

IC24T034 GreenTerp Abstract

The Office of Sustainability and Department of Resident Life aimed to promote environmentally responsible choices by UMD students. The GreenTerp dataset contains self-reported information from AY2018-2019 to AY2022-2023 regarding student demographics, habits, and completion status. GreenTerp was not available during AY2020-2021 due to COVID-19 restrictions. However, the registration/certification forms changed over time and had multiple counts of resubmissions that were not accounted for. Our main questions of interest were to analyze the overall trend in the enrollment of the GreenTerp program, the demographics of those participating, and the conversion rate from registration to certification.

To further clean the dataset for analysis, we utilized the submission datetime to locate the most submissions for each individual, presenting an organized dataset for use. Then, we were most interested in the grade and housing facility of those who failed to certify. Lastly, the initial and final results for sustainable habits were calculated, giving insight into which questions had the smallest success rate. Due to the variability in the data collection process, each year was evaluated on its own to ensure the validity and accuracy of our findings.

Upon our initial data exploration process, we found that the enrollment and completion of the GreenTerp program decreased considerably in the past two years. We aim to better understand why given categories have lower success rates than others, which may provide insight into which demographic of students require more education and awareness. We hope to provide meaningful recommendations or suggestions to refine the GreenTerp program's outreach and social marketing efforts.