Introduction
The Front Desk of the Office for Sustainability (OfS) is not only the face of the office; responsible for greeting, directing, and helping guests, but it also houses four student employees to help with EcoMug distribution and outreach during campus-wide events. Over the course of the Fall 2016 semester, we were able to gather data about the 300 recorded guests that were helped, the 1200 EcoMugs distributed at Bronco Bash, and the two campus-wide events that we participated in. Through detailed explanations of our findings, we hope to further express the mission of the OfS to guests, simplify the process of distributing EcoMugs, and narrow our focus when participating in outreach events directed toward students.

Methods and Results
During the 2016 fall semester here at the OfS, the front desk team was busy collecting data in regards to the visitors that entered our doors. We wanted to know who was coming in; who was interested in the bike shop, who was eager to get a tour, and who was looking for the bookstore that used to occupy this building back before we opened our new office in 2013. These were just a few of the many different reasons we have so many guests in our building on a daily basis. The categories we looked at were Bookstore, parking services, bike related, EcoMug related, and general information.

Another aspect of our job included EcoMug distribution. Before the semester began, we participated in Fall Welcome and one of our key talking points was the EcoMugs. Due to not having our stock of mugs for students when they first get to campus we had to be resourceful in our efforts to reach out to students and encourage them to come to us. One of our larger efforts included distribution at Bronco Bash. Despite our technology failing us, we had a successful distribution. One set back to the technology failing was being unable to know if someone had already received one, so we wrote down each students WIN and name. We later put everyone in the system and out of the 1200 entered, 158 had already been given an EcoMug in the past. Another way students received their mugs in a large amount was after office presentations. After some of the FYS presentations, students were encouraged to get an EcoMug before leaving, if they had not received one yet.

Aside from Bronco Bash, another event we participated in this semester was the campus-wide #DiscoverWMU. This event consisted of first-year orientation groups visiting numerous spots on campus with their orientation guides in order to become familiar with WMU. We spent three weeks designing and painting a face-in-hole wooden sign to attract groups. We set up a table with Gibbs House vegetables and OfS pamphlets, and had five people representing the office.
Graphics, Charts, & Pictures

Visitors

- Bike Related: 32%
- EcoJug Related: 29%
- Bookstore: 23%
- Parking Services: 9%
- General: 7%

Bronco Bash

- 1st Time: 86%
- Repeats: 13%
- Invalids: 1%
Commentary, Reflection

Collecting the data allowed us to view real numbers of just how many people come in to the office. We had roughly 300 recorded guests enter our doors in the last three months! It’s exciting to think that after encountering these people, there's a greater chance that they have made conscious decisions to structure their everyday lives around a more sustainable way of living. Some of these guests may have come in for their free eco jug, reducing their use of disposable plastic bottles. Some of these people may have come in to gather more information about the bike shop and rental. These people could be releasing less CO2 emissions riding their bikes to school instead of driving their cars. Even those who came in accidentally were greeted by the front desk and given a brief description of the projects we are working on, and the mission for the Office for Sustainability; creating a higher quality of life for all.

Due to our technical difficulties at Bronco Bash, we were unable to verify if students had already received jugs before giving them out. We had to write down student's WIN numbers and names so we could input them into our system after the event. While we were putting students into the system, some came up as 'already enrolled' meaning they have already been distributed a jug. As a result we went through and kept track of all the numbers. With only about 13% repeaters, we had determined that we had a good turnout.

While we were a stop on the list of places for #DiscoverWMU, most groups walked past us to visit the Den. We hollered to get people to come over and gave a brief description of what the OfS does. Overall, we reached most of the groups that walked past us and were able to inform the first-year students on where to get their EcoJugs.
However, the ill-informed tour guides may have affected the first-year students and how they engaged with us. Because they weren't aware of what we do, explaining our importance became difficult.

Next Steps

Something that we had noticed is the amount of people that came in looking for the book store. With Westerns outstanding athletics this fall semester, many alumni and students unfamiliar with the office were quite confused when they walked into the building looking for hats and sweatshirts to find plants and recycling bins. This is an understandable mistake because this use to be the bookstore. But the second most reason that brought people in besides thinking it was the bookstore was thinking it was parking services. We think the most efficient way to solve this problem would be proper signage. We would like to see a banner or some sort of signage outside our building, as well as a "WeSustain" sign hanging with our plants behind the front desk.

We had a rocky start with EcoJugs this year because of ordering troubles, but we were able to be relatively successful. One of the things we can do in the future is to make sure that after all FYS presentations given here we encourage students to get their jugs. It came to our attention that not all staff that gave presentations did this. Based off of this experience we will definitely be more prepared if this sort of problem occurs in future years.

We would also hope to be more involved in the process of becoming a part of campus-wide events. If we can train and inform the guides on sustainability and our role on campus, they might be more inclined to visit us without having to be called over.