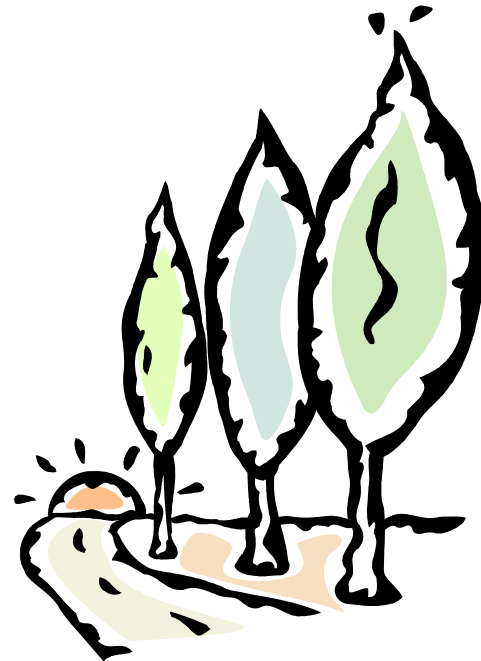


# The Freshmen Focus

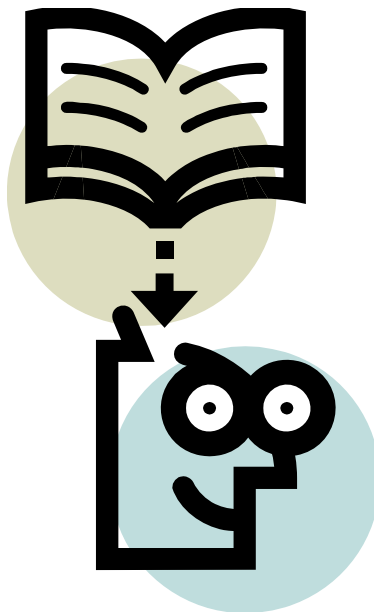


# Road Map

- \* Identification of Issue
- \* Case Studies
- \* Survey Proposal
- \* Survey Results
- \* Future Vision



How does Western measure student awareness/knowledge of sustainability?



# What Is Sustainability Literacy?

- \* Addressing student knowledge of the recent issues arising from human impacts on the environment, such as industry practices, population growth, and depletion of natural resources.



# ASU Example:

- \* Sustainability Literacy Survey, Spring 2011
- \* 22 Required Questions, 2 Optional Questions
- \* Mix of Behavioral/Value and Knowledge Questions
- \* Refined for Spring 2012
- \* Spring 2013 in progress



# Student Survey

- \* Why Freshmen?
- \* Implemented online (**FREE!**) via GoogleDocs



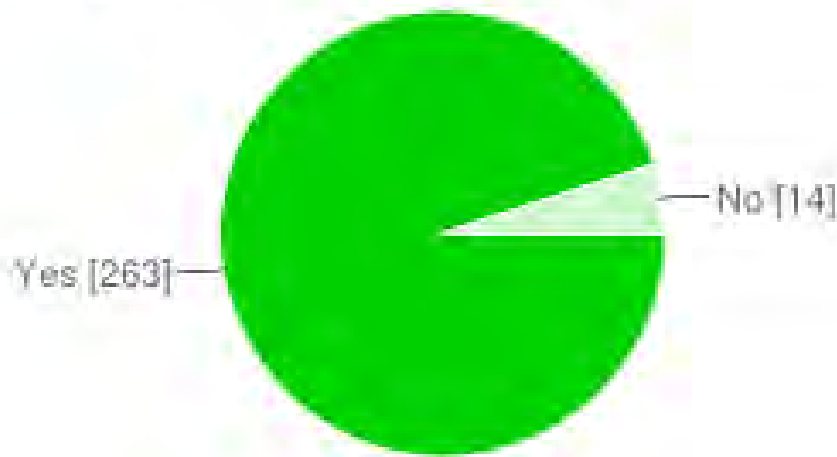
# The Survey

- \* 22 Required Questions, 2 Optional Questions
  - 4 General Questions
  - 6 Behavioral Questions
  - 6 Attitude/Value Questions
  - 6 Knowledge Questions



# Results

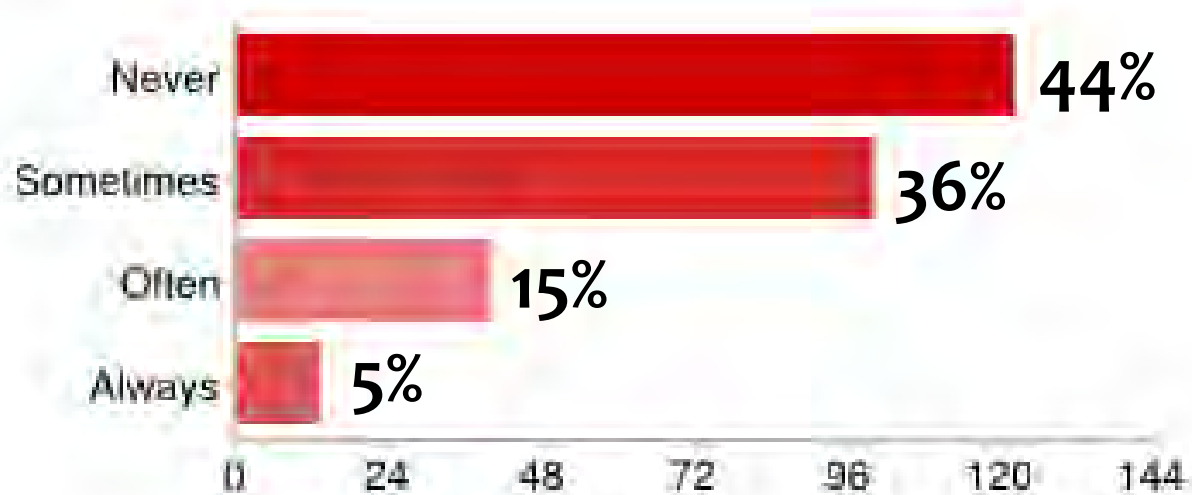
Do you recycle?



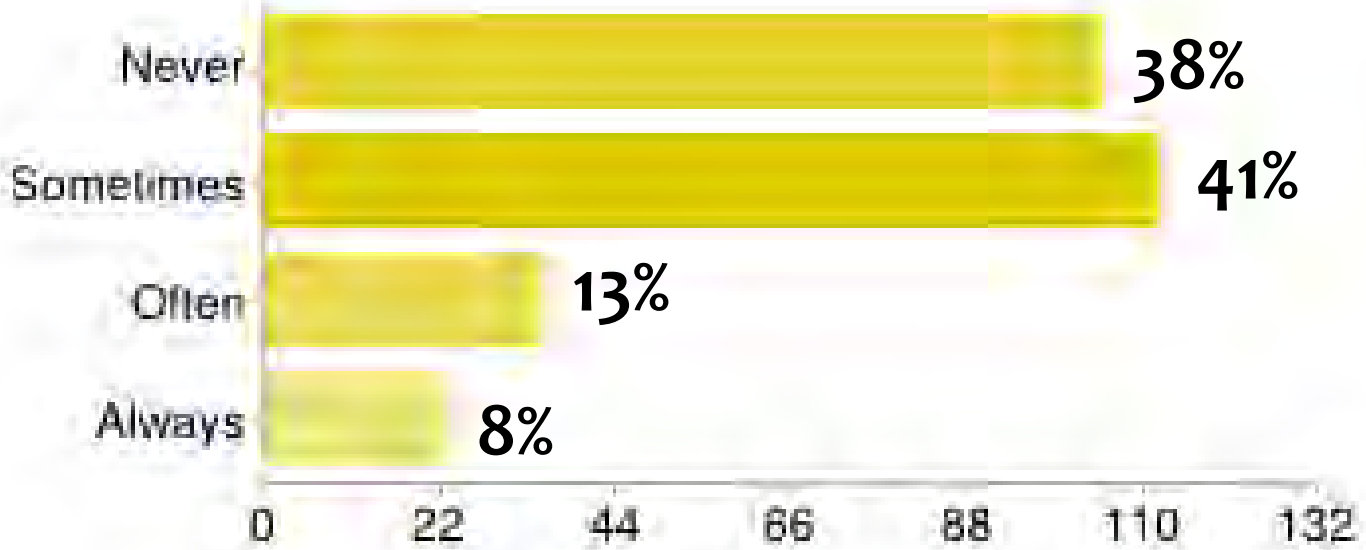
**Yes: 95%**  
**No: 5%**



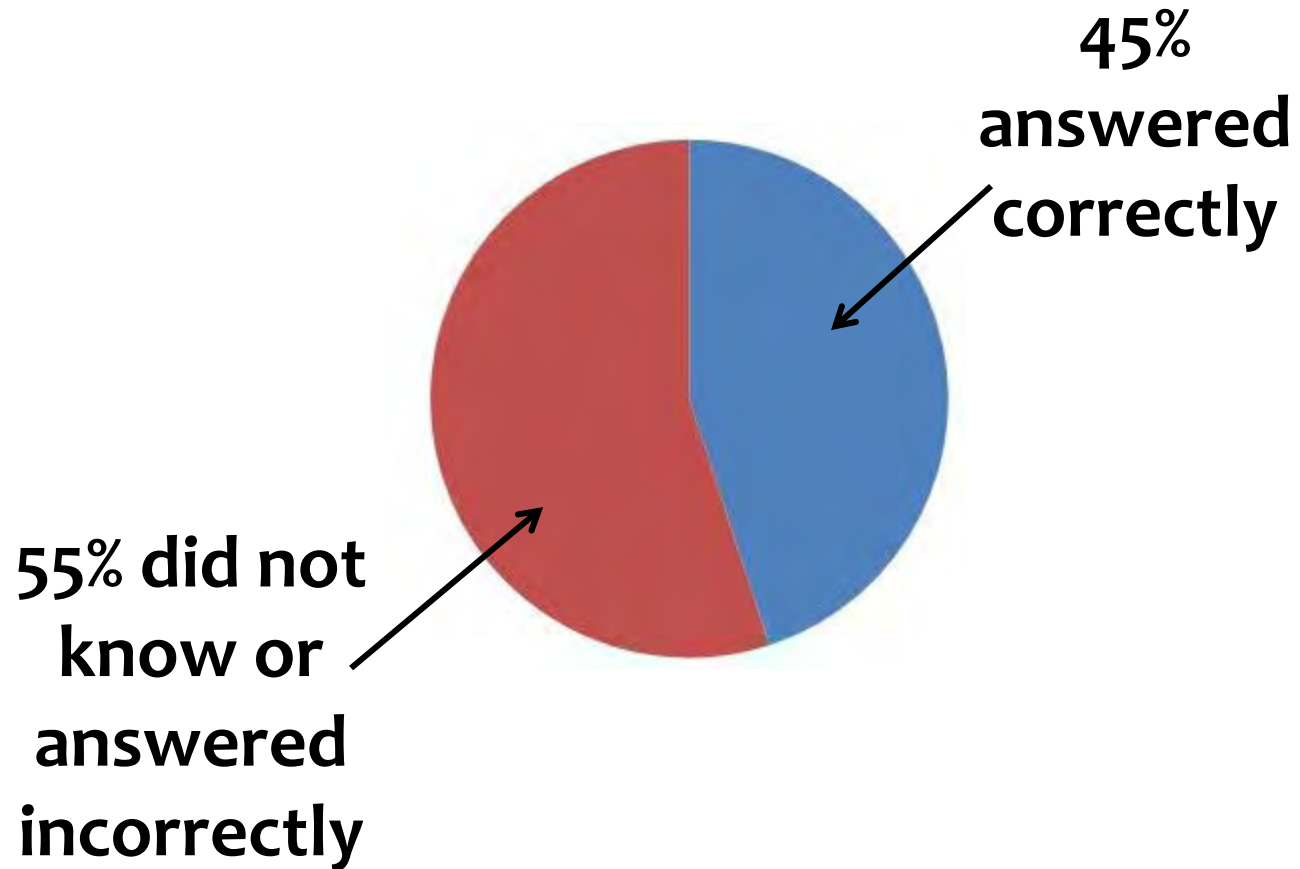
Please rate the frequency with which you do the following: [Choose food conscientiously based on its impacts]



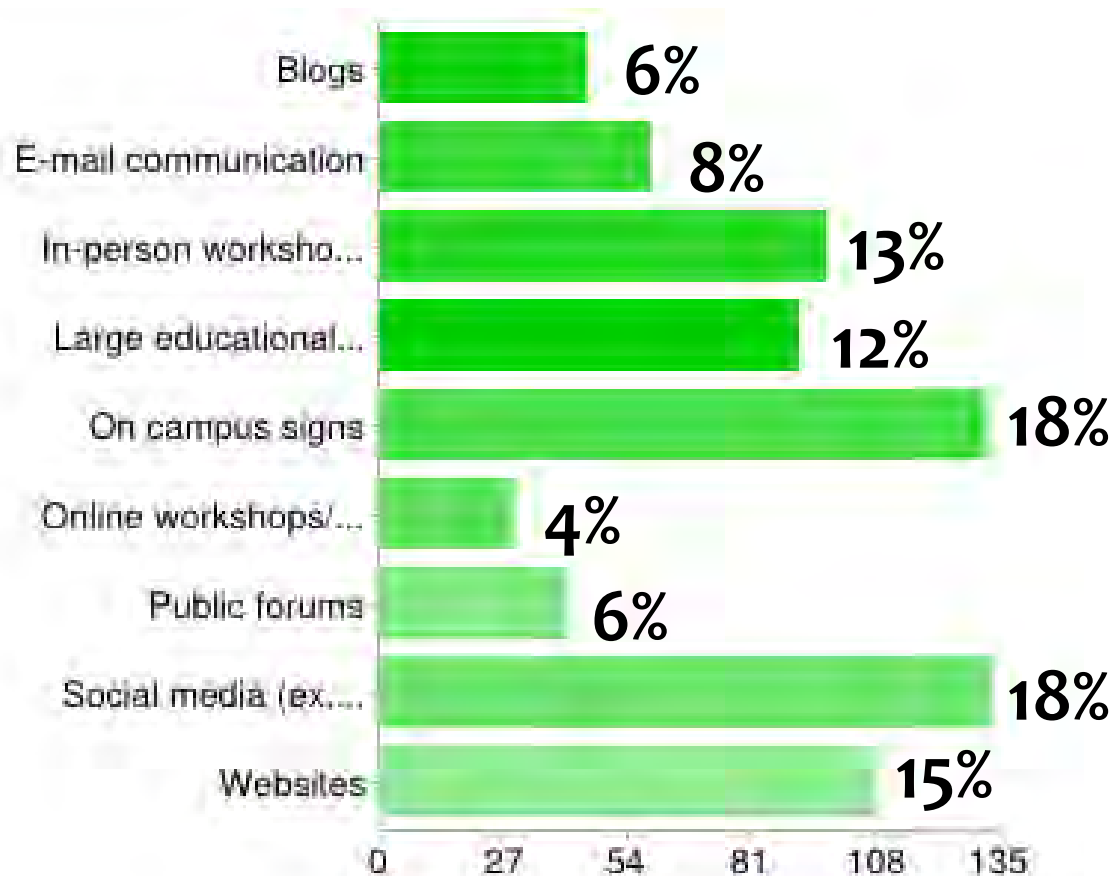
**Please indicate how often you practice the following activities:  
[Reporting building issues to Facilities Management for repairs]**



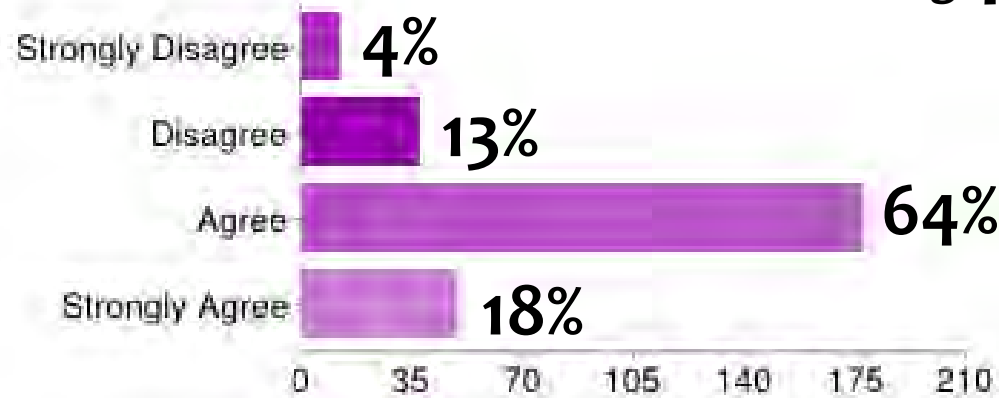
**What is the Urban  
Heat Island effect?**



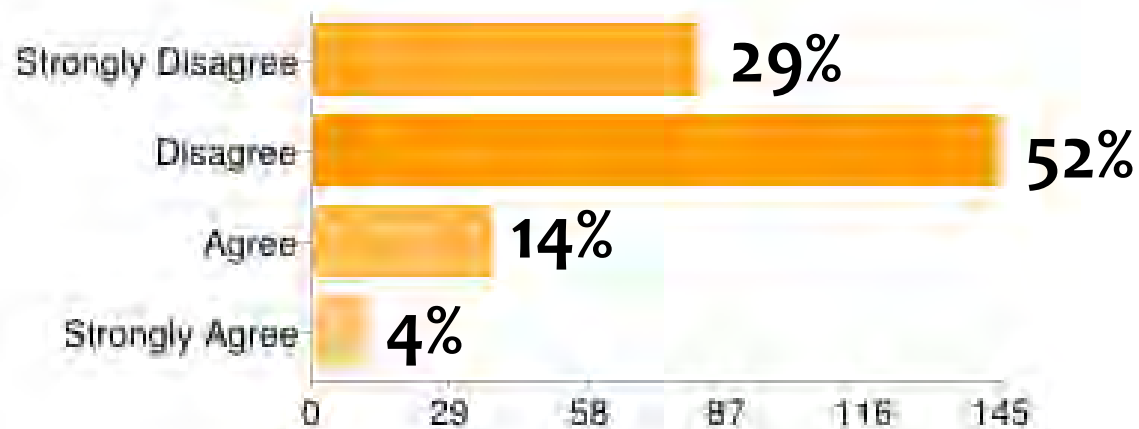
**Which resources would you find most beneficial to help you learn more about sustainability? (Please select all that apply)**



Please rate your level of agreement with the following statement: [I would like to learn more about environmental issues and sustainability while in college]



Please rate your level of agreement with the following statement: [I would like to have a sustainability minor]



# Quote Table

Sustainability Is Great!	Sustainability Is Annoying!	What's Sustainability?	We Need Better Signage!
<ul style="list-style-type: none"><li>• “What’s been happening so far is good! I’m glad all the rooms on campus have recycling.”</li><li>• “I think the sustainability movement on our campus is a great thing because it is a big part of our generation’s future.”</li></ul>	<ul style="list-style-type: none"><li>• “The hypocritical manner in which “sustainability” is being pushed is very annoying.”</li><li>• “I feel like the tree huggers are too aggressive with their campaigning.”</li></ul>	<ul style="list-style-type: none"><li>• “It’s not that I don’t care, but I really don’t hear about it.”</li><li>• “I know that Western is very forward thinking when it comes to sustainability but other than in pamphlets and advertisements for the school, I don’t see a lot of it on a regular basis.”</li></ul>	<ul style="list-style-type: none"><li>• “Need more signs to explain what is sustainable and what’s just garbage.”</li><li>• “I have talked to many students on campus and I have found that many people do not understand the difference between all the recycling boxes.”</li></ul>



## How Western is Doing:

### Positives

- Recycling
- Potential for GUR
- Transportation

### Improvements

- How to deliver the message about sustainability
- Food consumption-sustainability relationship
- Better signage

# Future Vision

- \* Alternative means of implementation
  - Freshman orientation
  - Implement Fall Quarter annually
- \* Exit survey for Seniors
- \* Making it STARS compliant
- \* Implemented through the Office of Sustainability





# Thank You!

- \* Special thanks to:

The English Department

The Office of Sustainability

WWU Faculty & Staff