SOCIAL

UMD IC24

SUSTAINABILITY

Shekinah Jaze, Kim Van, Megan Leitz, Anna Gotterup

Exploring the Data

How many total registrations/certifications for the Green Terp Program?

How many entries per year?

4,016 entries
2018-2019

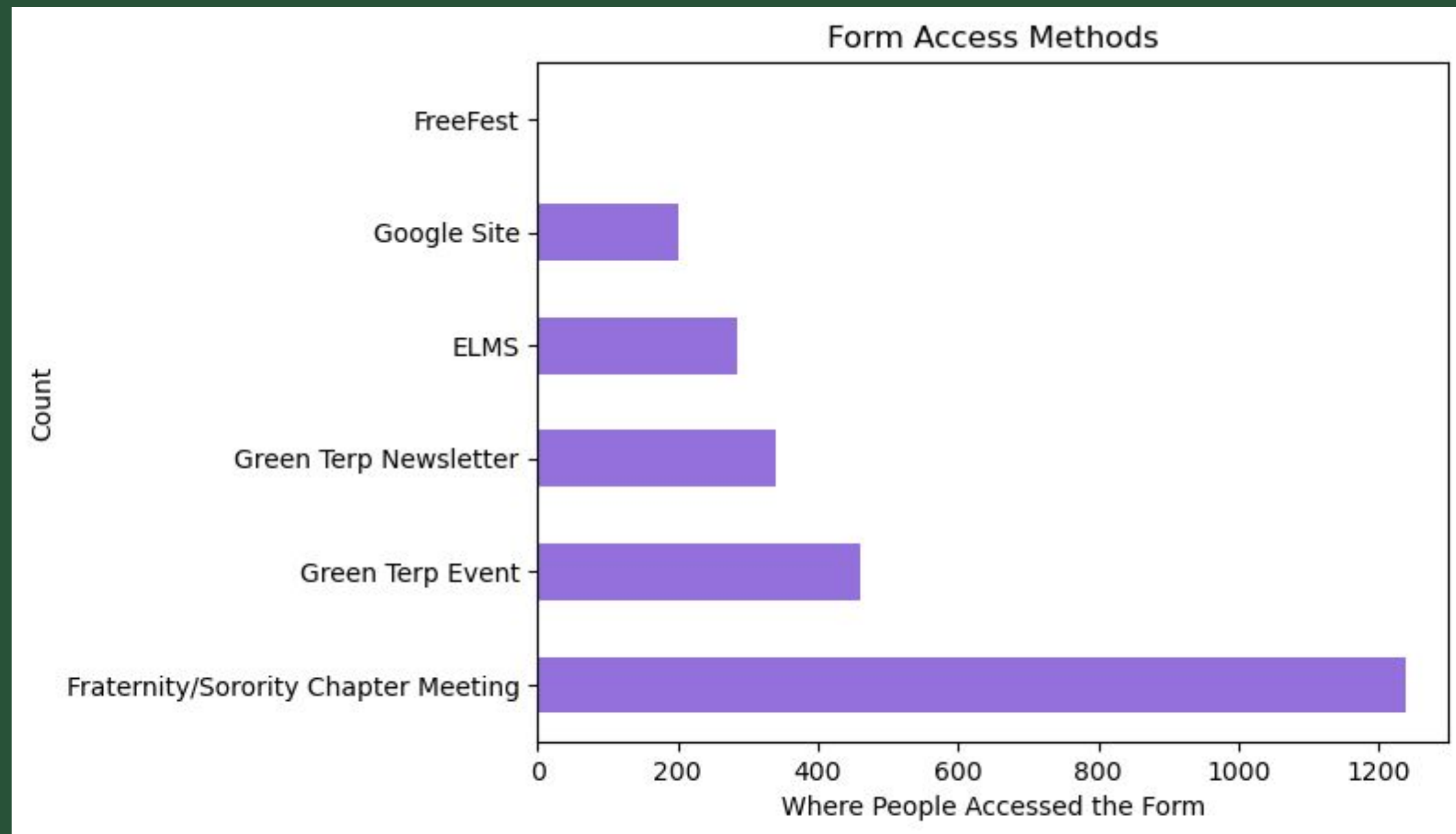**3,201 entries**
2019-2020

3,205 entries
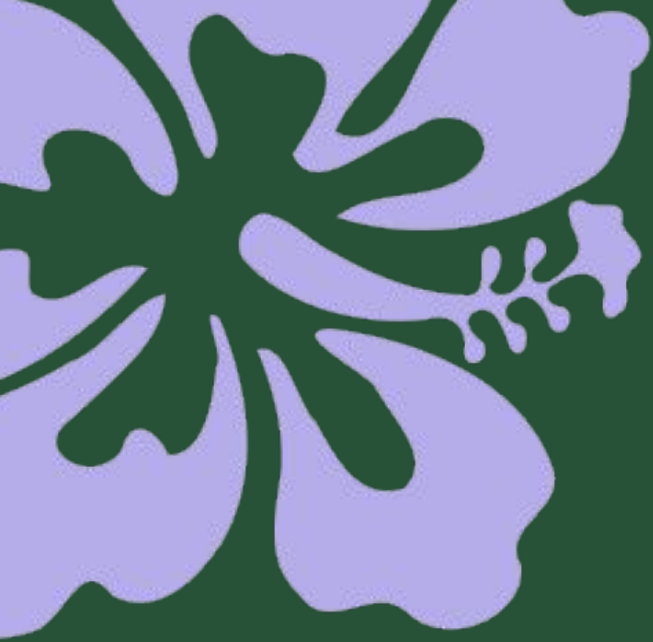2021-2022

573 entries
2022-2023

BIG QUESTION

How can we maximize participation in the Green Terp Program?

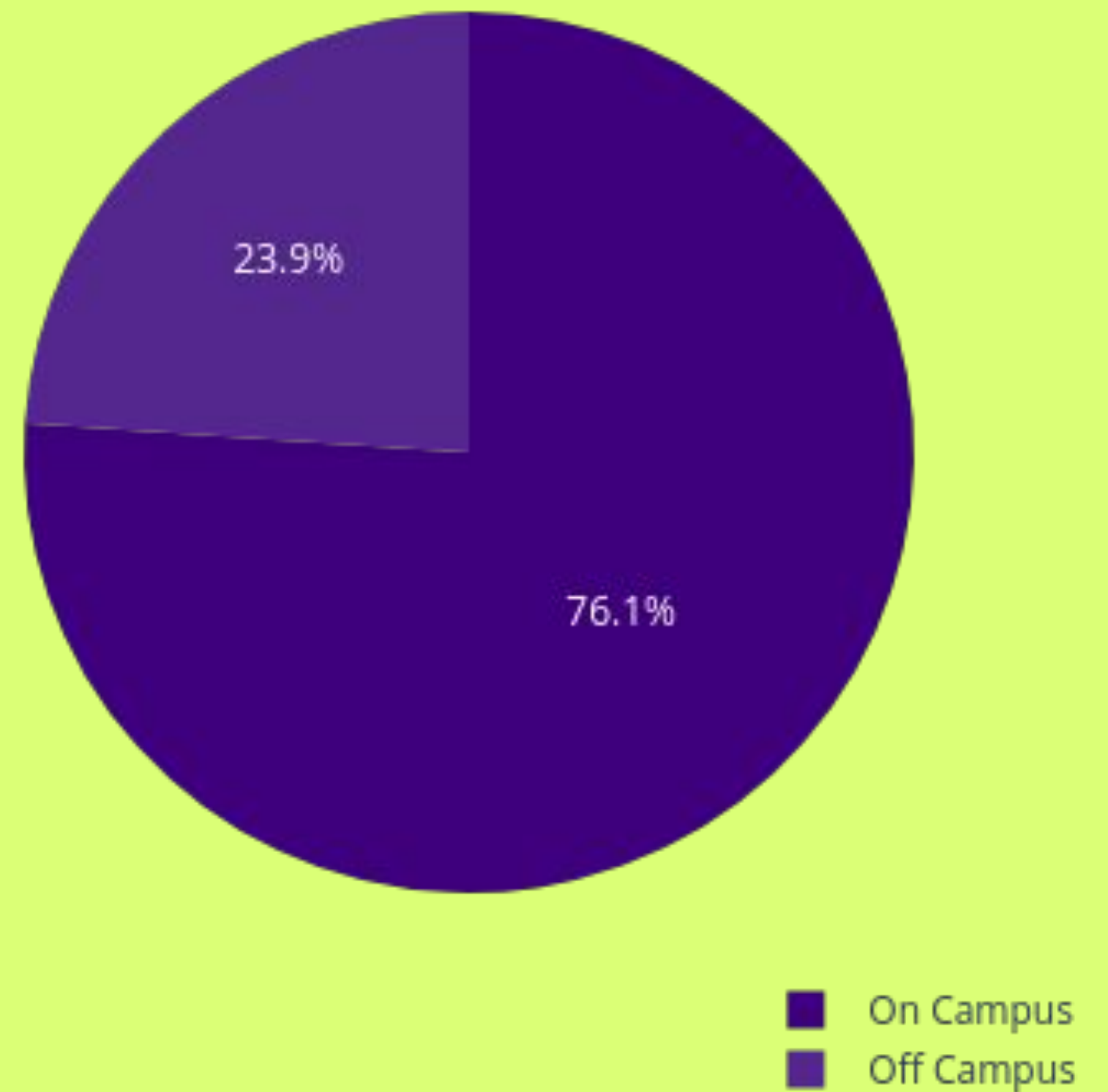# How do participants access the form?

When do people register the most?

Form Sign Ups Per Month
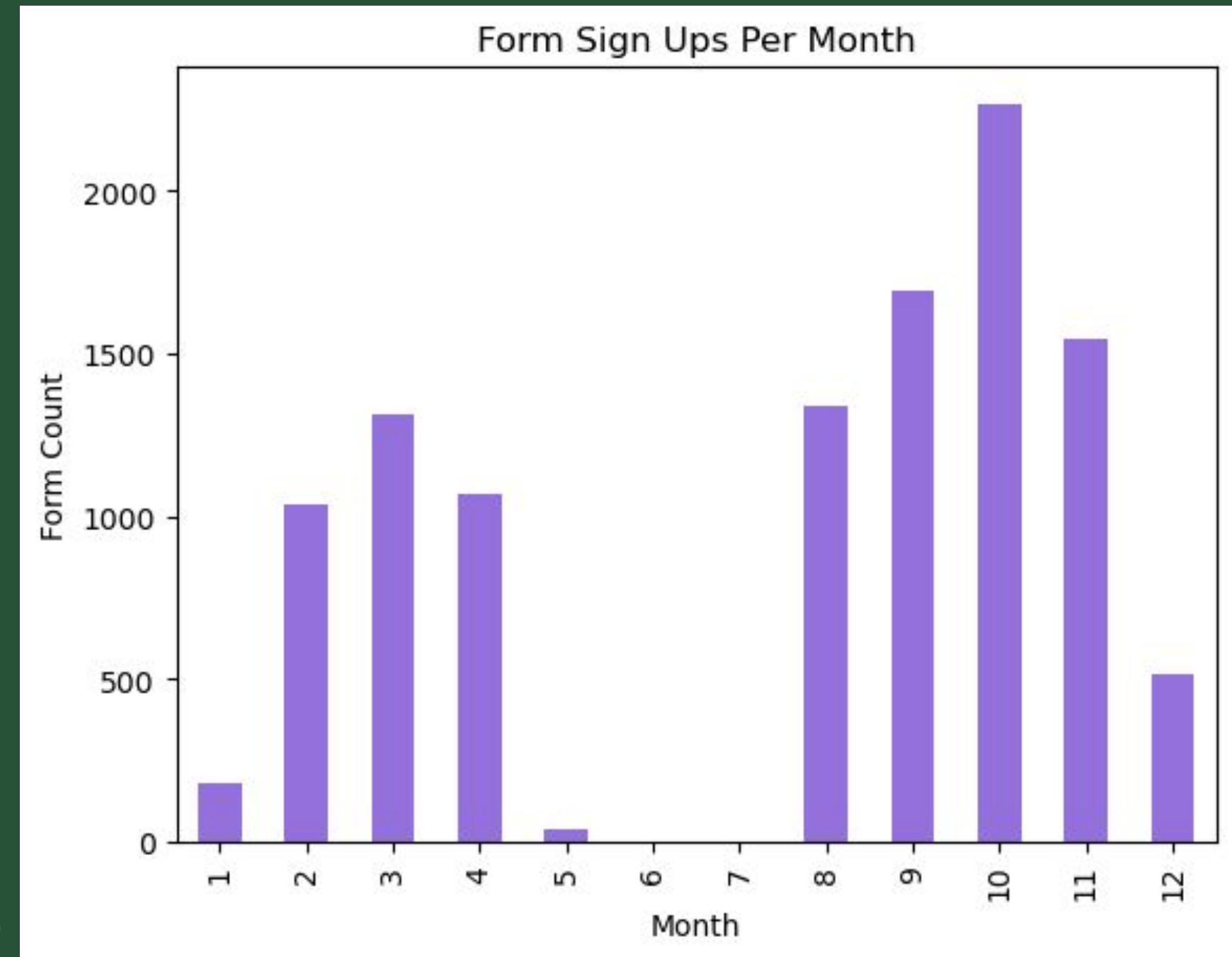
Which group of students is the most crucial for engagement?

How does location affect participation?

Participation Based on Housing Location

23.9%

76.1%

On Campus
Off Campus

Which sustainability methods were the most sustainable?

Relationship Between Chosen Behavior?
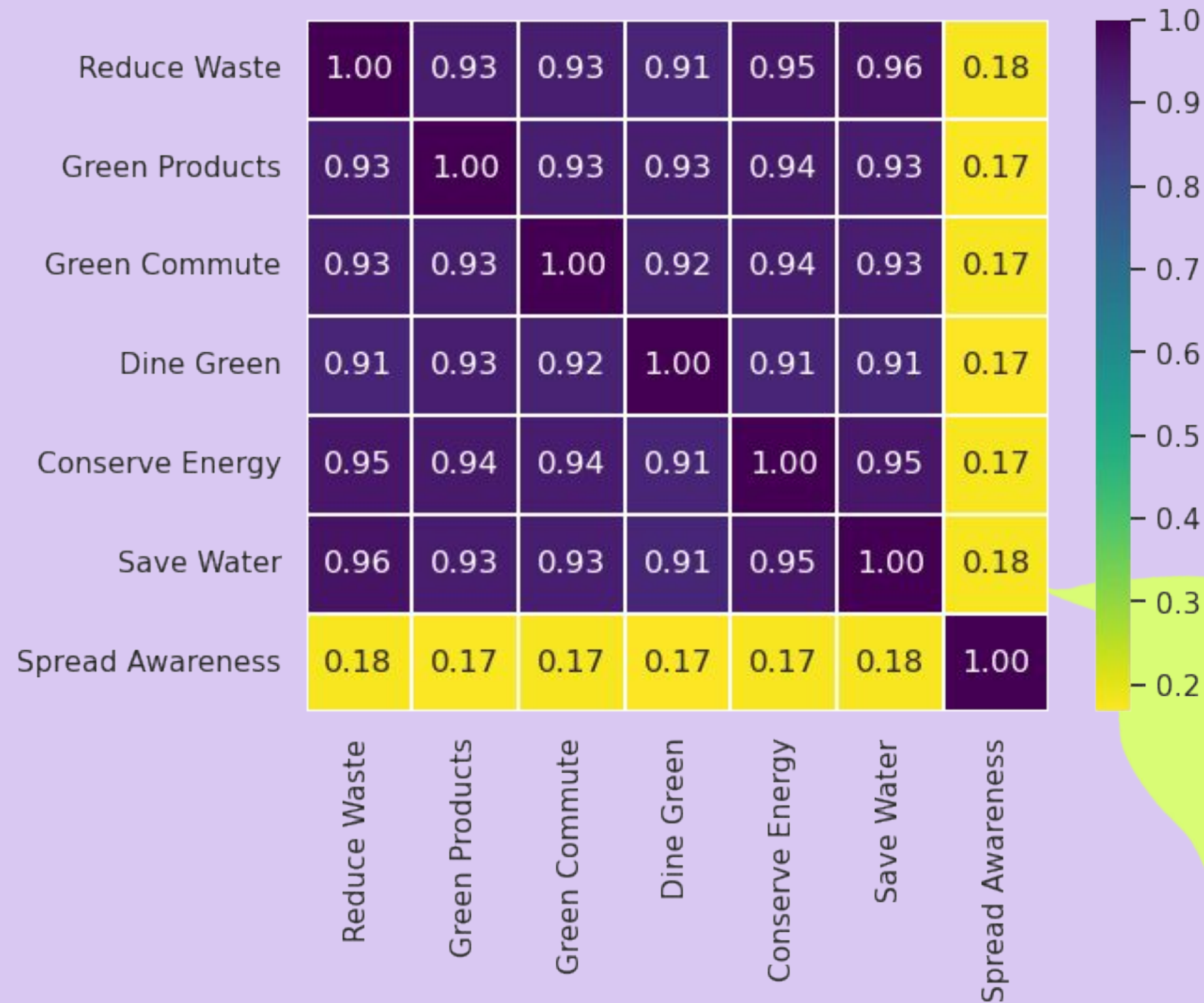
Student Feedback

"I have rarely heard of this program. I'd love to see it advertised more, especially as a new UMD student. "

"Please allow professional fraternities/sororities to participate like social ones do!"

"More sustainable dining hall and on campus restaurant products.."

"How can I get more involved?"

Conclusions

What did we draw from the data?

- Start of the academic year is the most important time to spark interest

- Sororities/fraternities' philanthropy projects play a big role in the program's participation

- Weak correlation between all the choices and raising awareness

Our Proposed Solutions

- **Focused outreach**
  - Opening up the program to non-professional sororities and fraternities
  - Playing a bigger role in freshman/transfer orientation events

- **Refining communication methods**
  - Using better marketability on social media platforms (participating in trends on TikTok)
  - Targeting specific events towards different audiences

- **Improving the ambassador program**
  - Strengthening partnership and collaborations with student organizations, campus facilities and and local businesses
  - Diversifying the ambassadors

So What?

Why does it matter?

Environmental Care = Self Care

The results emphasized that being a Green Campus University by applying criteria set in the UI GreenMetric World University Ranking does pose a positive impact on perceived QOL. Respondents in a Green Campus university provided statistically significant responses indicating that they have better perceived QOL than respondents in a Non-Green Campus university.

- https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4729722/

Comparing the Mean QOL Between a Sustainable and Non-Sustainable University
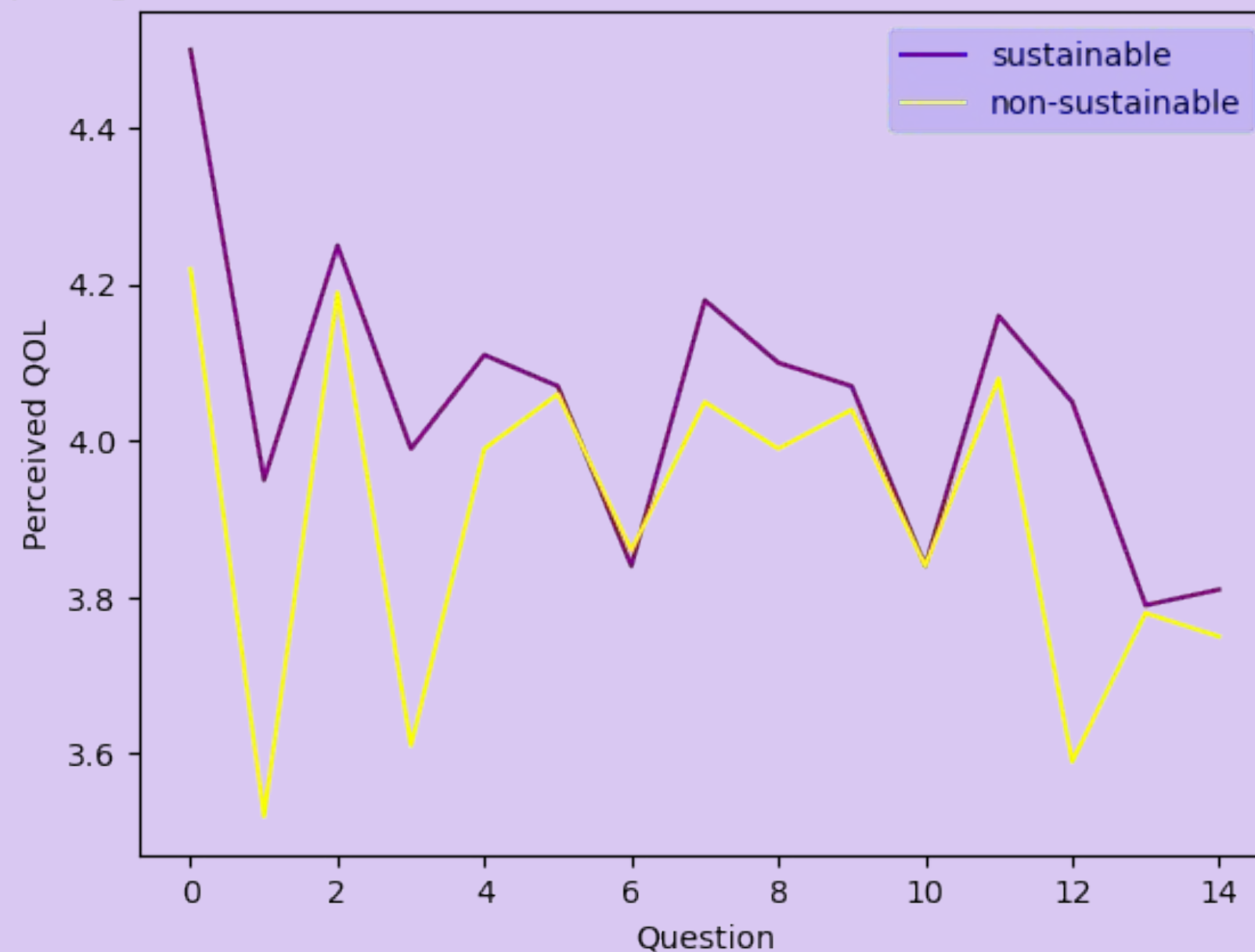
The comparison of mean scores, T-test values and p-values between MUIC and KMITL-IC responses regarding their perceived QOL

Item	Questions[b]	Mean		T-test value	p-value
		MUIC	KMITL-IC		
Q1	Environmental management is important for a university's campus	4.50	4.22	3.97	0.00[a]
Q2	You are satisfied with environmental management of your university	3.95	3.52	5.20	0.00[a]
Q3	University's available green space is important for you	4.25	4.19	0.77	0.44
Q4	Your university provides enough green space to support a high quality of life	3.99	3.61	4.10	0.00[a]
Q5	Energy saving is very important practice for your university	4.11	3.99	1.58	0.12
Q6	University's energy saving practices does support high quality of life	4.07	4.06	0.20	0.85