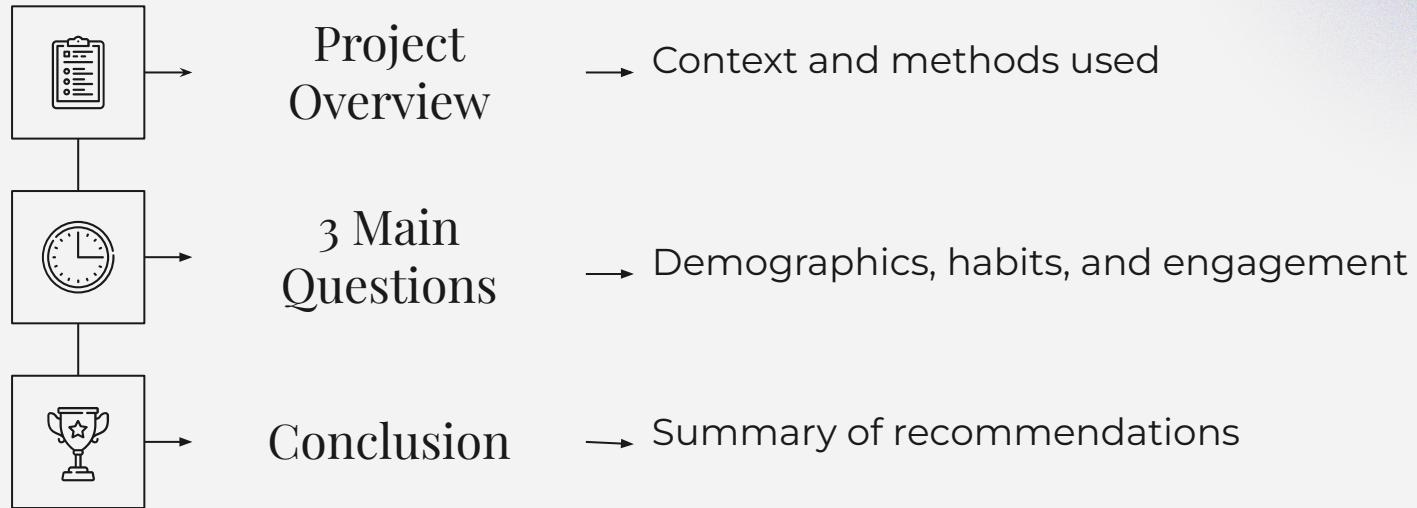


# Green Terp Program Presentation



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# Timeline



# Overview

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## Green Terp Program

- ❖ Program between 2018-2023  
promoting students to act more  
sustainably
- ❖ 10 sustainable activities into lifestyle
- ❖ Registration and Certification

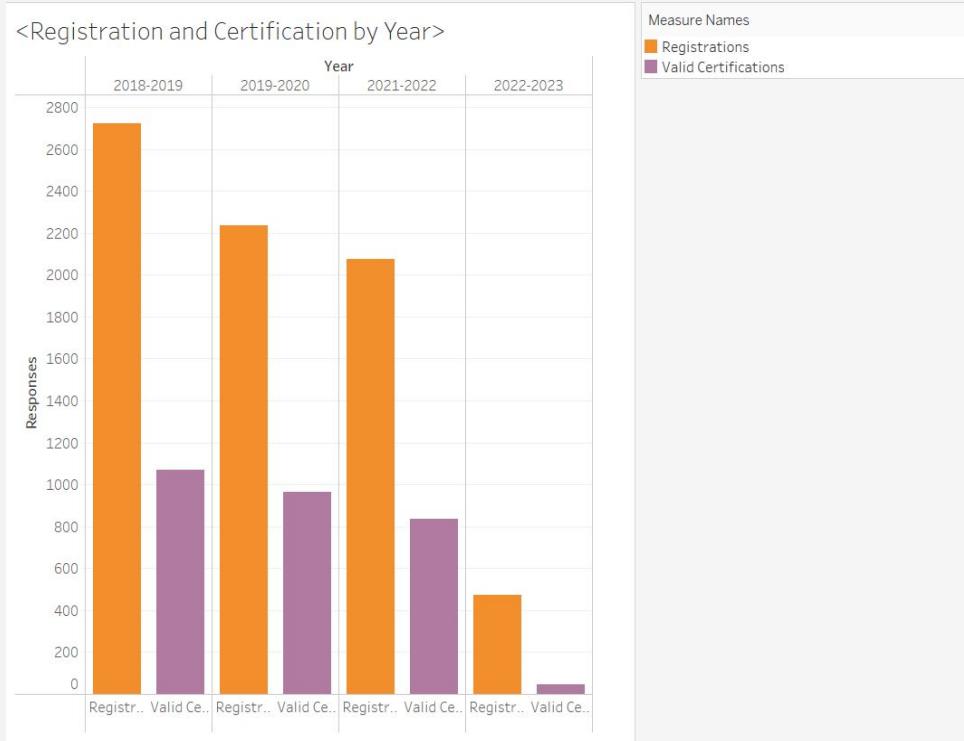
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# Project Overview

- ❖ Primary goal:
  - Ensure the Green Terp Program can meet their goal of increasing sustainable behaviors on campus through data analytics
  - Answer 3 important questions and provide suggestions for improvement based on observations



# Registration and Certification By Year



## Findings for Context:

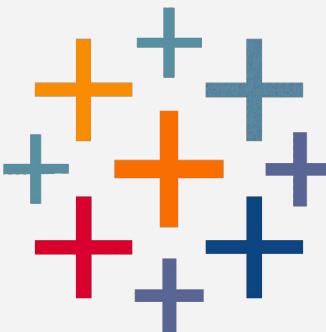
- ❖ More registrations than certifications
- ❖ Total number of registrations AND certifications declined from 2018-2023

This downward trend motivates future questions in our project.

# Method

## Overview:

- ❖ Create Tableau graphs using Excel data
- ❖ Used proportion for better comparison throughout each year
  - Proportion value = category/valid certificates
- ❖ Some graphs have less data
  - No form submissions 2022-2021
  - Missing habits data 2019-2020



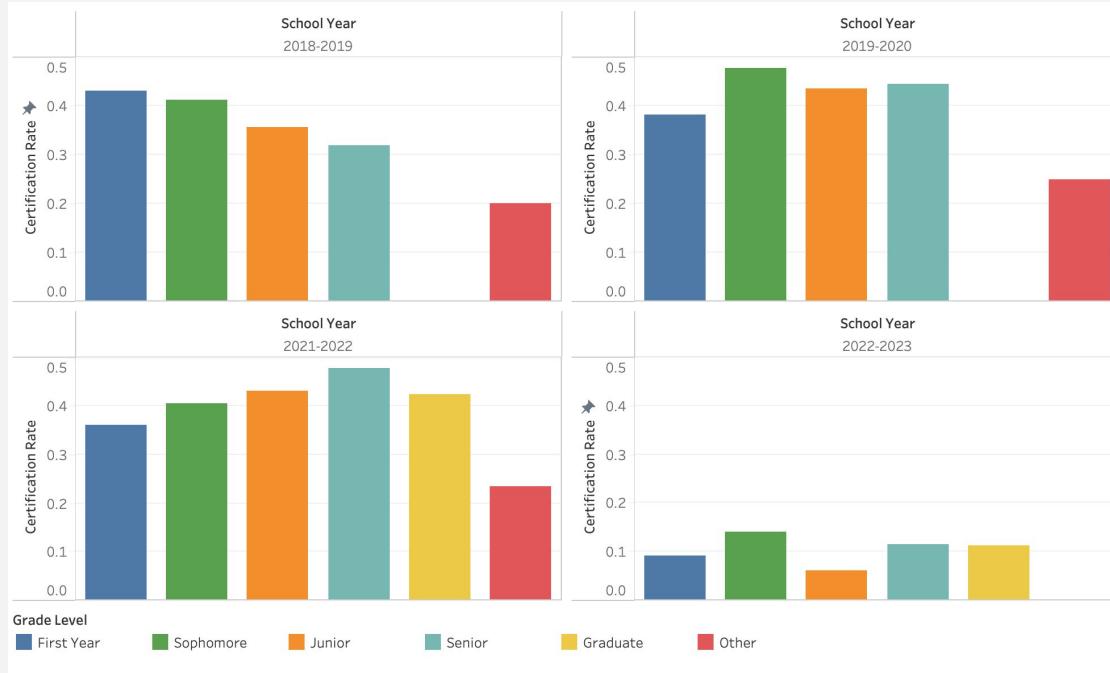
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# Question 1

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How can we utilize demographic data to increase survey participation (registrations and certifications)?

# Certification Rate By Grade



## Findings:

- ❖ No evidence that one grade certifying more than another
- ❖ Massive drop in rates from 2021-2022 to 2022-2023
- ❖ Juniors = 6.19% and Sophomores = 14%

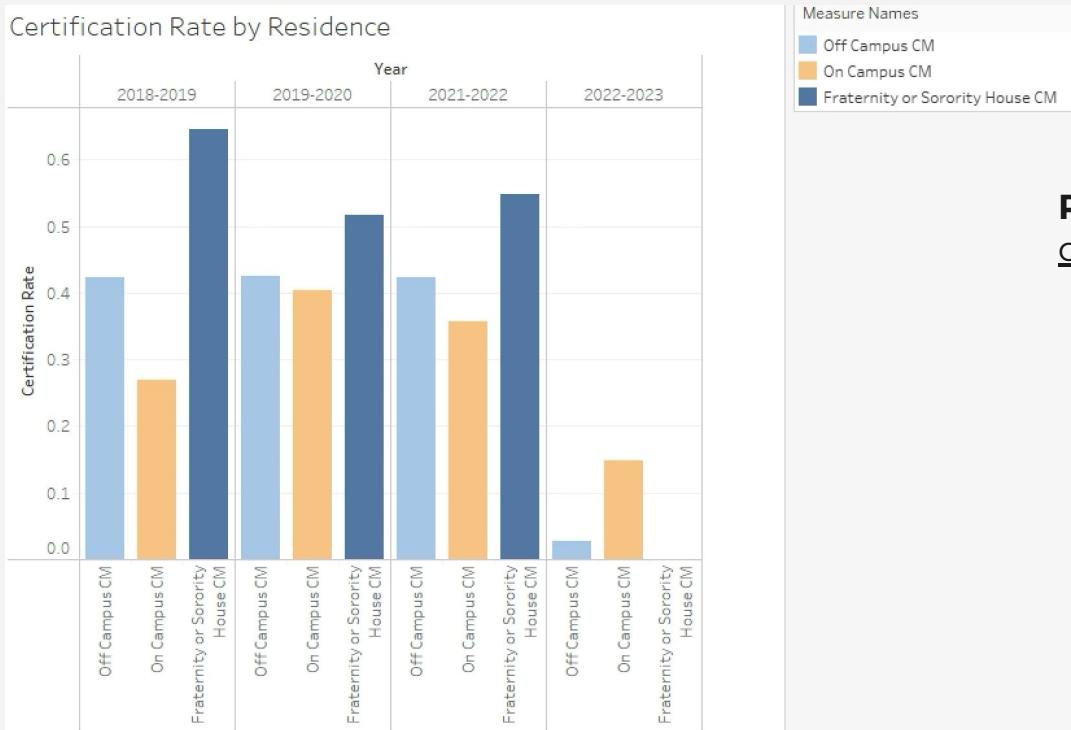
## Recommendations:

determine what factors caused a large decline in registration/ certification

- ❖ Increasing emails sent to students
- ❖ Promote survey awareness
- ❖ Specialize prizes

# Certification Rate By Residence

Certification Rate by Residence



## Findings:

- ❖ Fraternity and sorority residents=highest certification rates
- ❖ On campus students= lowest certification rates
- ❖ Decline in certification from 2022-2023

## Recommendations: ask more specific questions to understand data better

- ❖ Why are fraternity and sorority residents registering more?
  - Greek life requires certain number of volunteer hours
- ❖ How can we improve outreach to on campus students?
  - Collaborate with RA's to host Green Terp dorm events
  - Post educational flyers in dorm halls

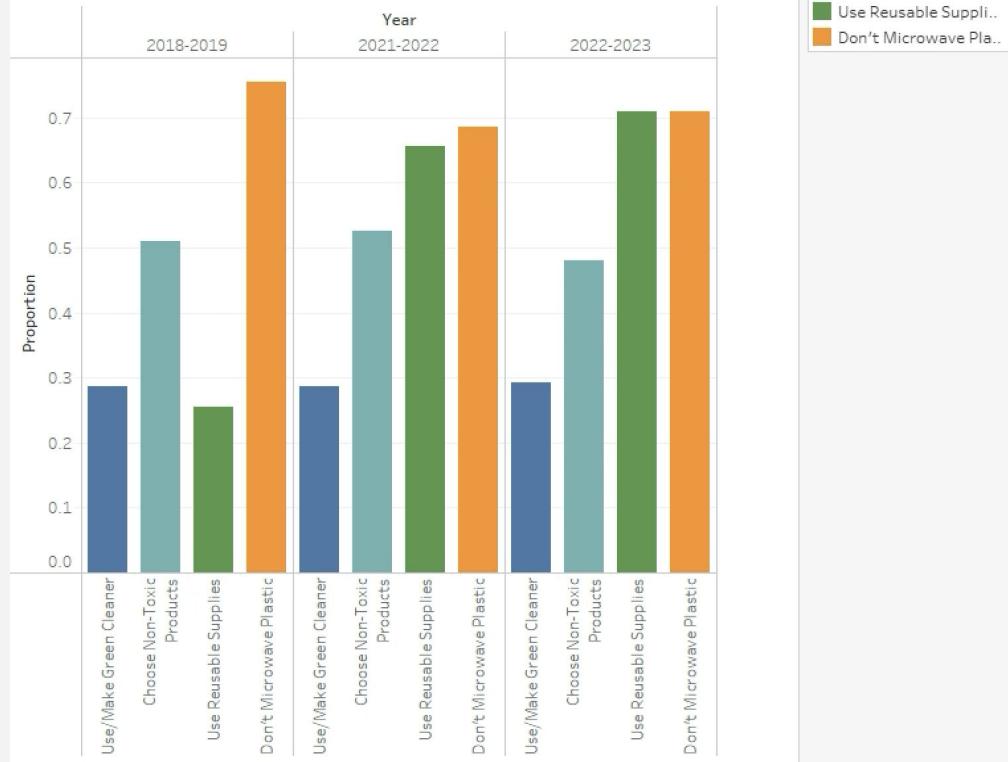
# Question 2

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How have student interests around sustainability shifted over the half-decade, and can we pull insights for future programming from these trends?

# Cleaning Products Data

Proportion of Valid Cert Who Chose Each Green Cleaning Option



## Findings:

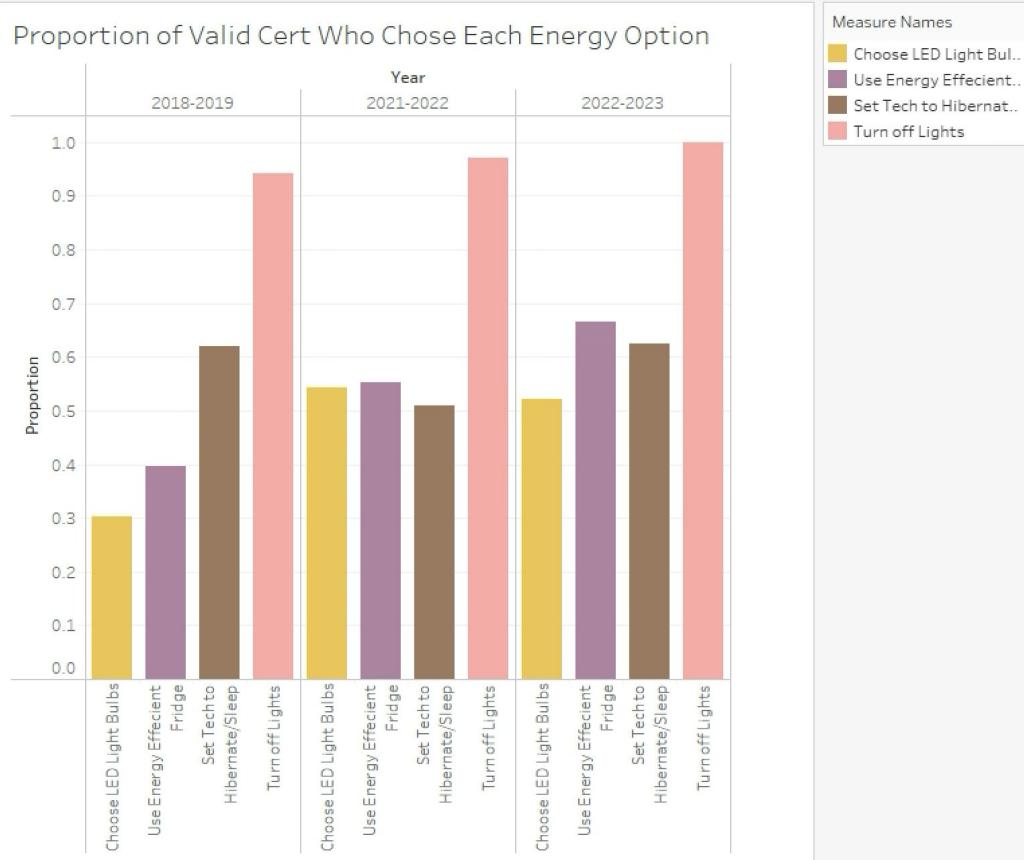
- ❖ People are most likely to not microwave with plastics compared to other options
- ❖ Overall, using or making green cleaners has been the least popular

## Recommendations: ask more specific questions to understand data better

- ❖ Why is making/using green products least popular?
  - Inconvenient/hard to make? → host green cleaner making events
  - Students unaware of the harms of non-green products? → create educational content and post around campus
- ❖ Why is microwaving without plastic most popular?
  - Health is a motivating factor? → educational content on how other choices can impact student's health

# Energy Conservation Data

Proportion of Valid Cert Who Chose Each Energy Option



## Findings:

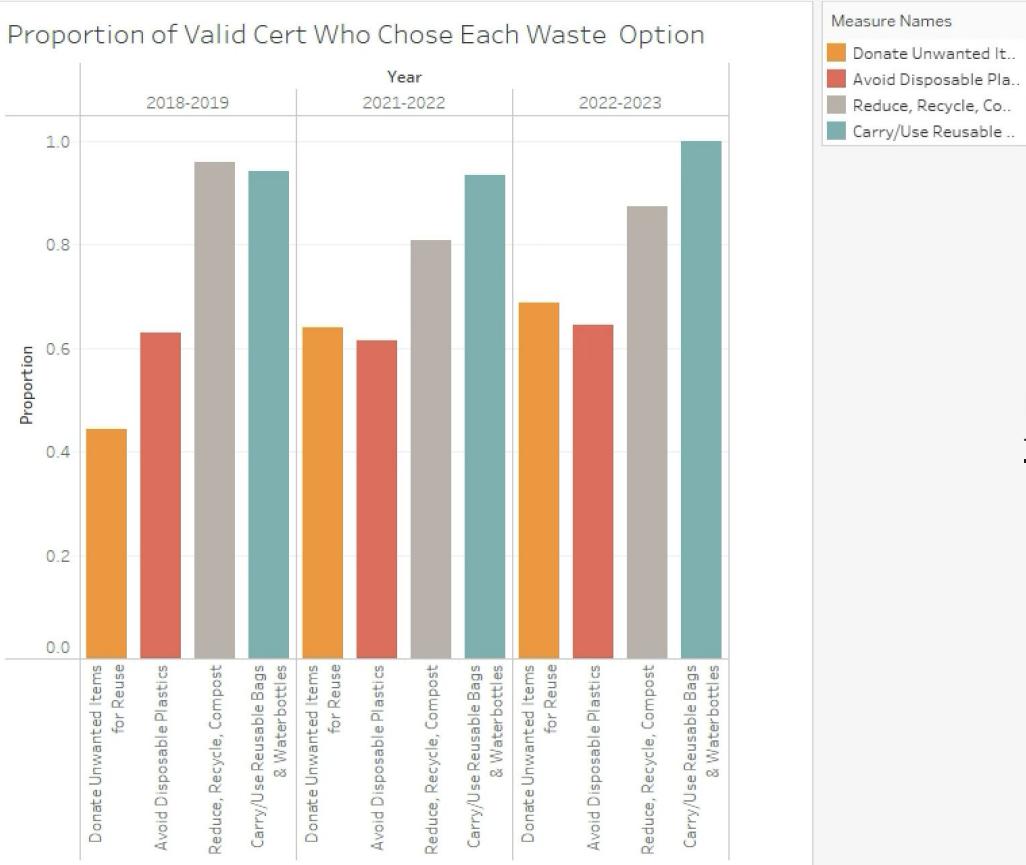
- ❖ Turning off lights has been the most popular every year, with 100% of people in 2022 saying they do it
- ❖ Choosing LED lights has been one of the least popular choices

**Recommendations:** ask more specific questions on survey to understand data better

- ❖ Why is LED not as popular
  - More expensive? → offer one as prize to promote LED light bulb use
- ❖ Why is there a high proportion of people turning off lights?
  - College students value convenience → promote setting tech to hibernate/sleep since it is quick and easy

# Waste Management Data

Proportion of Valid Cert Who Chose Each Waste Option



## Findings:

- ❖ ‘Reducing, reusing, and composting’ and carrying/using reusable bags/water bottles have been the most popular forms of reducing waste
- ❖ In 2022, 100% of people with valid certificates said they carry/use reusable bags & water bottles
- ❖ Donating unwanted items has increased in popularity

## Recommendations: analyze popular trends to create events and prizes

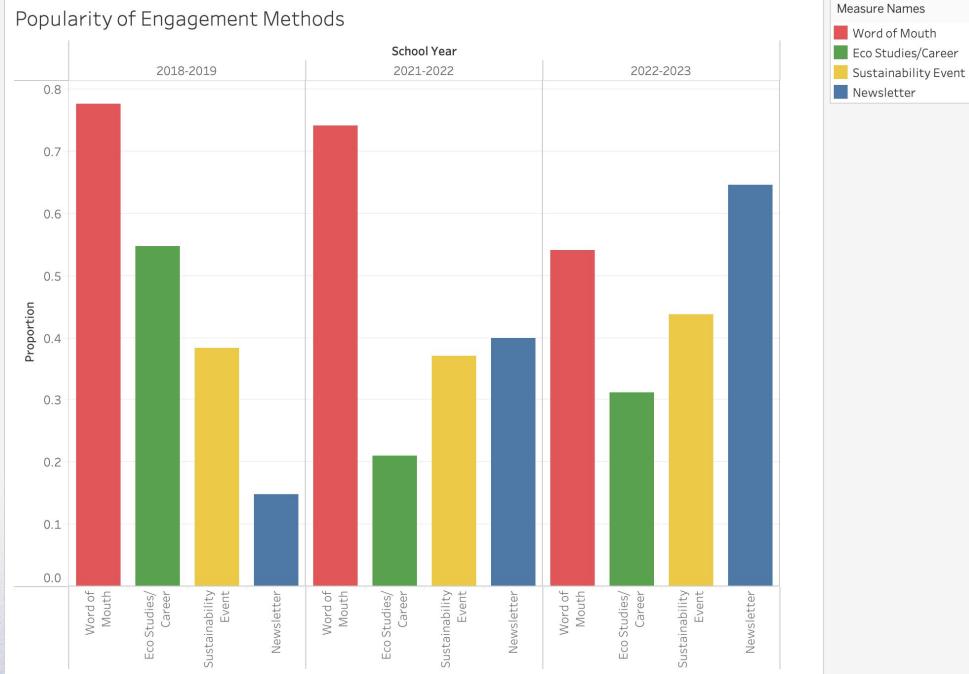
- ❖ Reusing = popular trend → give out reusable bags and bottles as prize to promote Green Terp
- ❖ Why has donating become more popular?
  - Thrifting become more popular among college students? → hold thrifting events/donation drives

# Question 3

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How can we improve our marketing approach based on student engagement preferences with the Green Terp Program?

# Engagement Data



## Findings:

- ❖ Word of mouth was the most popular engagement habit in successful years
- ❖ Newsletter has gotten relatively popular last year

## Recommendations: evaluate different engagement methods depending on external factors

- ❖ Events to word of mouth about the program initiatives
- ❖ Leverage interest in the newsletter to potentially raise engagement digitally

# Conclusion

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Summary of Recommendations:

- Offer more relevant prizes
- Hold events to promote green trends
- More targeted promotional/educational advertising

# Thanks!

**Do you have any questions?**

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