

GREEN TERP PROGRAM ABSTRACT

In this project, we strive to ensure that the Green Terp Program meets their goal of increasing sustainable behaviors at UMD. We will use Tableau and the Excel dataset provided to answer three questions. Our first question is how can the survey be improved to increase participation? First, we will remove students that got certified, but failed to register. This suggests that the student is only certified to receive a prize, rather than intending to act more sustainably. Then, using Tableau we will determine which demographics (year, grade, residence, and previous participation) are more likely to get certified which will provide important insights for future outreach efforts.

The second question is how student interests around sustainability have shifted over the half-decade and how those shifts can be used to increase sustainable practices amongst students? To answer this question, we will analyze the full_cleaning, full_energy, and full_waste columns to determine habit popularity over the years and identify any changing patterns of behavior. This provides valuable insights about habit areas students indicate they have made a meaningful change in.

Our final question is how we can change our marketing approach to encourage methods of engagement that are not currently popular. We will use the full_engage column to determine which methods of engagement students resonate with the most/least. If certain engagement methods are underperforming, we will make suggestions for Green Terp to better promote these engagement methods. If there are certain behaviors that are popular, we will examine why and provide recommendations.