

#Assessment – Evaluating Student Engagement Through Social Media

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UH Student Centers Sustainability Program Context

2008

- UH Sustainability Task Force
- Student Center Transformation Initiative

2012

- Student Centers Master Plan to LEED Standards
 - Hand Dryers + Low Flow Toilets
 - Smart Lighting
 - Water Bottle Filling Stations
 - Efficient Climate Control
 - 29% Window Coverage
 - 75% of total allowable Wattage in use
 - High Reflective Roof



Context Cont.

2015

- New Student Centers Opened

2016

- Student Centers Sustainability Committee Formed

Program Goals:

1. Increasing the recycling tonnage collected in the facility and reducing the environmental impact of meetings and events.
2. Increase sustainability awareness and create a more sustainable culture in the facility

Evaluation Plan

Logic Model

Provus Discrepancy Evaluation Model (DEM)

Inputs → Definition Stage

Activities → Installation Stage

Outputs → Process Stage

Outcomes → Product Stage

Logic Model

and

DEM Stages

| INPUTS | ACTIVITIES | OUTPUTS | OUTCOMES |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Student Centers Sustainability Committee • Facility • Sustainability Programming • Needs Assessment | <ul style="list-style-type: none"> • Facility <ul style="list-style-type: none"> ○ Map out recycling bin locations ○ Convert compactor to receive recycling ○ Green Meeting Guidelines • Sustainability Programming <ul style="list-style-type: none"> ○ Lunch and Learns ○ Life Hacks Contest ○ #SCSUSTAIN | <ul style="list-style-type: none"> • Facility <ul style="list-style-type: none"> ○ Over 100 Recycling bins added ○ Recycling tonnage ○ Green Meetings <ul style="list-style-type: none"> ▪ More sustainable meeting/events ▪ Sustainability practice • Sustainability Programming <ul style="list-style-type: none"> ○ Lunch and Learns <ul style="list-style-type: none"> ▪ Sustainability awareness ○ Life Hacks Contest <ul style="list-style-type: none"> ▪ Participation in a community sustainability event ○ #SCSUSTAIN <ul style="list-style-type: none"> ▪ Participation in sustainability events ▪ Sustainability awareness | <div data-bbox="1698 149 1901 239" style="border: 1px solid black; padding: 5px;">A Sustainability Focused Facility</div> <div data-bbox="1698 258 1901 376" style="border: 1px solid black; padding: 5px;">A Sustainable Culture Within the Facility</div> <div data-bbox="1698 395 1901 568" style="border: 1px solid black; padding: 5px;">Increased Waste Diversion and Reduced Environmental Impact</div> <div data-bbox="1698 586 1901 705" style="border: 1px solid black; padding: 5px;">Increased Sustainability Awareness</div> <div data-bbox="1698 723 1901 842" style="border: 1px solid black; padding: 5px;">Increased Sustainability Practice</div> |
| Definition Stage | Installation Stage | Process Stage | Product Stage |
| <ul style="list-style-type: none"> • Determine Program Standards • Define Goals • Determine Feasibility of the Plan • If the plan is feasible, proceed to the Installation Stage • If the plan is not feasible, determine if the plan can be altered to become feasible. <ul style="list-style-type: none"> ○ If so, proceed to the Installation Stage. ○ If not, evaluator can recommend termination | <ul style="list-style-type: none"> • Compare Implementation to Plan • Identify Discrepancies <ul style="list-style-type: none"> ○ If none, proceed to Process Stage ○ If discrepancies exist: <ul style="list-style-type: none"> ▪ Change Plan to Match Implementation ▪ Change Implementation to Match Plan ▪ Or, Recommend Termination | <ul style="list-style-type: none"> • Collect Data <ul style="list-style-type: none"> ○ Pre/Post Assessment ○ Waste Audit ○ Recycling Bins added ○ Waste Tonnage ○ Green Meeting Survey • Sustainability Programming <ul style="list-style-type: none"> ○ Lunch and Learns <ul style="list-style-type: none"> ▪ Survey ○ Life Hacks Contest <ul style="list-style-type: none"> ▪ Participation ▪ Essay Responses ○ #SCSUSTAIN <ul style="list-style-type: none"> ▪ Hashtags | <ul style="list-style-type: none"> • Goals Achievement • Optional: <ul style="list-style-type: none"> ○ Cost/Benefit Analysis |

Assessment Questions

Formative

1. What are the needs of stakeholders?
2. What areas can be most impactful?
3. What information is needed to be more sustainably conscious?

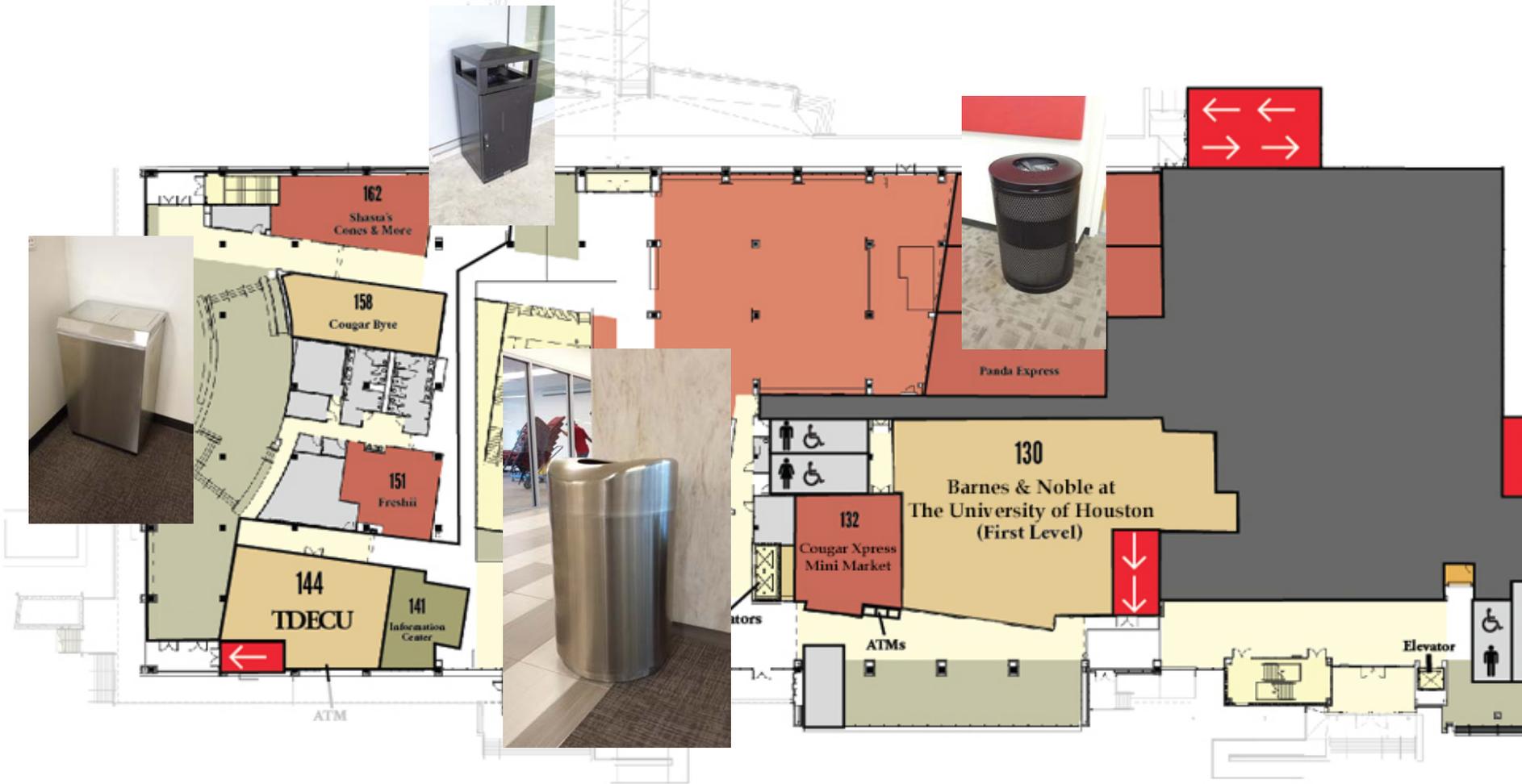
Summative

1. Is the SC a sustainability focused facility?
2. Has the SC created a more sustainable culture?

Needs Assessment:

- Recycling Bins Around Building
- Compactor Converted to Recycling
- Green Meetings/Events
- Marketing
- Educational Programming Topics

Bins + Compactor



Bins + Compactor



Assessment: Waste Audit and Weighing

Events and Meetings Impact: Green Initiative



UH Student Centers Sustainable Meeting & Event Planning Guidelines

The Student Centers are furthering the University of Houston's commitment to sustainability by developing these guidelines aimed to reduce the environmental impact of meetings and events planned in the building or other campus locations.

These guidelines, although not an exhaustive list, provide some best practices for your event to go "green."

Go High-Tech:

- Take advantage of state-of-the-art technology so you can go paperless.
- Put key meeting documents online and empower your team to access them via internet.
- Leverage interactive online tools and apps versus paper surveys and other documents.
- Use A/V to your advantage and project information rather than providing a hard copy.
- Try projecting signage, logos, and information so you can skip creating banners and signs.

Focus on Food:

- Work with the catering staff to encourage the use of locally sourced products or organic ingredients.
- Request that all condiments be provided in bulk containers rather than individually.
- Request pitchers of water with glasses rather than bottled water to produce less waste.
- Take advantage of the 4 water bottle filling stations located throughout the buildings.
- Encourage guests to bring their own or provide them with reusable items (cutlery, water bottles, etc.)
- Use reusable flatware, glassware, and utensils rather than disposable -especially coffee service items.
- Ask attendees to sign up for the meals that they will attend to cut down on food waste.
- Offer vegetarian meal options, as vegetables consume less land and energy to produce.

Waste Management:

- Make recycling a priority! All-in-One recycling bins are available in all event rooms or meeting spaces and encourage attendees to recycle properly (only clean, food-free items in recycle bins.)

Materials:

- Choose reusable and sustainable centerpieces and other decorations such as live plants and silk flowers that could either be stored to use again or that could be given to attendees to take home and plant.
- When providing paper materials is necessary, print double-sided using recycled paper.
- Use cloth tablecloths and napkins, if possible.
- Create displays using items from the surrounding regional environment, take a cue from local history and culture, and seek out interesting things themed to your event and activities.

Sustainable Event Communication

- Offer electronic registration.
- Ask presenters to offer their presentations and information online rather than paper handouts.
- Communicate your sustainability efforts (i.e. recycling, materials use, etc.) whenever possible in verbal form.

For more information contact Conference and Reservation Services at (832) 842-6167 or CARS@uh.edu.
Visit the Student Centers website www.uh.edu/studentcenters

Assessment:

Green Meeting Option

Customer satisfaction survey

Educational Programming: Pre Test

Sample:

Staff and Students N=85

Positives:

All but 3 (4%) have altered their behavior to become more sustainable.

All but 7 (9.33%) say the institution has provided sustainability information

Needs improvement

14 (34.15%) have *Never* understand local economies and/or ecosystems

29 (38.67%) have *Never* and **30 (40%)** have *Sometimes* participated in a campus or community sustainability project

19 (55.88%) have *Never* complete an evaluation of the sustainability of some activity

13 (38.24%) have *Never* evaluated our responsibilities to future generations

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Educational Programming: Lunch and Learn

7 TYPES OF PLASTIC

(Based on Resin Identification Code)

#1: Polyethylene Terephthalate (PET)



#2: High Density Polyethylene (HDPE)



#3: Polyvinyl Chloride (PVC)



#4: Low Density Polyethylene (LDPE)



#5: Polypropylene (PP)



#6: Polystyrene (PS)



#7: Other



Student Centers Presents

GRANT'S
ECOART
Eco-Impressionism



Presentation to Raise Awareness
for Sustainability and Autism

Assessment:
Average 35-45
Attendees
Post Test

STUDENT CENTERS HAND DRYERS

save over
72 trees
annually



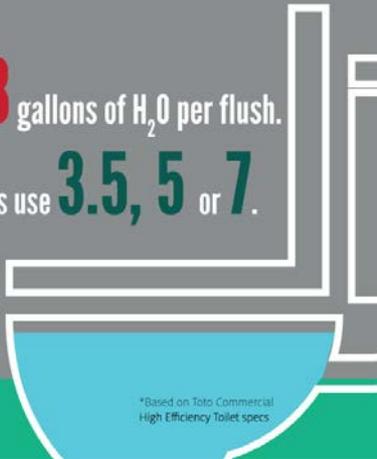
*Based on XLERATOR
Excel Dryer specs

#SCSUSTAIN

Student Centers has upgraded to LOW FLOW TOILETS

that use **ONLY 1.28** gallons of H₂O per flush.

Older toilets use **3.5, 5 or 7.**



*Based on Toto Commercial
High Efficiency Toilet specs

#SCSUSTAIN

Marketing

RECYCLE HERE



SINGLE STREAM RECYCLING AVAILABLE NOW

#SCSUSTAIN

Student Centers has upgraded to WATER BOTTLE FILLING STATIONS

saved over **180,000** plastic
bottles from our landfills & oceans

= \$304,200

* student savings
bottled H₂O



*Based on 20 ounce water
bottle sold at \$1.69

#SCSUSTAIN

RECYCLE HERE

over **80**
recycling bins
added to the
Student Centers



#SCSUSTAIN

Marketing



Assessment:
#SCSUSTAIN
Tags

Participation

WANT TO WIN
THIS BIKE???



Student Centers presents

LIFEHACKS FEB 1 – MAR 31, 2017

UPCYCLING CONTEST

TO SUBMIT

TAG IMAGE AND
DESCRIPTION

@UHSTUDENTCENTER
#SCSUSTAIN

REPURPOSE ITEMS
INTO ART, DÉCOR,
FASHION OR
SOMETHING
FUNCTIONAL



FOR MORE INFORMATION VISIT: UH.EDU/STUDENTCENTERS/SUSTAINABILITY

Assessment:
Entrants
Reflection Essay

#SCSUSTAIN



Waste Audit

| Waste Audit Contents | Trash Stream (pounds) | Recycling Stream (pounds) |
|-------------------------------------------|-----------------------|---------------------------|
| Beverage and Food containers (recyclable) | 3.24 | 2.82 |
| Paper and Cardboard | 0.38 | 0.8 |
| Food scraps/organics/compost | 12.42 | 2.66 |
| Other recyclables/reusables | 0.04 | 0 |
| Trash/non-divertables | 13.32 | 1.86 |
| Total | 29.4 | 8.14 |

| Waste Audit Contents | Trash Stream | Recycling Stream |
|-------------------------------------------|---------------|------------------|
| Beverage and Food containers (recyclable) | 11.02% | 34.64% |
| Paper and Cardboard | 1.29% | 9.83% |
| Food scraps/organics/compost | 42.24% | 32.68% |
| Other recyclables/reusables | 0.14% | 0.00% |
| Trash/non-divertables | 45.31% | 22.85% |
| Total | 78.32% | 21.68% |

| Waste Audit Ratio | Trash Stream | Recycle Stream |
|-------------------|----------------|----------------|
| Trash | 87.55% | 55.53% |
| Recycle | 12.45% | 44.47% |
| Total | 100.00% | 100.00% |

| Waste Stream Building Total | Sept 16 - May 17 Tonnage |
|-----------------------------|--------------------------|
| Trash | 200.31 |
| Recycle | 29.65 |
| Diversion Percent | 12.89% |

Diverting
12.89% to
 Recycling
 Building
 Wide

Educational Programming: Post Test

| Pre Test | Post Test |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Benchmark | Positive Improvements |
| All but 7 (9.33%) say the institutions has provided at least some information to help understand the consequences of their environmental choices. | All but 1 (1.72%) say the institutions has provided at least some information to help understand the consequences of their environmental choices. |
| 14 (34.15%) have <i>Never</i> understand local economies and/or ecosystems | 1 (4.76%) have <i>Never</i> understand local economies and/or ecosystems |
| 29 (38.67%) have <i>Never</i> and 30 (40%) have <i>Sometimes</i> participated in a campus or community sustainability project | 20 (34.48%) have <i>Never</i> and 20 (34.48%) have <i>Sometimes</i> participated in a campus or community sustainability project |
| | Relatively the Same |
| 19 (55.88%) have <i>Never</i> complete an evaluation of the sustainability of some activity | 20 (51.88%) have <i>Never</i> complete an evaluation of the sustainability of some activity |
| 13 (38.24%) have <i>Never</i> evaluated our responsibilities to future generations | 17 (43.59%) have <i>Never</i> evaluated our responsibilities to future generations |

Assessment Data:

| Assessment | Sample and Data | Result |
|-----------------|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pre Assessment | Faculty/Students/Staff | Informed Programming Topics Benchmarked Sustainability Awareness and Practice |
| Post Assessment | Faculty/Students/Staff | + Improvement => Provided info on environmental choices; understand local ecosystems; participation - Improvement => Seeking out sustainable info |
| Facility | Waste Audit | 29.65 Tons – Waste Diversion 12.89% - Recycling to Waste Percentage |
| Lunch and Learn | Faculty/Students/Staff | Average 35 – 45 Attendees Overall Engagement and Interest in Topics |
| Contest | Student Participants | 4 Entrants |
| #SACSUSTAIN | SC Visitors | 1 Tag |
| Green Meetings | SC Visitors | Pending |

Analysis and Recommendations

Goal 1 – Recycle Tonnage/Environmental Impact: **Achieved**

- The facility has been successful at waste diversion
- Continue to provide a sustainability focused facility

Goal 2 – Awareness/Culture: **Ongoing**

- Sustainability awareness and practice has increased
- Mixed results with programming

Recommendations

- Lunch and Learns – **Continue**
 - Expand topics beyond sustainability
- Contest – **Unsuccessful**
 - Consider alternative methods of engagement
- #SCSUSTAIN – **Continue**
 - Little to no cost to continue the marketing
- Green Meetings – **Pending**
 - Little to no cost to continue

Overall – Refocus programming and continue marketing and event participation



Evaluation Through Social Media

Engagement

- Retweets/Reposts 
- Comments 
- Replies 
- Participants 

Questions

How many people are participating?

How often are they participating?

In what forms are they participating?

Awareness

- Reach
- Volume
- Exposure
- Amplification

Questions

How far is your

brand/message

spreading?

Social Media Considerations

Engagement => Get students engaged in the moment

- Retweet/Repost – While attending the event
- Comment – Post photos and tag while participating
- Replies – Have a reply ready to make students feel heard
- Participants – Be active with the students

Social Media Considerations

Awareness => Get students active in the moment

- Volume – Like or follow as an incentive
- Reach – Tag a friend not at the event
- Exposure – Have social media integrated in the event
(Snapchat/Instagram filters)
- Amplification – Grow your brand/event

Social Media In The Moment

Like, Follow,
Comment, Re-Tweet,
or Re-Post to Play



Social Media Impact

Facebook

2,348 Page Likes

Twitter

294 followers
increase

Instagram

239 increase of
followers



Total Page Likes as of Today: 2,348



Your Tweets earned **62.2K impressions** over this 91 day period



Discussion