

The Green Terp Program at the University of Maryland aims to promote environmentally responsible behaviors among students. The Green Terp dataset provides information on participants in the program including: their residential status (on campus, off campus, sorority, fraternity, ect.) and the sustainability choices they pledged to implement into their daily lives. Despite being available for all UMD students, an increase in student participation is required for the program to achieve its goals. Analysis of the program data spanning from Fall 2018 to Spring 2023 reveals several insights for improving the program's effectiveness, specifically tailored communication and targeted outreach.

Findings revealed diverse preferences among students for accessing program resources, with fraternities/sorority chapter meetings being the most preferred method, followed (far behind) by Green Terp events and newsletter. The dataset also identifies on-campus residents as crucial for engagement, with October being the most favorable month for increasing participation. Additionally, open-ended suggestions provided by participants offered valuable feedback for program improvement. However, analysis of sustainable behaviors highlights participants' reluctance to promote and spread sustainability awareness.

These insights inform recommendations for enhancing sustainability engagement among the student body at UMD. Such strategies include refining communication methods, reconstructing an existent ambassador program to encourage peer-to-peer sustainability, and focused outreach. By integrating these findings, the Green Terp program can effectively promote environmental friendliness and nurture a culture of sustainability.