

A graphic featuring a large blue paw print on the left and a green leaf on the right, both set against a light blue background. The paw print has five distinct toes. The leaf is stylized with a gradient from light green to dark green.

# ONE STEP FURTHER: GOING GREEN

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

# LYNN UNIVERSITY SUSTAINABILITY COMMITTEE

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- ➔ *Mission:* 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 AND KEY INFORMATION

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- ➔ Community and Education; Energy and Transportation; Landscape and Ecology; Water; Waste and Materials
- ➔ For the purpose of this campaign, 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.

# “ONE STEP FURTHER”

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- ➔ 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.

# INTRODUCING A CAMPAIGN LOGO

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This campaign is centered around “Steps” and “Footprints” — The steps toward sustainability, taking green living one step further, steps in the path for a smaller carbon footprint.

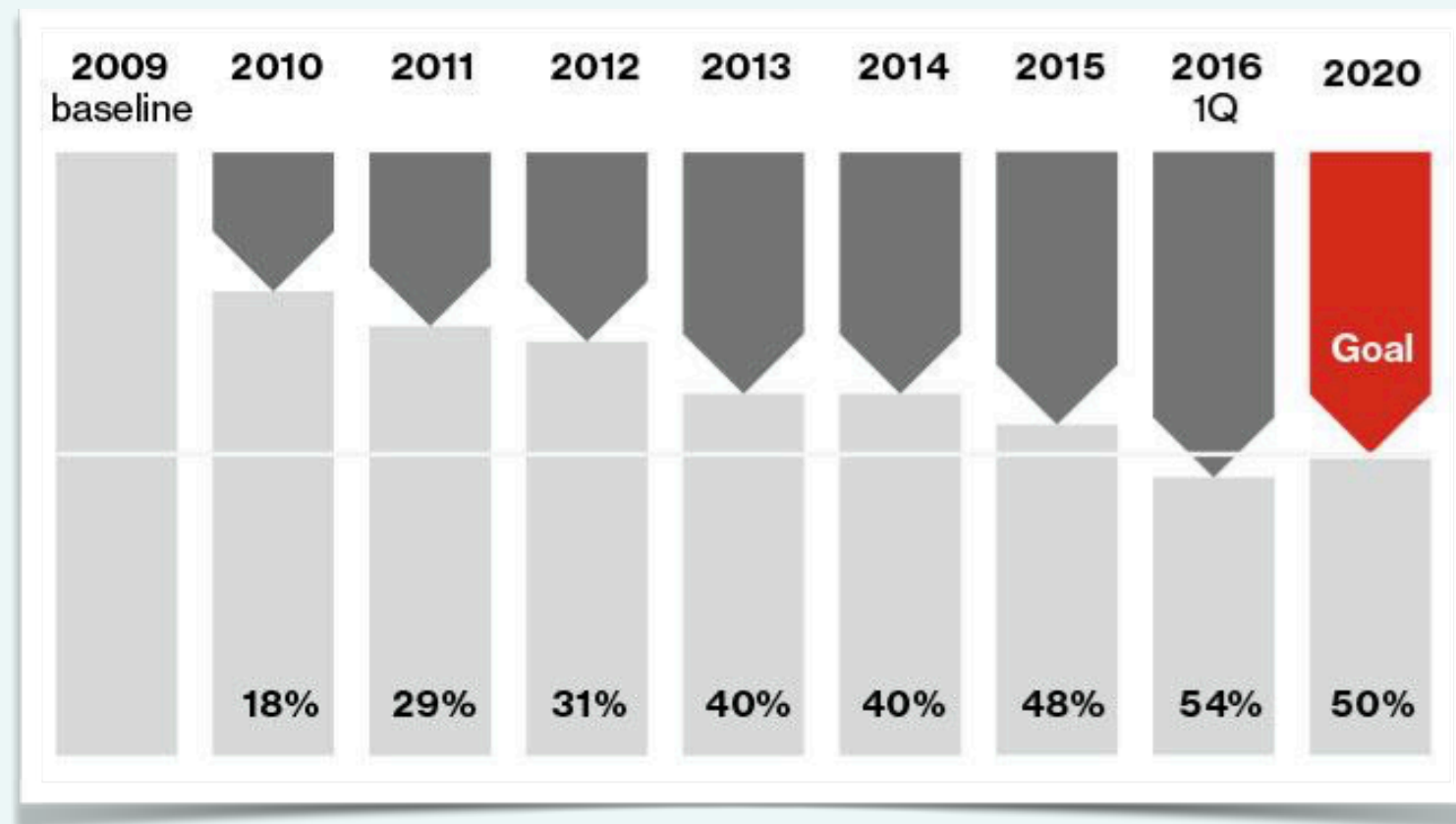
# TARGET AUDIENCE

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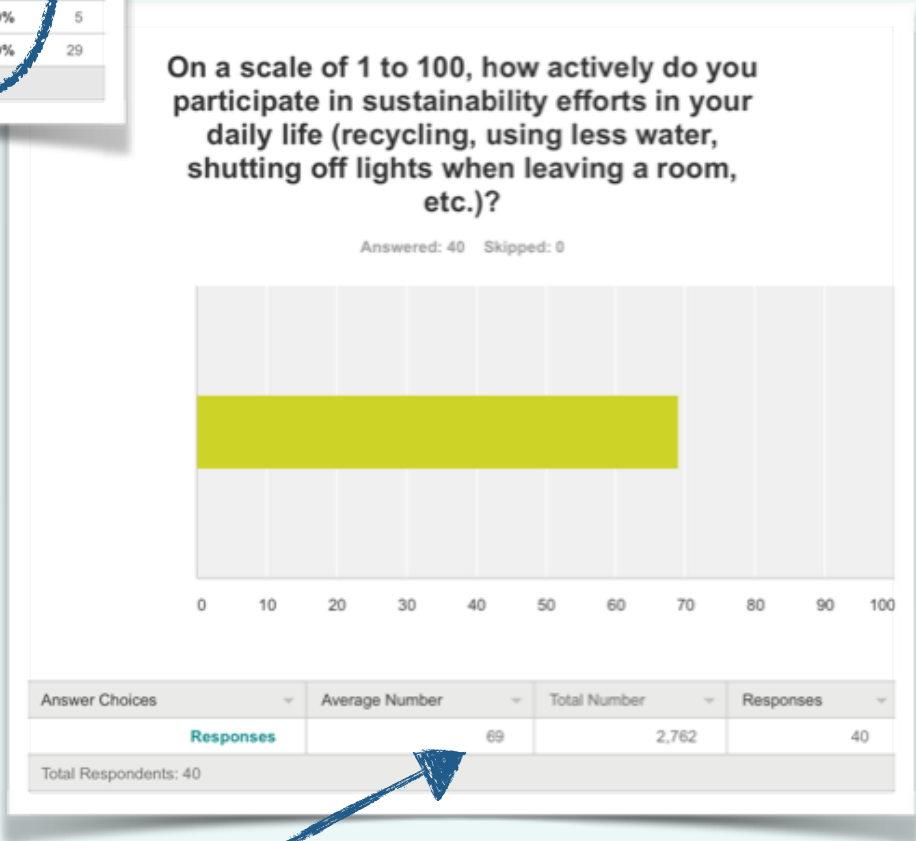
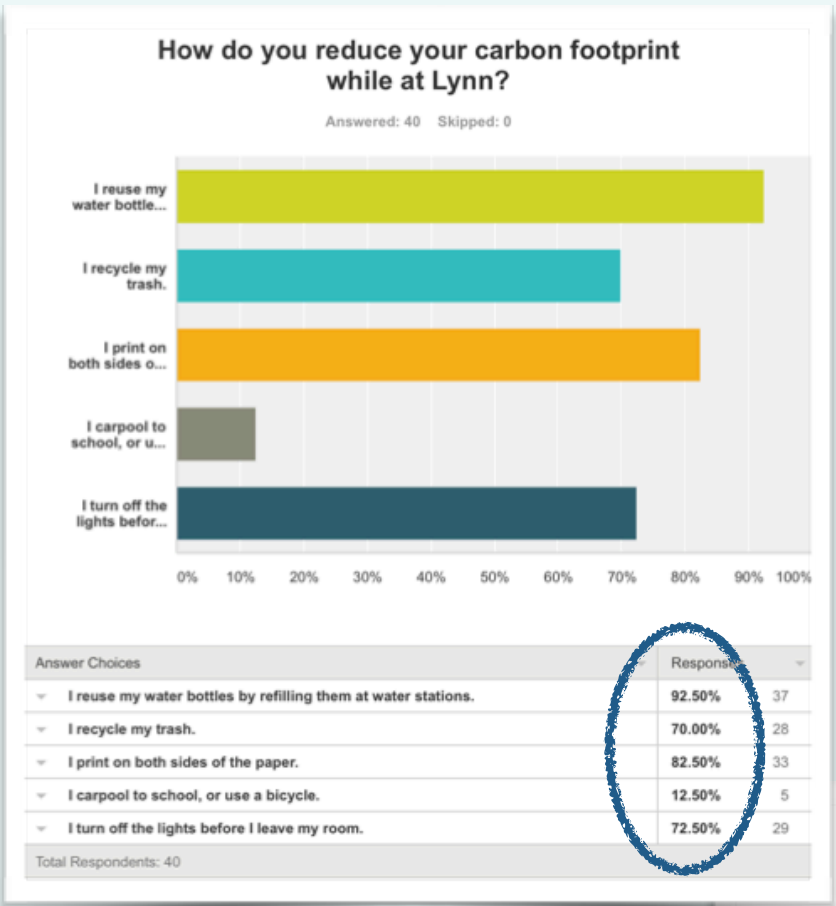
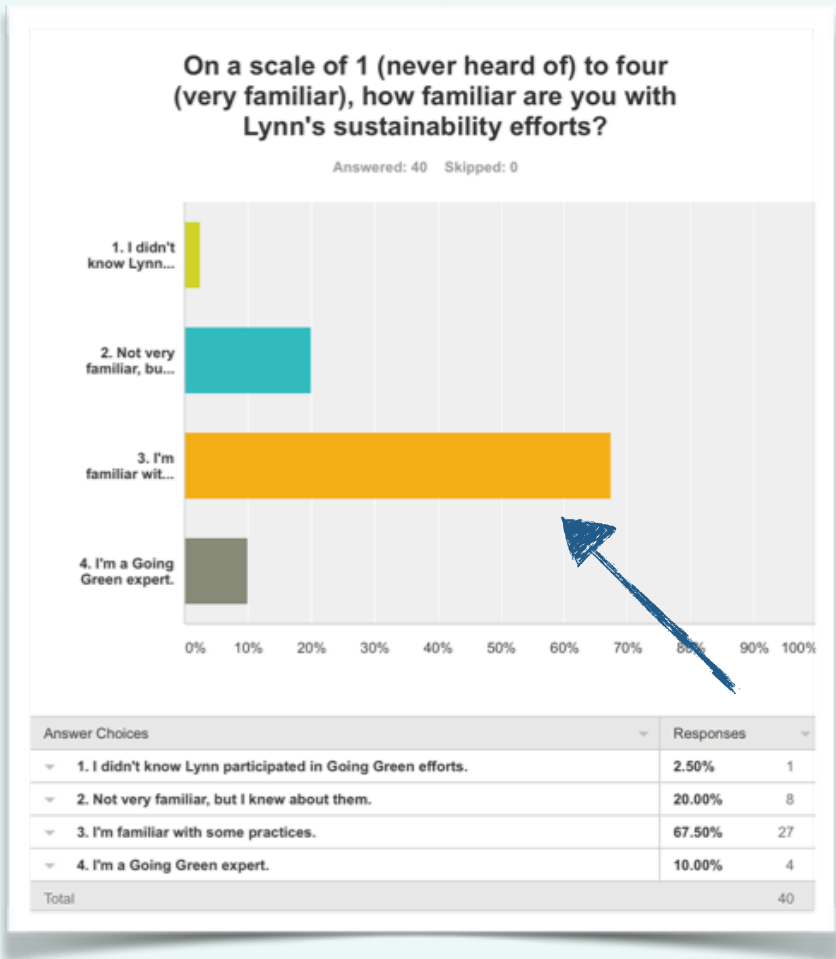
- ➔ *Resident Students* – Mainly between the age range of 18 through 22.
- ➔ *Commuter Students* – Mainly between the age range of 18 through 30; within a 50-mile radius of Boca Raton, including Delray Beach, Boynton Beach, and West Palm Beach.
  - ➔ Almost all commuter students own at least one or more vehicle.
  - ➔ Most travel to campus at least three times a week, with some students traveling two times a day, five days a week.

# DATA COLLECTION



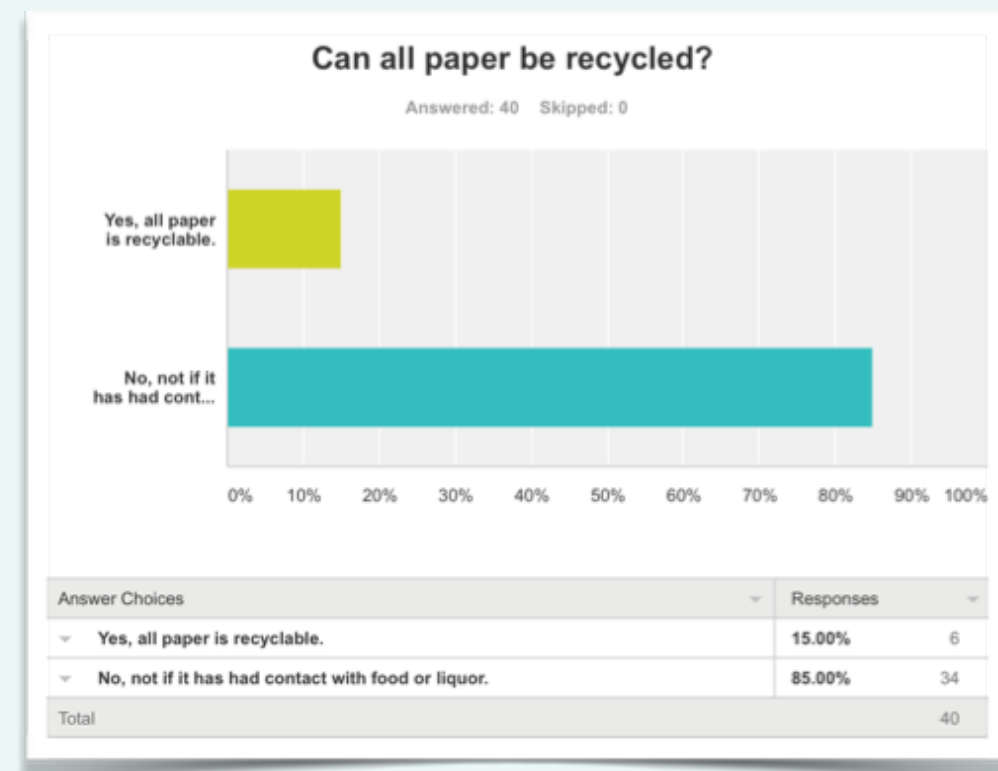
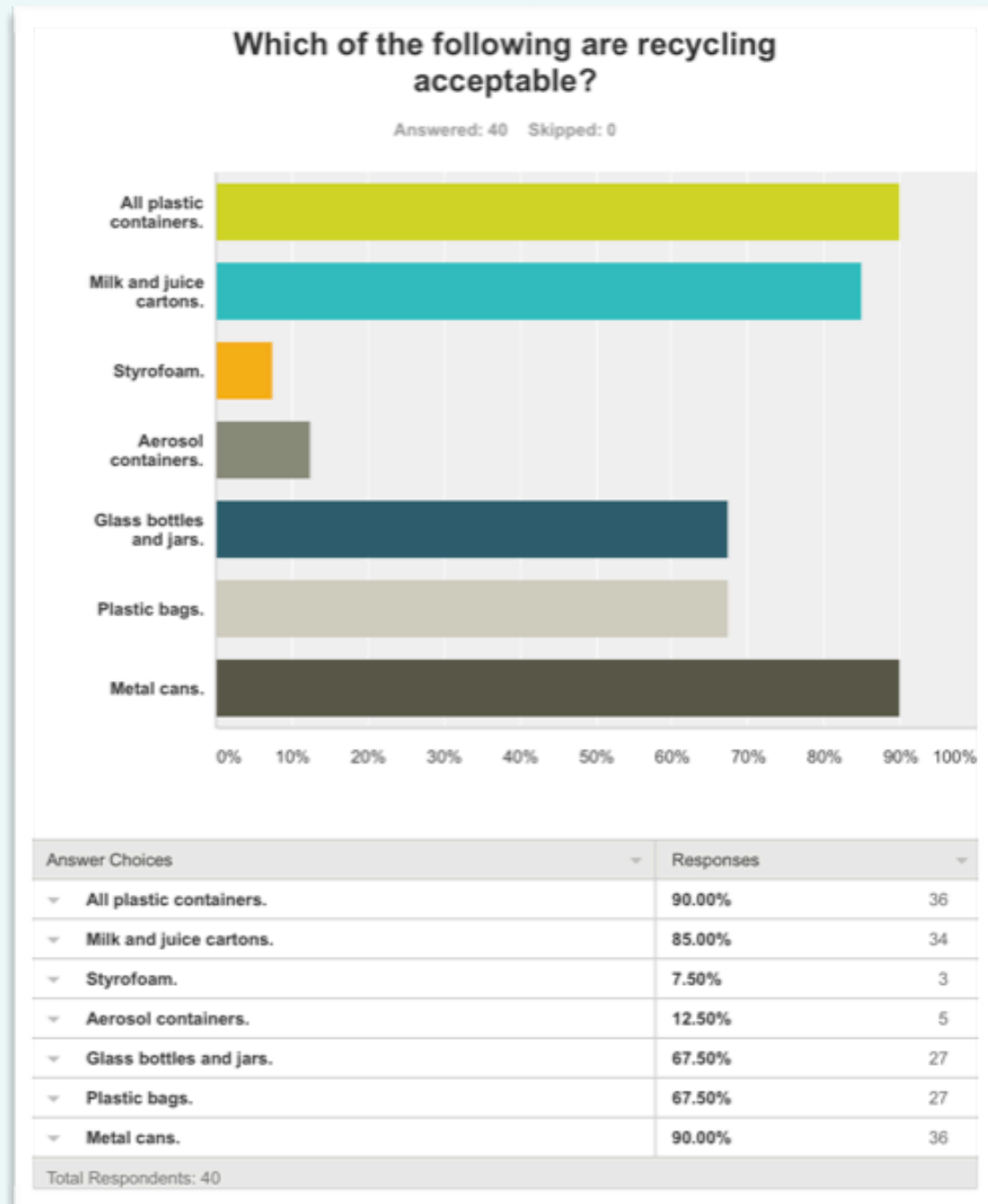
Since the creation of the Sustainability Committee, the general trend is a decrease of carbon emissions.

# DATA COLLECTION





# DATA COLLECTION



Despite an overall positive trend, there still is some confusion over common practices.

# CAMPAIGN GOALS

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- ➔ Increase awareness of on campus recycling as a step toward sustainability.
- ➔ Increase awareness of sustainable travel on campus.
- ➔ Increase awareness of pre-existing on-campus sustainable initiative activities.
- ➔ **Ultimately** — Making these actions seem less of individual steps, and more as one path toward creating a smaller carbon footprint.

# PLAN OF ACTION

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## **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.

# PLAN OF ACTION

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## **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.
- 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.

# UTILIZING A COST EFFECTIVE 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

# EARTH DAY POSTER



- ➔ 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,



**EARTH  
DAY  
2017**

BUT WHAT YOU CAN DO FOR THE EARTH!

*Go green, stay green.*



**GOING  
GREEN**  
LYNN UNIVERSITY





# CALLING ALL FIGHTING KNIGHTS!

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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!**

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## EMAIL



- .....
- ➔ Begin distribution in January 2018, when students begin returning from Winter Break
  - ➔ Utilize Admissions

# 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

## HANDOUT



- ➔ Utilized during events: athletics, performances, special meals in the Dining Commons
- ➔ Begin distribution in February 2018



# “STEP BY STEP” WEEK-LONG EVENT

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- ➔ Monday, April 16 to Friday, April 20 - 11 a.m. to 2 p.m. each day
- ➔ “Step By Step” - Four days, eight steps
- ➔ Monday through Thursday students will be asked two questions a day (i.e. “Do you print on both sides of the paper?” “Do you ever carpool to campus?”)
- ➔ For each 100 students that say they actively participate in the steps, a footprint will be added to the sidewalk
- ➔ The ultimate goal is to complete all eight steps, with a pledge to “Go Green” being the final step
- ➔ A fair with music, food, and t-shirts will be held Friday afternoon



100 t-shirts in a range of sizes would be handed out during the event as a trinket. The total cost of the shirts would be \$993.00.

# FEATURE STORY IN IPULSE



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

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

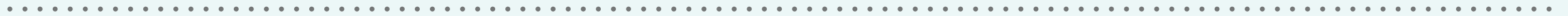
In the library, one can not only find save plastic by refilling their bottle, but also save paper while using university printers. For those that need to print out assignments, notes or tests, Lynn printers are programmed to print on both sides of the paper. In this way, a four-page assignment is only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



# SOCIAL MEDIA TACTICS



- ➔ Instagram, Facebook, & Twitter: #GreenLynning
- ➔ Instagram: “Swipe” feature allows multiple photos to be uploaded at one time to more efficiently tell a story.
- ➔ Facebook: Used to share “Did You Know?” type facts, in which each post shares an element of sustainability that students might overlook in their daily life.
- ➔ Twitter: Twitter will primarily be interactive, having students participate in sustainability-based polls.



**THANK YOU!**

**What steps will you take?**