

# ABSTRACT

Team IC24012

**Team Members:**

Conrad Dzikunu  
Vincent Leon  
Swathi Baskaran

The presentation delves into the comprehensive analysis of the Green Terp Program, a partnership initiative between the Office of Sustainability and the Department of Resident Life at the University of Maryland. Spanning from Fall 2018 to Spring 2023, the program aimed to promote environmentally responsible choices among UMD students. Central to its framework was students' annual participation, who committed to integrating a minimum of 10 sustainable behaviors into their lifestyles. At the culmination of each academic year, students underwent certification, affirming the incorporation of their pledged behaviors.

The students were given a Google form that would give them a list of eco-friendly choices and habits to follow, allowed for data collection, and provided a way for participants to communicate their suggestions with the program runners. Through the examination of self-reported registration and certification data collected, our study explores various facets of student engagement and behavior change over the reporting period. We conducted an analysis using Tableau to identify the essential parameters to aid in developing the program. Key questions addressed include the conversion rate from registration to certification, common variables influencing certification, and shifts in selected behaviors over time.

Graphical representations illustrate the fluctuation in registration and certification rates over the academic years, offering insights into participation trends and potential factors impacting program engagement. Additionally, correlations between selected behaviors are analyzed, considering differences across on-campus, off-campus, and fraternity/sorority housing.

We have put together recommendations to balance the Green Terp Program's certification and registration rates based on this data. This presentation not only highlights patterns in student interests and behavior but also suggests avenues for program enhancement and future sustainability initiatives based on the identified trends and insights.