Knowledge of the SOS

About 1-in-5 students (18.7%) said they had never heard of any of these activities.

Average number that students knew = 2.68 out of 11

How Would Students Like to Receive Information about Sustainability?

- Posters = 37.5%
- Professors = 34.6%
- Facebook = 30.6%
- Friends = 28.5%
- Emails = 27.5%

Do Students Know what SOS does with its money?

- Zerella = 55.8%
- 6-Mile Recycling = 53.2%
- Free Water Bottle Distribution = 32.7%
- Campus Garden = 30.4%
- Compost pick-up = 25.7%
- Water Bottle Design Contest = 20.7%
- Bus Ticket Lease = 23.2%
- SOS Film Series = 14.9%
- SCORE Program = 9.6%
- Windows Program = 8.5%
- Usher Cleaning Events = 19.9%

How is SOS Funded?

- segregated fees = 56.0%
- Budget = 56.0%

- About 1-in-3 students are unaware that there is a SOS (31.8%)

- Half of Students (51.1%) think the annual budget is $10,000 or less
- Actual budget = $200,000

Key Recommendations

- For knowledge to be improved, communication efforts need to be focused in the channels/sources from which students would like to receive information:
  - Monthly emails to the student body with a “sustainability tip” could be effective, as would targeting interpersonal influencers of students (e.g., professors and friends).
  - Creating a monthly newsletter, and updating a website, that nobody reads is not a good use of resources or time.
- Free water bottle giveaway needs to be discontinued
  - 5-in-10 students are already using a reusable water bottle, and only 19% said they have ever received at bottle from the SOS.
- Stop providing a product that the majority of students have already adopted.
- Product giveaways/promotions should be centered on behaviors the majority of students don’t already perform:
  - Only 37.5% of students admit to using reusable grocery bags. Provide reusable bags to students, and start a grocery bag design contest to promote this giveaway.
  - Partner with local retailers to provide incentives for students to use reusable bags while shopping.
- If the SOS wants to be a responsible steward of students’ funding, we recommend it be more deliberative, intentional, and transparent in how it spends its money.

Data were compiled using SPSS.