

Planet Blue Ambassador Report - April 2023

Using the newly updated database (<https://github.com/sun770311/planetblue>), this report analyzes the distribution of ambassadors and highlights potential areas for development to strengthen recruitment efforts.

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Introduction

Planet Blue is a collaborative network at the University of Michigan, connecting schools, colleges, units, and programs to advance climate action and promote environmental sustainability. By uniting diverse sustainability initiatives across academics, campus involvement, administration, and operations, Planet Blue provides a unified platform for supporting U-M's commitment to a sustainable future. The Planet Blue brand helps create a cohesive voice for the university community's efforts in addressing environmental challenges.

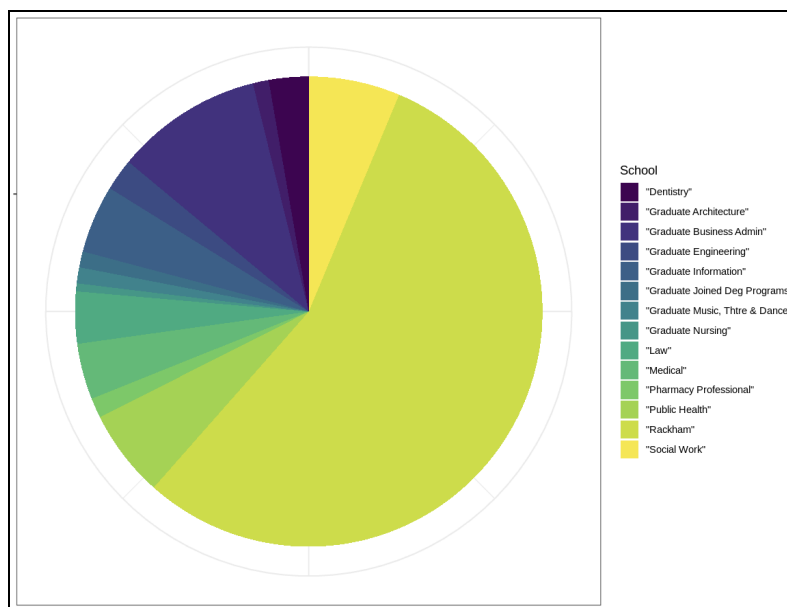
For years, the Planet Blue database has remained outdated, with existing ambassador records missing crucial credential information. To address this, data has been updated using MCommunity APIs, which allowed for the extraction of the following details for active undergraduate and graduate students at the time of this report: First Name, Last Name, Uniqname, UMID, Activity Status, School, and Program. With proper API configuration, the linked Python code can be run regularly to ensure that ambassador records are complete and accurate, providing a reliable foundation for future recruitment and engagement efforts.

Ambassador Distribution

As of April 2023, there are 1098 active students, 732 undergraduates and 364 graduates, who are Planet Blue Ambassadors (PBAs).

Distribution of graduate students across different schools reveals that Rackham Graduate School has the highest number of PBAs, which is expected given its broad and diverse range of graduate programs. Rackham serves as the central graduate school for U-M, encompassing numerous disciplines and thus attracting a large proportion of the university's graduate student body. On the other hand, specialized schools such as the Taubman College of Architecture and Urban Planning have smaller student populations, which is in line with their more focused and niche offerings.

Although Rackham has the highest number of ambassadors relative to other schools, the [matriculation number of students](#) at Rackham was 8,694 in 2023, meaning that less than 2.5% of them are PBAs. Expanding PBA participation at Rackham would help ensure broader engagement in sustainability initiatives across graduate programs and further strengthen the university's commitment to environmental stewardship.

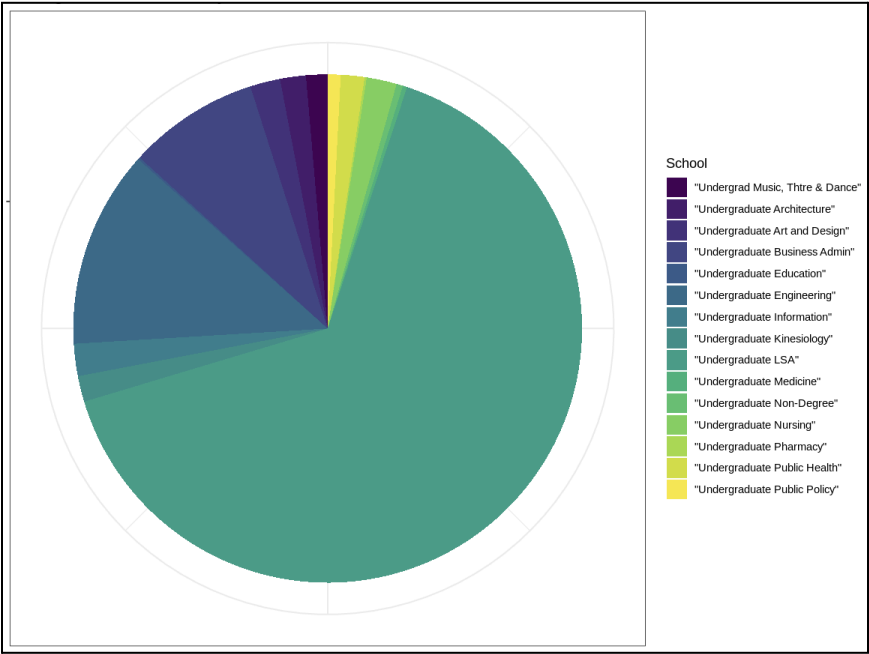


Graduate PBA Distribution by School

Graduate School	Number of PBAs	Percentage
Rackham	201	55.2
Graduate Business Admin	37	10.2
Social Work	23	6.32
Public Health	22	6.04
Graduate Information	17	4.67
Medical	14	3.85
Law	13	3.57
Dentistry	10	2.75
Graduate Engineering	8	2.20
Pharmacy Professional	5	1.37
Graduate Architecture	4	1.10
Graduate Jointed Degree Programs	4	1.10
Graduate Music, Theatre & Dance	4	1.10
Graduate Nursing	2	0.549

The undergraduate PBA distribution shows that the largest proportion of active students involved in Planet Blue sustainability efforts is from the College of Literature, Science, and the Arts (LSA), with 478 ambassadors. LSA, which is the largest undergraduate school at the university with an enrollment of 18,656 students as of Fall 2022. The College of Engineering (COE), with an enrollment of 8,104 students as of Fall 2023, has 92 PBA members. Despite LSA enrollment being roughly 2.3 times that of COE’s, the ratio of PBAs between LSA and COE is 5.19.

Overall, outreach and recruitment efforts should be aimed at ensuring that PBA numbers better align with the enrollment ratios, promoting more balanced representation across schools.



Undergraduate PBA Distribution by School

Undergraduate School	Number of PBAs	Percentage
Literature, Science, and the Arts	478	65.3
College of Engineering	92	12.6
Ross School of Business	61	8.33
School of Information	15	2.05
Stamps School of Art & Design	14	1.91
School of Nursing	14	1.91
Taubman College of	12	1.64

Architecture & Urban Planning		
School of Kinesiology	12	1.64
School of Public Health	11	1.50
School of Music, Theatre & Dance	10	1.37
Gerald R. Ford School of Public Policy	6	0.820
Non-Degree	3	0.410
University of Michigan Medical School	2	0.273
Marsal Family School of Education	1	0.137
College of Pharmacy	1	0.137

Recommendations for Future Campaigns

To increase PBA numbers, future campaigns could focus on several key strategies. One approach is to conduct targeted outreach by school, specifically reaching out to programs with lower PBA representation relative to enrollment through school-specific events, webinars, and informational sessions. Another strategy is to incorporate sustainability into the curriculum by collaborating with faculty to include sustainability projects or assignments.

Additionally, establishing a peer-to-peer ambassador program could increase engagement, as students are often more responsive to peer influence. Increasing PBA visibility at campus-wide events such as career fairs, orientations, and sustainability fairs would also provide an opportunity to attract students from various disciplines who might not otherwise consider joining.

Social media campaigns could further amplify this outreach, utilizing platforms to showcase PBA success stories and involvement opportunities. Highlighting the professional development and leadership opportunities available through PBA membership would appeal to students looking to build valuable skills for their future careers. Finally, incentivizing early involvement by offering mentorship opportunities and a clear pathway to leadership within the program could attract underclassmen and ensure long-term engagement in PBA activities.