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

Yes: 95%
No: 5%

Do you recycle?

Yes [263]
No [14]
Please rate the frequency with which you do the following: [Choose food conscientiously based on its impacts]

- Never: 44%
- Sometimes: 36%
- Often: 15%
- Always: 5%
Please indicate how often you practice the following activities:
[Reporting building issues to Facilities Management for repairs]

- Never: 38%
- Sometimes: 41%
- Often: 13%
- Always: 8%
What is the Urban Heat Island effect?

45% answered correctly

55% did not know or answered incorrectly
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]

- Strongly Disagree: 4%
- Disagree: 13%
- Agree: 64%
- Strongly Agree: 18%

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

- Strongly Disagree: 29%
- Disagree: 52%
- Agree: 14%
- Strongly Agree: 4%
<table>
<thead>
<tr>
<th>Sustainability Is Great!</th>
<th>Sustainability Is Annoying!</th>
<th>What’s Sustainability?</th>
<th>We Need Better Signage!</th>
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</thead>
<tbody>
<tr>
<td>“What’s been happening so far is good! I’m glad all the rooms on campus have recycling.”</td>
<td>“The hypocritical manner in which &quot;sustainability&quot; is being pushed is very annoying.”</td>
<td>“It’s not that I don’t care, but I really don’t hear about it.”</td>
<td>“Need more signs to explain what is sustainable and what’s just garbage.”</td>
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<td>“I think the sustainability movement on our campus is a great thing because it is a big part of our generation’s future.”</td>
<td>“I feel like the tree huggers are too aggressive with their campaigning.”</td>
<td>“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.”</td>
<td>“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.”</td>
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# 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