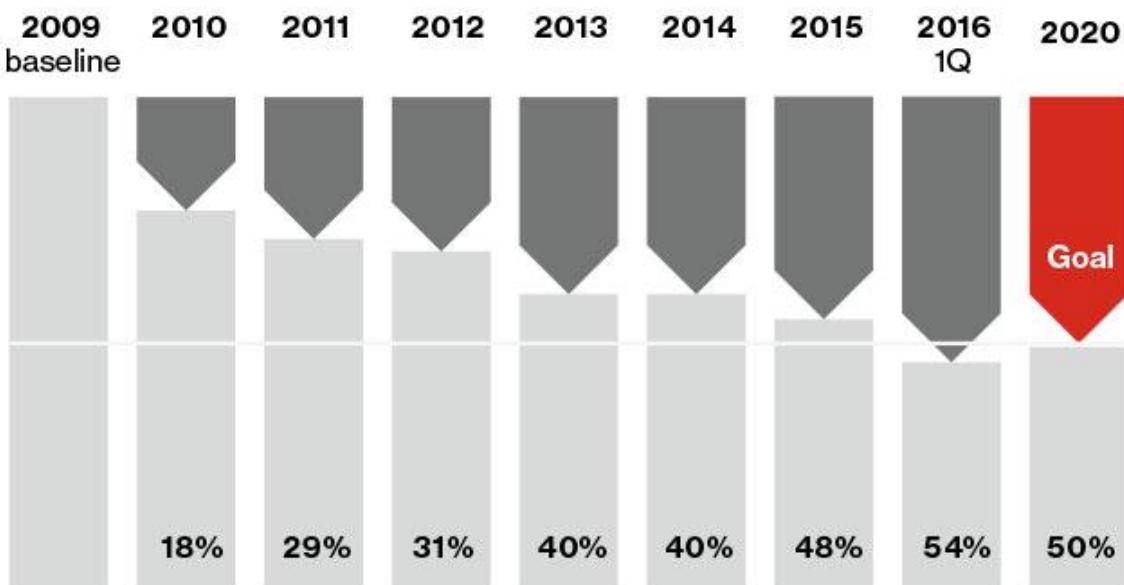
The Sustainability Committee was introduced in 2010, when they celebrated their first National Campus Sustainability Day on Oct. 20. Though the catalyst for the event was an awareness campaign, the event did host sustainability based activities, such as biking or carpooling to campus to reduce Lynn's carbon emissions, double siding printing for all university printers to reduce waste, and an "In the Dark" awareness event, which encouraged students to turn off the lights before leaving a classroom or residence hall to reduce energy usage. Throughout the following years, the committee has executed an annual Earth Day event, as well as Citizenship Project Sustainability Day, a 'Going Green' web page, and a campus-wide revamp on recycling and trash bins.



CULTURE, REPUTATION & DATA

Through a series of questions answered by our priority publics, it can be assumed that the campus community is not fully informed of the current Go Green initiatives that can be worked into their daily lives. Students need to become aware of the sustainability opportunities provided by the committee, as well as the steps that can be taken in order to decrease a carbon footprint. By fully understanding the current recycling system and the current available initiatives, Lynn University will make strides towards a smaller carbon footprint. Below, please find the data acquired from surveying under graduate students, specifically sophomore and junior students. Additionally provided is the current data trend for decreasing carbon emissions at Lynn University.

Current Data Trend: Carbon Emission

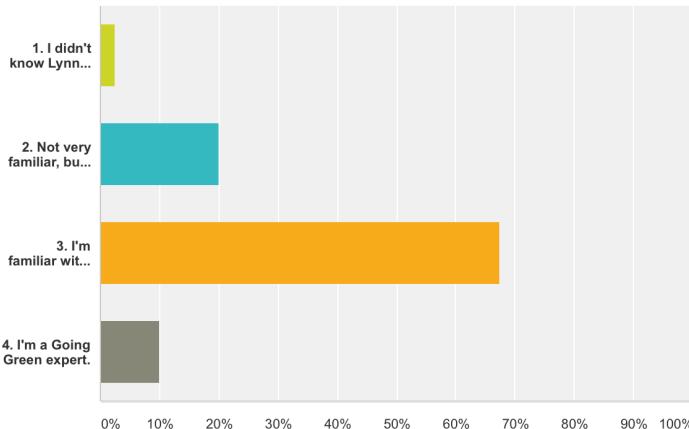




Student Survey Data: 2017 Trends

On a scale of 1 (never heard of) to four (very familiar), how familiar are you with Lynn's sustainability efforts?

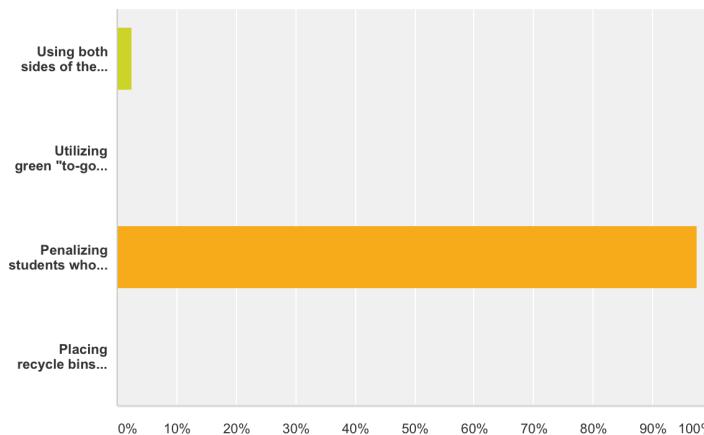
Answered: 40 Skipped: 0



Answer Choices	Responses
1. I didn't know Lynn participated in Going Green efforts.	2.50%
2. Not very familiar, but I knew about them.	20.00%
3. I'm familiar with some practices.	67.50%
4. I'm a Going Green expert.	10.00%
Total	40

Which of the following is not a Lynn University Going Green initiative?

Answered: 40 Skipped: 0

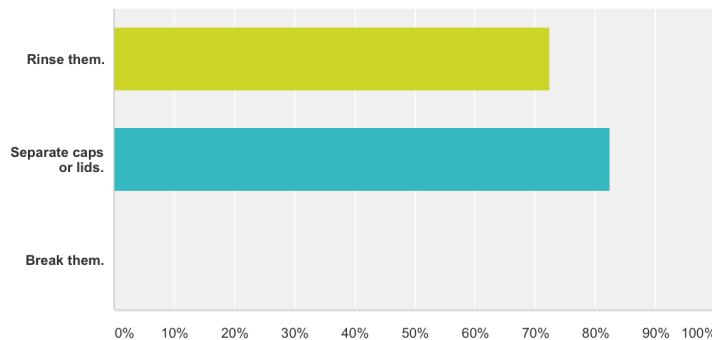


Answer Choices	Responses
Using both sides of the paper while printing in the library.	2.50%
Utilizing green "to-go" boxes in the Dining Commons.	0.00%
Penalizing students who don't sort their trash.	97.50%
Placing recycle bins in each building.	0.00%
Total	40



What steps should you take when disposing of plastic, metal, or glass bottles?

Answered: 40 Skipped: 0

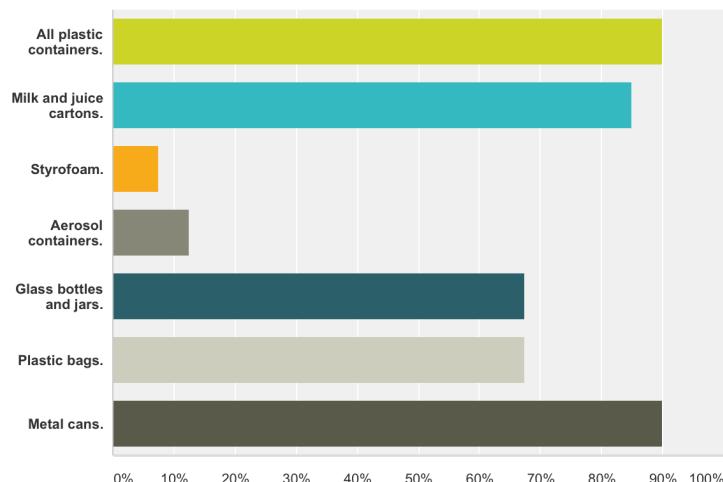


Answer Choices	Responses
Rinse them.	72.50% 29
Separate caps or lids.	82.50% 33
Break them.	0.00% 0

Total Respondents: 40

Which of the following are recycling acceptable?

Answered: 40 Skipped: 0



Total Respondents: 40

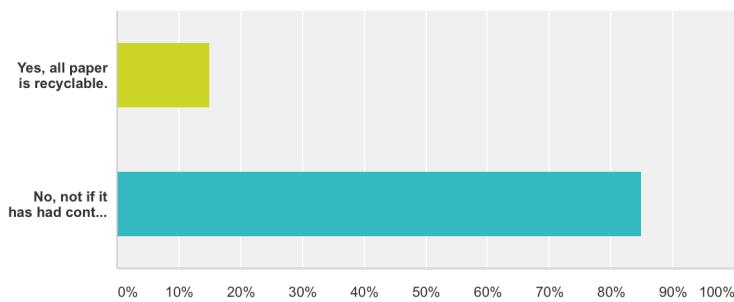
Answer Choices	Responses
All plastic containers.	90.00% 36
Milk and juice cartons.	85.00% 34
Styrofoam.	7.50% 3
Aerosol containers.	12.50% 5
Glass bottles and jars.	67.50% 27
Plastic bags.	67.50% 27
Metal cans.	90.00% 36

Total Respondents: 40



Can all paper be recycled?

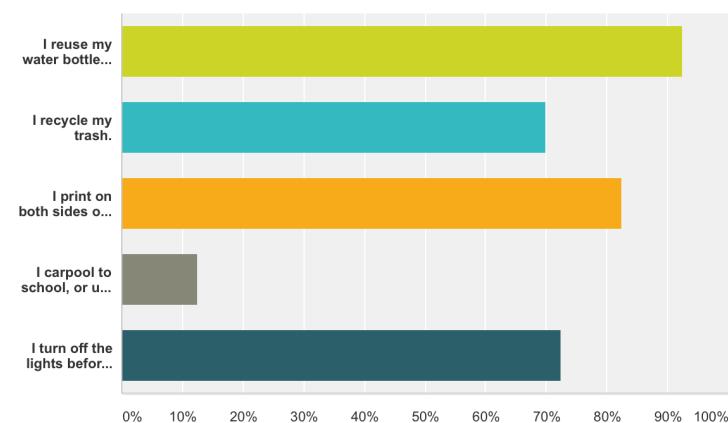
Answered: 40 Skipped: 0



Answer Choices	Responses
Yes, all paper is recyclable.	15.00%
No, not if it has had contact with food or liquor.	85.00%
Total	

How do you reduce your carbon footprint while at Lynn?

Answered: 40 Skipped: 0



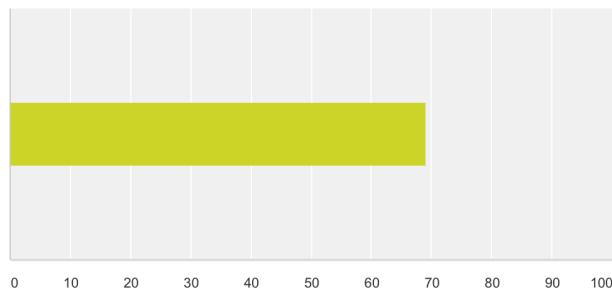
Answer Choices	Responses
I reuse my water bottles by refilling them at water stations.	92.50%
I recycle my trash.	70.00%
I print on both sides of the paper.	82.50%
I carpool to school, or use a bicycle.	12.50%
I turn off the lights before I leave my room.	72.50%

Total Respondents: 40



On a scale of 1 to 100, how actively do you participate in sustainability efforts in your daily life (recycling, using less water, shutting off lights when leaving a room, etc.)?

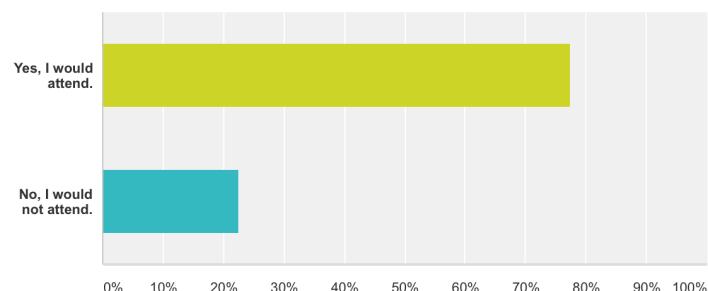
Answered: 40 Skipped: 0



Answer Choices	Average Number	Total Number	Responses
Responses	69	2,762	40
Total Respondents: 40			

Would you attend a Going Green event on campus?

Answered: 40 Skipped: 0



Answer Choices	Responses
Yes, I would attend.	77.50% 31
No, I would not attend.	22.50% 9
Total	40



GOALS AND OBJECTIVES

Goal #1: Increase awareness of on campus recycling as a step toward sustainability.

- Objective 1:* Identify and train Residence Hall Assistants to encourage information distribution;
- Objective 2:* Train all Residence Staff on recyclable materials and processes;
- Objective 3:* Increase the number of recycle bins per residence hall, such that each floor can adequately dispose of items;
- Objective 4:* Create posters to hang in Dining Commons, Perper Coffee House, and Library, to limit food waste contaminating recycling;
- Objective 5:* Utilize hashtags on social media;
- Objective 6:* Create content each week for social media.

Goal #2: Increase awareness of sustainable travel on campus.

- Objective 1:* Create and hang posters by bicycle rental on campus;
- Objective 2:* Submit article focused on bicycles on campus to iPulse to stimulate interest in the program;
- Objective 3:* Create and insert sign by North Lot that encourages students to car pool via UHaulCarShare;
- Objective 4:* Identify Car Share public relations team on campus to develop a working relationship;
- Objective 5:* Create and distribute email to all resident students;
- Objective 6:* Insert flyer in iPulse the week of Spring Break encouraging students to use CarShare;
- Objective 7:* Utilize hashtags on social media;
- Objective 8:* Create content each week for social media.

Goal #3: Increase awareness of on-campus sustainable initiative activities.

- Objective 1:* Create and hang posters in library printing room;
- Objective 2:* Place recycling bins by printing room;
- Objective 3:* Table in the front of the library to notify students that each step they take helps lessen the university's carbon footprint;
- Objective 4:* Design and distribute "Step by Step" flyer;
- Objective 5:* Design and execute an Earth Day event;
- Objective 6:* Design and distribute T-Shirt for Earth Day event that correlate to "Step by Step;"
- Objective 7:* Distribute cookies to students who utilize their green to-go box;
- Objective 8:* Announcements at all university athletic events;
- Objective 9:* Utilize hashtags on social media;
- Objective 10:* Create content each week for social media.



PRIORITY PUBLICS

Resident Students – Lynn University resident students are mainly between the age range of 18 through 22. The student population has a high origination from the Northeast United States and international countries. A majority of students living in residential halls are freshman and sophomores, with juniors holding a smaller percentage, and seniors the least represented.

Commuter Students – Lynn University commuter students are mainly between the age range of 18 through 30 and encompass tradition and nontraditional undergraduate and graduate students. The student population has a high origination from the south Florida community within a 50-mile radius of Boca Raton, including Delray Beach, Boynton Beach, and West Palm Beach. Almost all commuter students own at least one or more vehicle. Likewise, most commuter students travel to campus at least three times a week, with some students travelling two times a day, five days a week. A majority of commuter students are seniors, as seniors do not reside in the residence halls on campus.



PLAN OF ACTION

This campaign will run for the duration of the 2018 Spring Semester, with preparation for the campaign beginning in November of 2017. The campaign will culminate in April 2018, for Earth Day, but will run until the end of the semester in May.

November 2017

- Approval of campaign.
- Start of designing materials.
- Meet with current Resident Assistants to assess the current Go Green programs.
- Meet with staff to discuss recycling policies and students' adherence.

December 2017

- Finalize materials to be printed.
- Approval by office of marketing for designated materials.
- Create verbiage for Resident Assistants.
- Begin connecting on social media.
- Design posters for UHaul CarShare in relation to Going Green.

January 2018

- Printing of publicity material.
- Provide training to Resident Assistants, as well as staff and volunteers.
- Post materials around Residence Halls and campus.
- Post UHaul signage in North Lot.
- Launch daily posts on social media sites.
- Begin sending "Calling All Fighting Knights" email.
- Create video public service announcement to be used in February.

February 2018

- Promote Committee and campaign at athletics events.
- Training provided for building residence hall staff. Topic: recycling.
- Residence hall posters hung. Topic: Steps for Sustainability.
- Premiere video public service announcement in the dining commons.
- Begin preparations for Earth Week event.

March 2018

- Promote campaign at all student tours.
- Distribute Earth Day flyers around campus.
- Write and publish sustainability story in Lynn University iPulse.
- Promote social media activity.
- Prepare Earth Week event.



April 2018

- Run public service announcement in admissions.
- Update social media plans to include Earth Day.
- Earth Day Event (week-long) held. Trinket: T-Shirts.
- Coordinate with dining commons to hand out cookies to students using to-go boxes.
- Promote Going Green hashtags.

May 2018

- Evaluate semester effectiveness and make adjustments for future campaigns.
- Evaluate if overall goals were met.



BUDGET

Programming	Cost Per Item	Occurrences	Total Number of Items	Total Cost
On-Campus 10x17 Posters	\$0.57	1 poster design @ 100 pieces	100	\$57.00
Flyers	\$0.40	3 flyers @ 100 pieces	300	\$120.00
T-Shirts	\$9.93	1 order	100	\$993.00
Resident Assistant Recycling Info	\$0.70	1 packet design	60	\$42.00
Public Service Announcement	\$35.00	6	6	\$210.00
UHaul Poster Outdoor Heavy Weight	\$9.99	1 order	4	\$39.96
Earth Day Event (Misc.)	\$100.00	1	1	\$100.00
Campaign total	---	---	---	(Tentatively) \$1,561.00



One Step Further: Earth Day Poster

Target Public: Resident Lynn University students

Goal: Increase awareness of 2017 Earth Day, to encourage students to incorporate sustainable habits into their daily routines.

Timeline & Actions: Distributed Mon. April 3 – Mon. April 24 throughout common areas of residence halls, as well as the central entrance of the Dining Commons, ASSAF and the library

Budget: \$57 (100 pieces)

ASK NOT WHAT THE EARTH CAN DO FOR YOU.



EAkTH
DAY
2017

BUT WHAT YOU CAN DO FOR THE EARTH!

Go green, stay green.



GOING
GREEN
LYNN UNIVERSITY



One Step Further: Steps for Sustainability Promotion Packet

Target Public: Resident Lynn University students

Goal: Increase awareness of current Lynn University sustainability practices and encourage students to incorporate sustainable habits into their daily routines.

Timeline & Actions: Jan. 23 – May 1

Budget: \$1,250 (Posters, Event Planning & T-Shirts)



EMAIL



CALLING ALL FIGHTING KNIGHTS!

Your next battle has arrived - the fight to combat
climate change!

With our campus taking steps each day to become more
environmentally conscious, you can do the same. Take
advantage of Lynn's water bottle filling stations, located in
every building, or enjoy your lunch in a reusable
to-go container.

Visit the Go Green tab, located on the left column of
MyLynn, to learn more information about the steps we
can take together. United steps towards sustainability
mean smaller carbon footprints .

JOIN US IN MAKING THE CHANGE!



HAND OUT

STEPS FOR SUSTAINABILITY



SHORTER
SHOWERS



UNPLUG
AND TURN OFF WHAT'S
NOT BEING USED



REDUCE



REUSE



RECYCLE



A SMALLER CARBON FOOTPRINT BEGINS
WITH SMALL STEPS



PRESENTED
BY:

GOING
GREEN
LYNN UNIVERSITY



T-SHIRTS TO BE HANDED OUT DURING EVENT

Design Elements





T-SHIRTS TO BE HANDED OUT DURING EVENT

Front



Back





One Step Further: Feature Story

Target Public: Resident Lynn University students

Goal: Increase awareness of campus-wide sustainability initiatives as well as the purpose of the committee

Timeline & Actions: Distributed April 17, to be circulated on Earth Day (April 20)

Budget: \$0 (In-house)



3601 N. Military Trail, Boca Raton FL 33431

Feature Release
April 15, 2017
For Immediate Release

Contact: Grace Trumpfeller
Telephone: (347) 260-0837
Email: GraceTrumpfeller@Gmail.com

Fighting Knights Tackle the Battle to Go Green
Utilizing Campus Initiatives to Benefit the Environment

Boca Raton, FL, April 15, 2017 – In addition to spirit, service and strength, Fighting Knights may want to add another ‘S’ to their repertoire – sustainability.

The Lynn University Sustainability Committee debuted their Going Green initiative in 2010, and since then have dedicated themselves to making Lynn an environmentally sound campus. With core values such as conservation, commitment to the community, and education about the environment, the committee aims to drastically reduce waste on campus.

“Our goal is to make measurable impacts on what we are doing in each of these areas,” said Tom Heffernan, dean of administration. “Although cost savings is one part of the overall plan, the real goal is to reduce our overall greenhouse emissions by 50%.”

To achieve their goals, the committee encourages students to partake in more sustainable habits, such as car pooling or biking. Staying green on campus

– more –

becomes increasingly easier with the use of the campus shuttle, which provides complimentary transportation for Fighting Knights, as well as the university's free bike rental program.

“One of the easiest ways for me to feel as though I’m helping the environment is to cut back on how often I use my car to get from point A to point B,” said junior Cassidy Kruse. “I feel extremely lucky because Lynn offers me multiple alternatives to driving my car everywhere, and I know my choices are benefiting the environment.”

However, transportation is not the only aspect of Lynn living that can be environmentally sound. Throughout the course of the past seven years, the Sustainability Committee has introduced numerous initiatives that students can take advantage of daily.

So, where to begin? For a student grabbing a quick bite to start the day, many residents choose to utilize their green to-go boxes. These reusable, washer friendly containers take the place of dozens of Styrofoam to-go boxes, which are non-recyclable and harmful towards the environment.

To wash down a meal, water bottle refilling stations can be found in each building.

“I love being able to refill my water bottle on campus,” said sophomore Megan Selfridge. “I’m a member of the cross country team, so I drink a ton of water. Being able to refill my own bottle with fresh, filtered water means I don’t

– more –

need to purchase a new plastic bottle of water when mine is empty.”

In the library, one can not only find save plastic by refilling their bottle, but also save paper while using university printers. For those that need to print out assignments, notes or tests, Lynn printers are programmed to print on both sides of the paper. In this way, a four-page assignment is only using two pieces of paper, as opposed to two.

Additionally, all buildings are equipped with recycling bins. For some, taking steps towards being more environmentally sound can begin with simply utilizing the appropriate bins when recycling paper and plastic items, and discarding tissue or food waste.

For those interested in learning more about the Sustainability Committee’s efforts on campus, check out the Going Green tab on MyLynn. Creating sustainable habits is as easy as utilizing on-campus initiatives.

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One Step Further: Public Service Announcement

Target Public: Resident Lynn University students

Goal: Increase awareness of campus-wide sustainability initiatives as well as the need to keep campus clean

Timeline & Actions: Premiere in Dining Commons in February 2018; circulate on social media prior to Earth Day (April 20)

Budget: \$210 (6 occurrences)



VIDEO PUBLIC SERVICE ANNOUNCEMENT



To learn more, visit My Lynn and select Going Green.

Link: <https://youtu.be/YYjJRxedwZ8>



One Step Further: Social Media

Target Public: Resident & Commuters Lynn University students, Guests

Goal: Increase awareness of campus-wide sustainability initiatives as well as the current goal to limit Lynn University's carbon footprint. Connect environmentally conscious students, as well as the Boca Raton community.

Timeline & Actions: Launch in January 2018.

Budget: \$0 (In-house)



INSTAGRAM

Focus: Though we will integrate all three social media platforms, Instagram will be the platform most utilized to reach the priority public. Utilizing the newer “swipe” feature Instagram offers, multiple photos can be uploaded at one time to more efficiently tell a story. By doing this, we can create comparison scenarios, as well include various situations in which one could adhere to the sustainable lifestyle. The hashtag #GreenLynning will be introduced, in reference to the steps taken to lead an environmentally sound lifestyle on campus.

Frequency: Once a week

EXAMPLE POSTS

- Post One – A swipe post, with the first being a photo of Lynn’s well-maintained campus, and the second being a dirty area with litter. Caption: A clean campus doesn’t come without effort. Swipe to see what could happen if your fellow Fighting Knights decided to litter. #GreenLynning
- Post Two – A swipe post, with the first being UHaulCarShare and the second a Lynn bicycle. Caption: Put the brake on your car. Try carpooling or riding a bike to your desired destination, the environment will thank you! #GreenLynning
- Post Three – A short Boomerang video (short clip that plays on repeat) of a student filling their water bottle. Caption: Reusing bottles with our water filling stations #GreenLynning
- Post Four – A swipe post of the various recycling bins on campus. Caption: Do you know which items are recyclable? #GreenLynning
- Post Five – A Boomerang of a plastic bottle landing in a recycle bin. Caption: Do your part of #GreenLynning

FACEBOOK

Focus: Facebook will be used to share “Did You Know?” type facts, in which each post shares an element of sustainability that students might over look in their daily life. The #GreenLynning hashtag will remain a constant element on Facebook as well, in order to maintain some uniformity between platforms.

Frequency: Once a week

EXAMPLE POSTS

- Post One – Going Green logo. Caption: Did you know? Lynn’s sustainability efforts were recognized by the Princeton Review as being one of the top green initiatives amongst college campuses #GreenLynning
- Post Two – A photo of students using their green to-go boxes. Caption: Did you know? Choosing a re-usable, washer friendly to-go container eliminates the need to use non-recyclable options such as styrofoam, which are non-biodegradable and harmful to the environment #GreenLynning
- Post Three – A photo of students printing, using both sides of the paper. Caption: Did you know? Lynn printers purposefully use both sides of the paper



- to reducing paper waste #GreenLynning
- Post Four – PSA video Caption: #GreenLynning
- Post Five – An invitation to the ‘Step by Step’ Go Green event on campus.

TWITTER

Focus: A unique feature that Twitter offers is polling. Twitter will primarily be interactive, having students participate in sustainability-based polls. The #GreenLynning hashtag will continue on Twitter as well.

Frequency: Once daily

EXAMPLE POSTS

- Post One – Poll: Which of these is not recyclable? Check back tomorrow for details! #GreenLynning
- Post Two – A photo of a greasy pizza box, with food still inside. Caption: Cardboard is recyclable, but food waste isn’t! Save this one for the trash.
- Post Three – Poll: Which Going Green Initiative do you participate in most often? #GreenLynning
- Post Four – Clip of the PSA. Caption: Lynn University is taking steps to reduce their carbon footprint #GreenLynning
- Post Five – A photo of students in the ‘Step by Step’ T-shirt. Caption: Students loved taking part of the Sustainability Committee’s event today #GreenLynning



One Step Further: Campaign Evaluation

Target Public: Resident Lynn University students

Goal: Increase awareness of campus-wide sustainability initiatives as well as the purpose of the committee

Timeline & Actions: Distributed April 17, to be circulated on Earth Day (April 20)

Budget: \$0 (In-house)



SURVEY

How Much Do You Know About Sustainability on Campus?

1 On a scale of 1 (never heard of) to four (very familiar), how familiar are you with Lynn's sustainability efforts?

- 1. I didn't know Lynn participated in Going Green efforts.
- 2. Not very familiar, but I knew about them.
- 3. I'm familiar with some practices.
- 4. I'm a Going Green expert.

2 Which of the following is not a Lynn University Going Green initiative?

- Using both sides of the paper while printing in the library.
- Utilizing green "to-go" boxes in the Dining Commons.
- Penalizing students who don't sort their trash.
- Placing recycle bins in each building.

3 What steps should you take when disposing of plastic, metal, or glass bottles?

- Rinse them.
- Separate caps or lids.
- Break them.

4 Which of the following are recycling acceptable?

- All plastic containers.
- Milk and juice cartons.
- Styrofoam.
- Aerosol containers.
- Glass bottles and jars.
- Plastic bags.
- Metal cans.

5 Can all paper be recycled?

- Yes, all paper is recyclable.
- No, not if it has had contact with food or liquor.



6 How do you reduce your carbon footprint while at Lynn?

- I reuse my water bottles by refilling them at water stations.
- I recycle my trash.
- I print on both sides of the paper.
- I carpool to school, or use a bicycle.
- I turn off the lights before I leave my room.

7 On a scale of 1 to 100, how actively do you participate in sustainability efforts in your daily life (recycling, using less water, shutting off lights when leaving a room, etc.)?



8 Would you attend a Going Green event on campus?

- Yes, I would attend.
- No, I would not attend.