



Spring 2014 Student Sustainability Survey and Literacy Assessment - Results Compilation

Contact

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Compiled

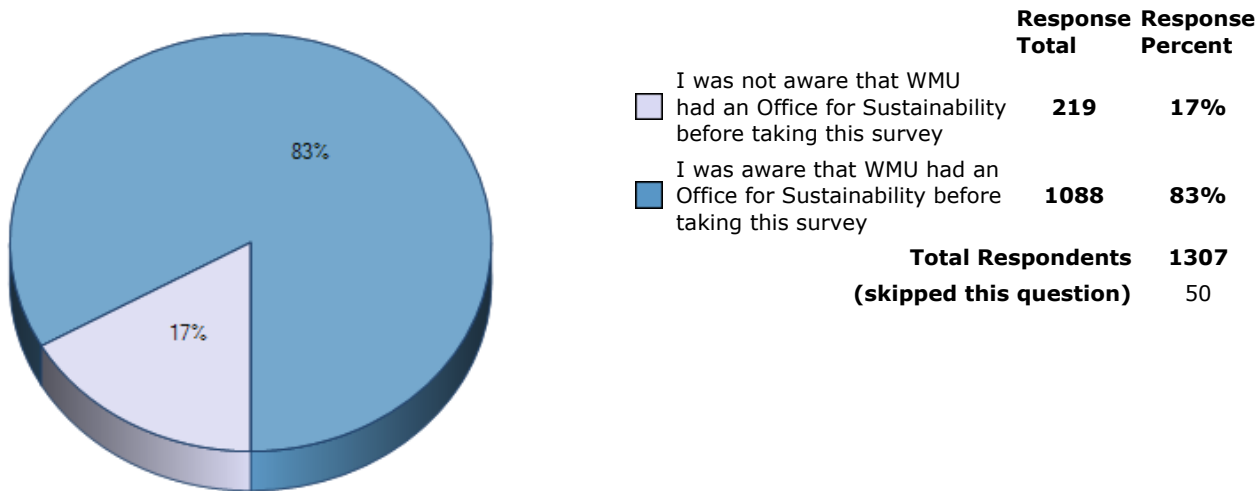
10/08/15

2014 Custom Report

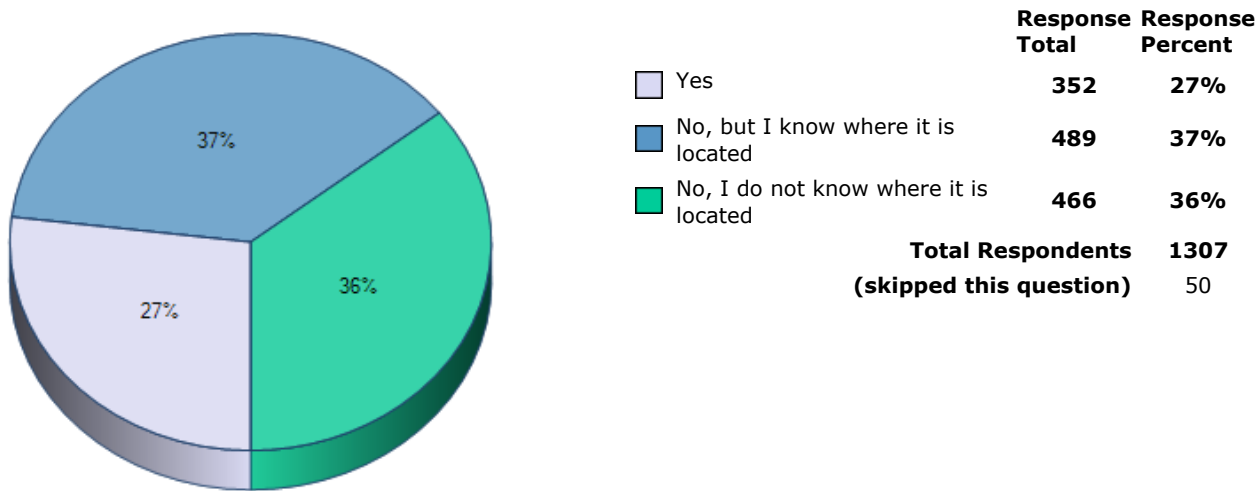
Survey Title: Student Sustainability Fee Survey 2014

Responses By Question Analysis:

1. Please indicate your level of awareness of the Office for Sustainability.

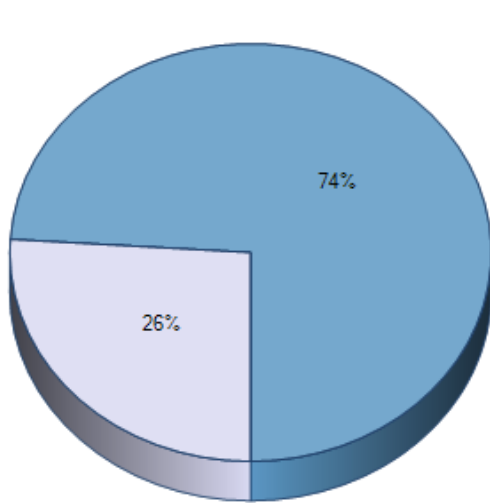


2. Have you ever been to the Office for Sustainability?



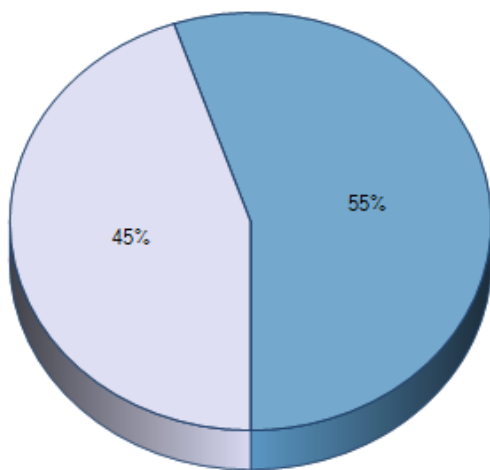
3. Did you take the Student Sustainability Survey last year?





967	74%
Total Respondents	1307
(skipped this question)	50

4. Are you interested in working on campus sustainability projects?

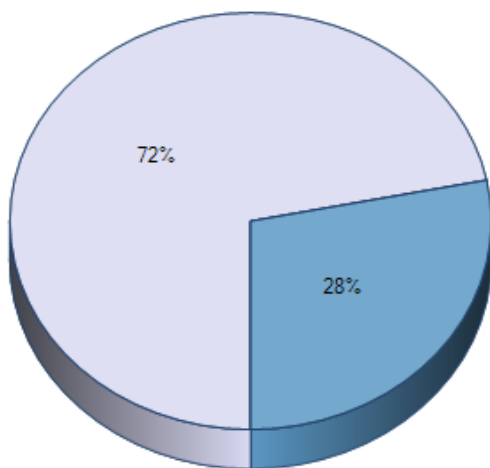


☐ Yes

☐ No

	Response Total	Response Percent
	586	45%
	721	55%
Total Respondents	1307	
(skipped this question)		50

5. Are you aware that you paid an \$8.00 Sustainability Fee this semester along with your tuition?



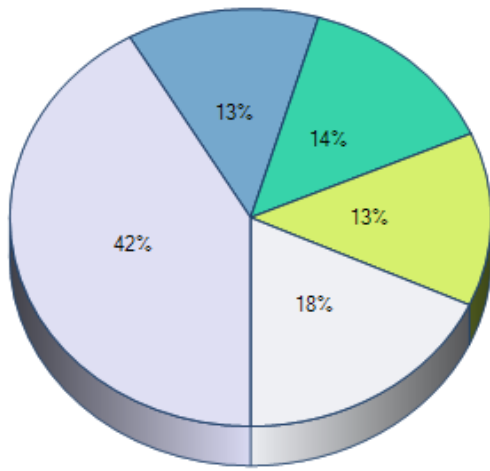
☐ Yes

☐ No

	Response Total	Response Percent
	939	72%
	368	28%
Total Respondents	1307	
(skipped this question)		50

6. Have you received a free EcoMug?

	Response Total	Response Percent
No, I have not received one	544	42%



Yes, I use it weekly	169	13%
Yes, I use it about once a month	181	14%
Yes, but I do not use it	176	13%
Yes, but I lost it	237	18%
Total Respondents (skipped this question)	1307	50

7. How would you rank the following campus initiatives?

	A "Green Guide" for making more sustainable purchases in the Kalamazoo area	Create a space where students can drink coffee, play music, display art, or express themselves in other ways	A low cost, long-term bicycle rental program	Expand sustainability focused residential options on campus (i.e., green dorms or apartments)	Response Total	Points	Avg
1	17.85% (213)	29% (346)	21.63% (258)	31.52% (376)	1193	n/a	n/a
2	24.98% (298)	22.13% (264)	24.56% (293)	28.33% (338)	1193	n/a	n/a
3	28.58% (341)	21.71% (259)	27.75% (331)	21.96% (262)	1193	n/a	n/a
4	29.76% (355)	27.75% (331)	25.23% (301)	17.27% (206)	1193	n/a	n/a
	Total Respondents (skipped this question)				1193	164	

8. How would you rank the following food-related initiatives on campus?

	A student-led sustainable foods campus Café	Composting fertilizer from WMU's dining halls	A student-managed farm to provide local produce to WMU Catering, Dining Services, and potential Café	Increase food options on campus (i.e. local, healthy, diet sensitive)	Response Total	Points	Avg
1	16.68% (199)	17.35% (207)	19.61% (234)	46.35% (553)	1193	n/a	n/a
2	24.22% (289)	25.48% (304)	32.36% (386)	17.94% (214)	1193	n/a	n/a
3	27.49% (328)	28.67% (342)	29.09% (347)	14.75% (176)	1193	n/a	n/a
4	33.11% (395)	28.67% (342)	18.11% (216)	20.12% (240)	1193	n/a	n/a
	Total Respondents (skipped this question)				1193	164	

9. How would you rank the following pollution-prevention initiatives on campus?

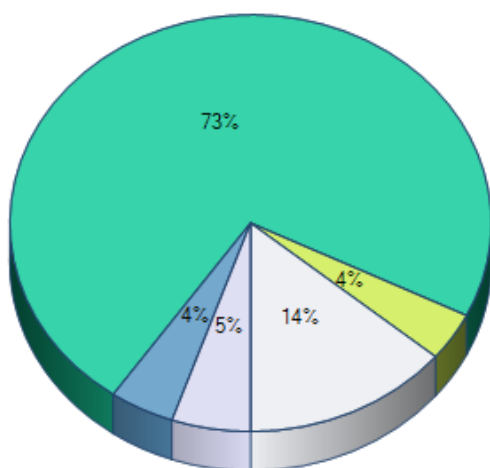
	Increase renewable energy infrastructure (i.e., solar, wind, geothermal)	Create initiatives to decrease automobile usage on campus	Increase green buildings and green retrofits of existing buildings (i.e. green roofs, storm water management)	Reduce WMU's landfill waste	Response Total	Points	Avg
1	38.76% (462)	16.53% (197)	22.9% (273)	21.81% (260)	1192	n/a	n/a
2	24.92% (297)	15.86% (189)	34.56% (412)	24.66% (294)	1192	n/a	n/a
3	21.98% (262)	17.87% (213)	29.28% (349)	30.87% (368)	1192	n/a	n/a

4	15.27% (182)	50.25% (599)	13.26% (158)	21.22% (253)	1192	n/a	n/a
Total Respondents					1192		
(skipped this question)					165		

10. How would you rank the following initiatives for sustainability across the curriculum?

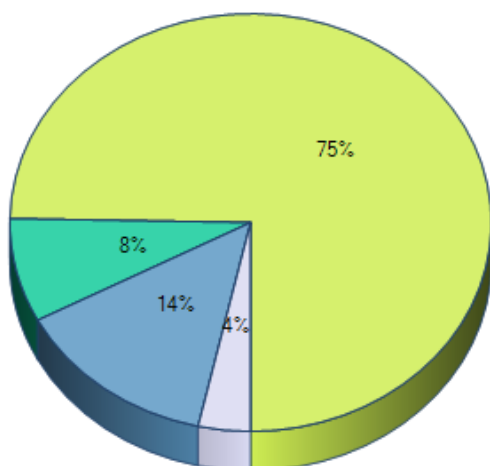
	Create an introductory sustainability course to fulfill general-education credits	Create a graduate sustainability program and/or certificate	Expand opportunities for funded campus sustainability-related student research	Expand opportunities for sustainability-related paid internships and student jobs	Integrate sustainability into existing majors and minors	Create a new sustainability minor	Response Total	Points	Avg
1	34.65% (413)	7.38% (88)	11.24% (134)	22.15% (264)	13.84% (165)	10.74% (128)	1192	n/a	n/a
2	13.67% (163)	13.93% (166)	17.87% (213)	21.06% (251)	19.97% (238)	13.51% (161)	1192	n/a	n/a
3	12.5% (149)	12.25% (146)	21.22% (253)	18.96% (226)	19.88% (237)	15.18% (181)	1192	n/a	n/a
4	11.83% (141)	16.61% (198)	19.46% (232)	17.87% (213)	17.45% (208)	16.78% (200)	1192	n/a	n/a
5	11.41% (136)	21.56% (257)	18.46% (220)	13.42% (160)	17.45% (208)	17.7% (211)	1192	n/a	n/a
6	17.45% (208)	29.11% (347)	12.16% (145)	7.72% (92)	9.4% (112)	24.16% (288)	1192	n/a	n/a
Total Respondents							1192		
(skipped this question)							165		

11. Which of the following is a resource that is renewable on the scale of your lifetime?



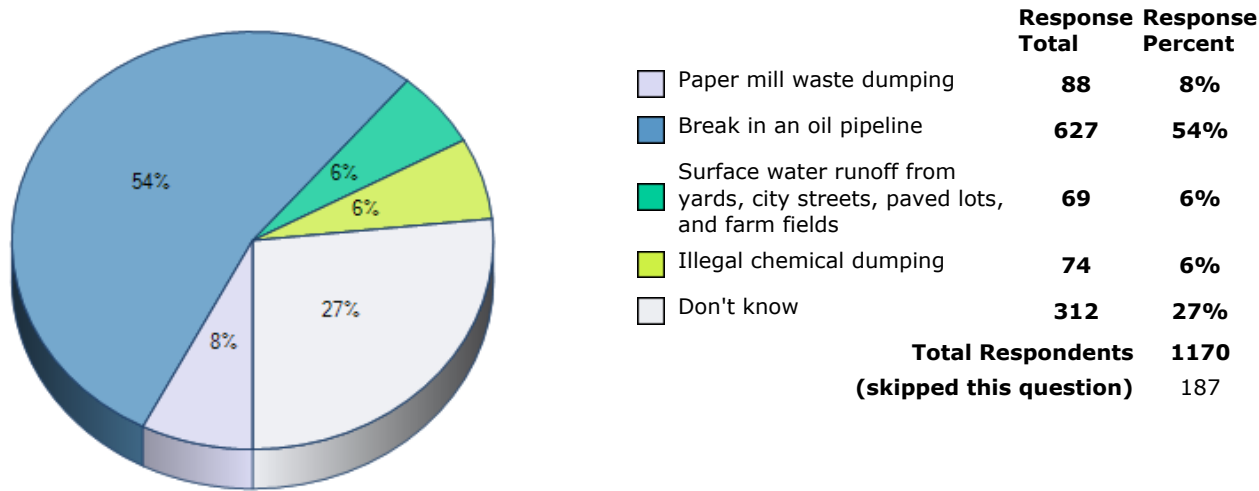
	Response Total	Response Percent
Oil	62	5%
Iron Ore	51	4%
Trees	850	73%
Coal	44	4%
Don't know	163	14%
Total Respondents	1170	
(skipped this question)	187	

12. Ozone forms a protective layer in the earth's upper atmosphere. What does ozone protect us from?

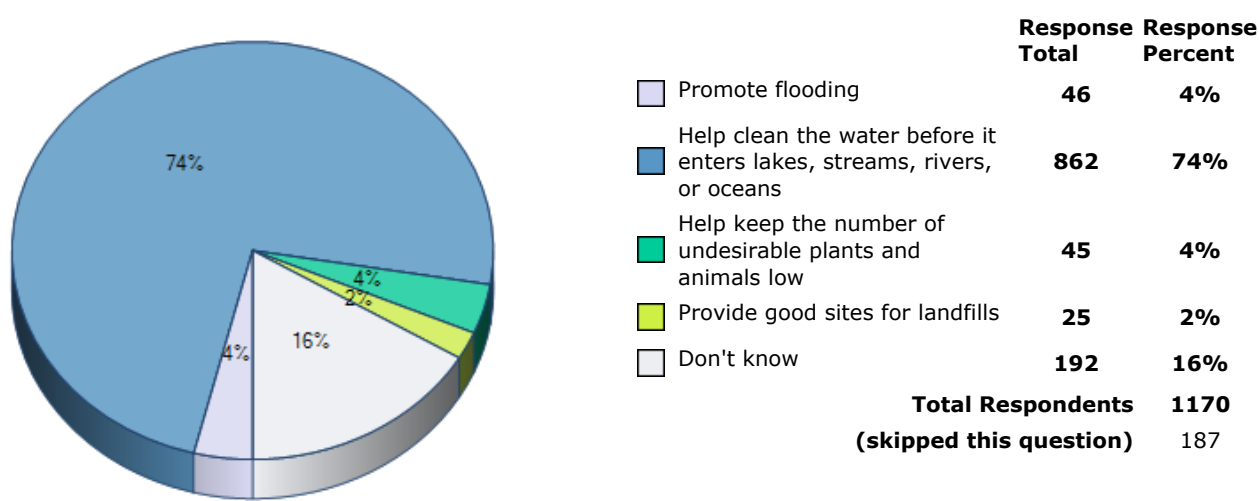


	Response Total	Response Percent
Acid rain	41	4%
Global warming	161	14%
Sudden changes in temperature	94	8%
Harmful, cancer-causing sunlight	874	75%
Total Respondents	1170	
(skipped this question)	187	

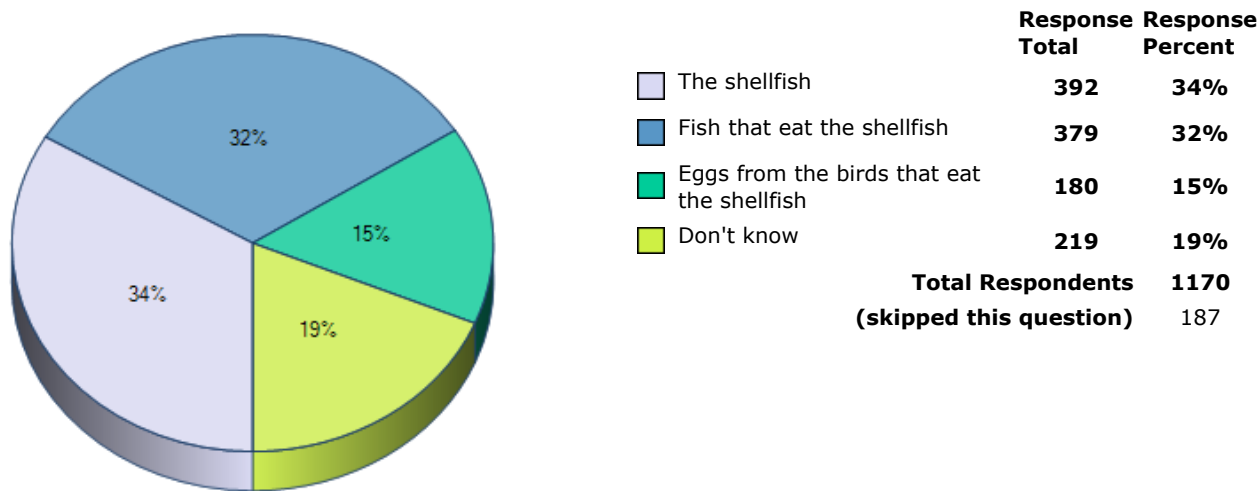
13. On July 25th, 2010, the Kalamazoo river experienced one of the largest pollution events in its history. What was the source of the pollution?



14. Michigan contains a number of wetlands. What is the primary benefit of wetlands?

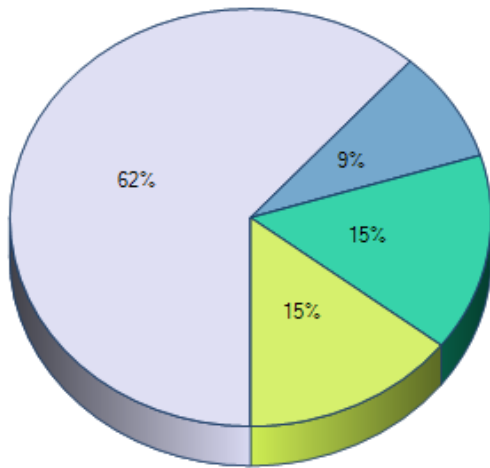


15. PCBs, a toxic chemical, can be found in very low levels in the Great Lakes. The PCBs are absorbed by small shellfish that live in the water. Which will have the highest concentration of PCBs?



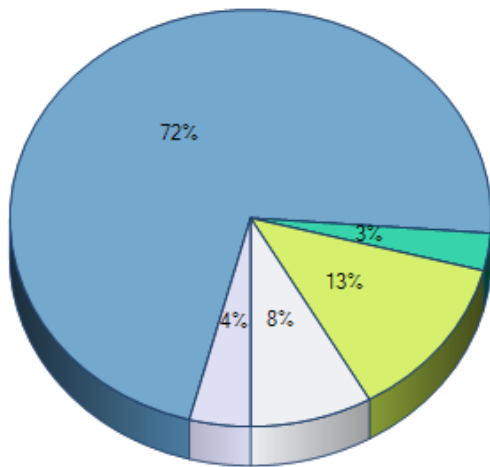
16. For a person to get the most food energy out of 100 pounds of vegetables and grain, the person should _____.

Response Response



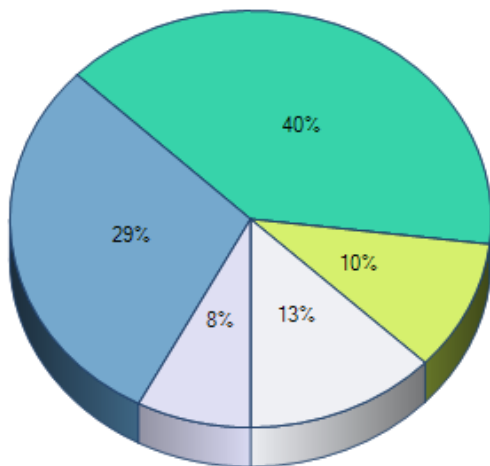
	Total	Percent
Eat the vegetables and grain	720	62%
Feed them to an animal and eat the meat	101	9%
Feed them to a cow to produce milk, feed the milk to an animal and eat the meat	179	15%
Don't know	170	15%
Total Respondents (skipped this question)	1170	187

17. Fragmentation and destruction of habitats threatens the survival of thousands of plant and animal species worldwide. Which of the following answers contributes most to habitat loss?



	Response Total	Response Percent
Overhunting/harvesting	48	4%
Human developments (farmland, cities, etc.)	843	72%
Mining	34	3%
Forestry	149	13%
Don't know	96	8%
Total Respondents (skipped this question)	1170	187

18. Which of the following sectors is the largest contributor of greenhouse gas emissions in the United States?



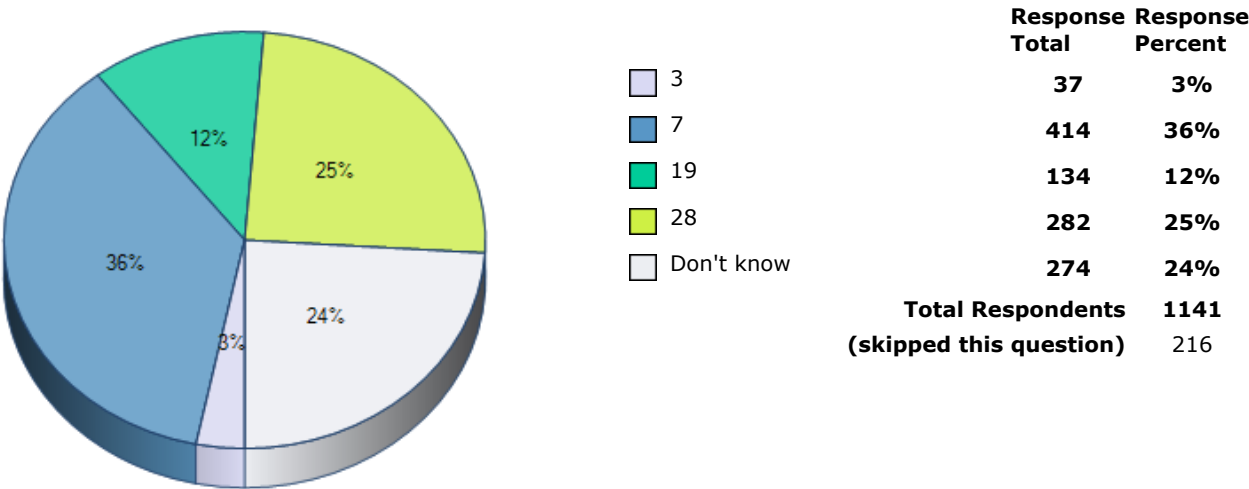
	Response Total	Response Percent
Commercial/residential	90	8%
Industry	345	29%
Transportation	465	40%
Electricity production	119	10%
Don't know	151	13%
Total Respondents (skipped this question)	1170	187

19. How many people in the world were forced into slavery to produce the goods owned by a typical American today?

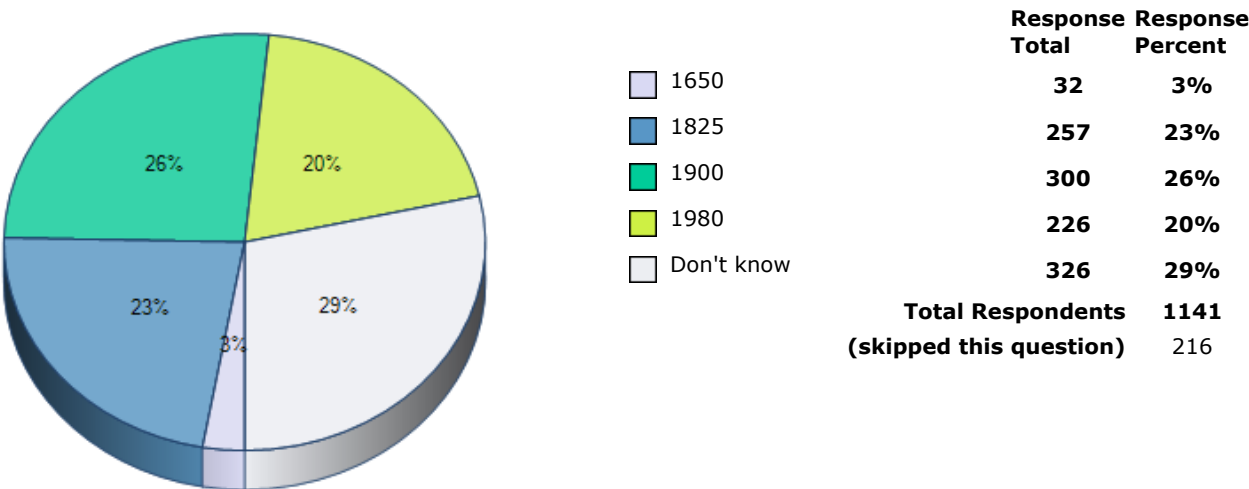
	Response Total	Response Percent
None	67	6%



20. If a single lily pad, starting at the first of the month, began doubling on a pond each day until the pond was covered completely at the end of the 30 days, on what day would the pond be ¼ covered?

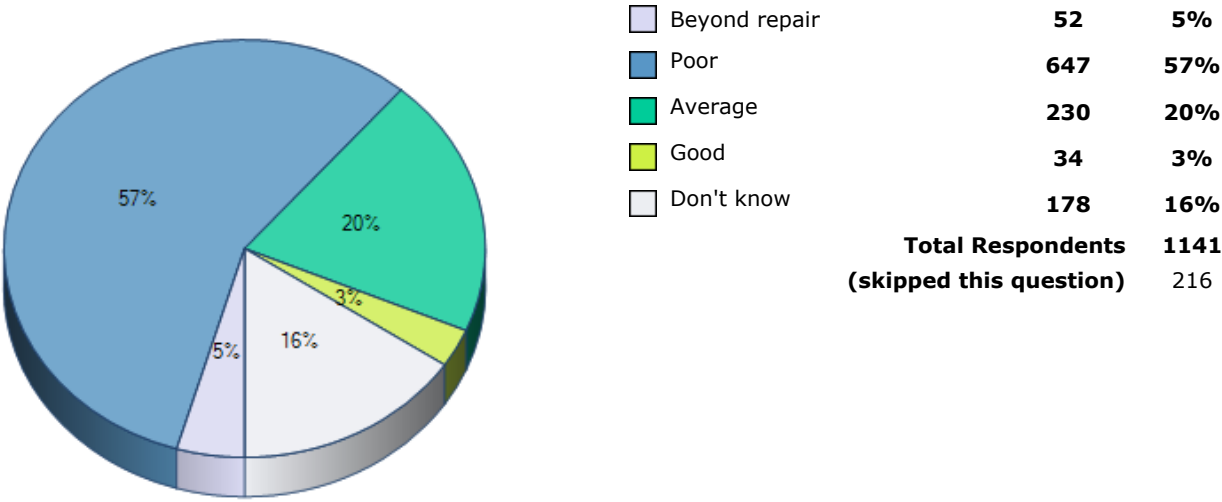


21. When did the global population of humans reach 1 billion?

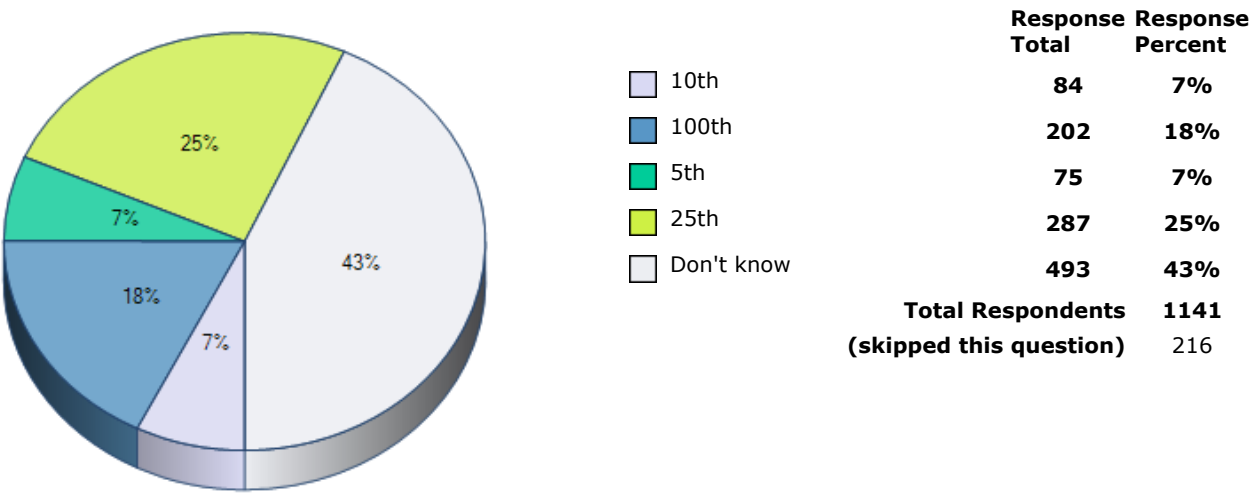


22. The environment provides a variety of free services to humans which are called ecosystem services. These services provide the cleaning of air and water, food and fiber production, climate regulation, and spiritual benefits. What is the current state of the world's ecosystem services?

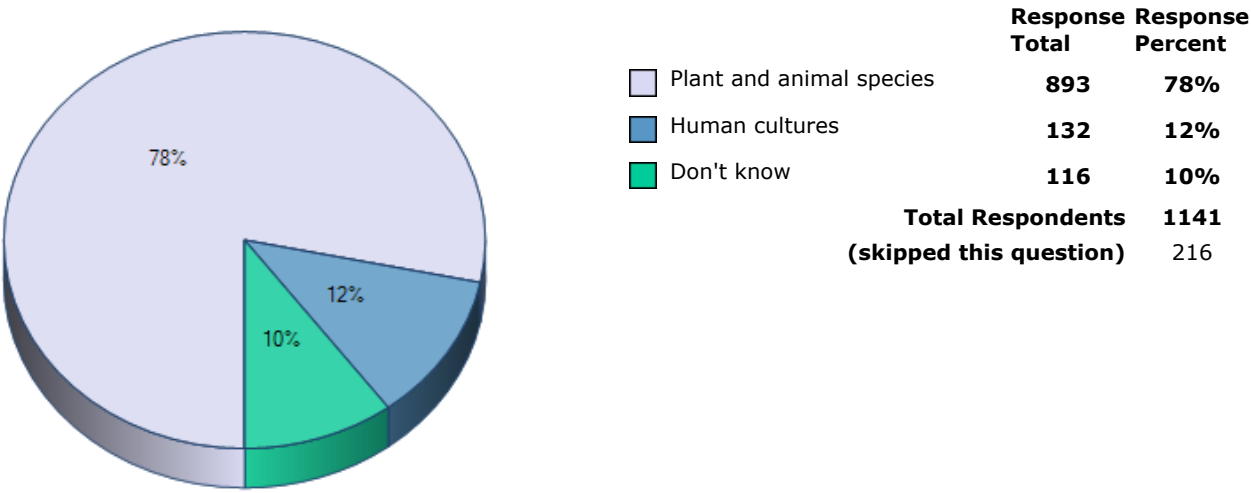
Response Total	Response Percent
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23. The City of Kalamazoo has the _____ highest per capita poverty rate in the United States?

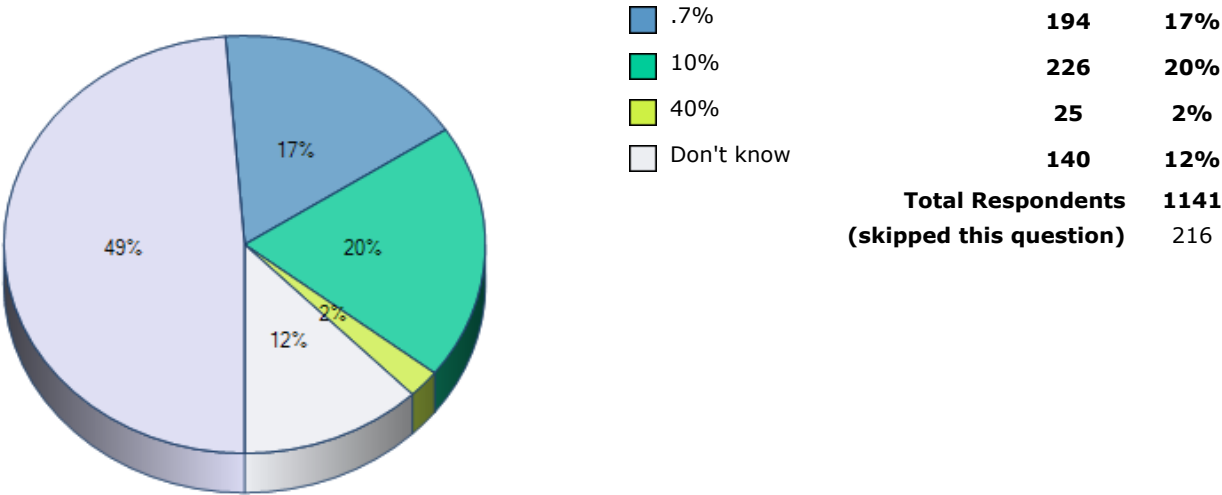


24. Which is being lost at a faster rate?

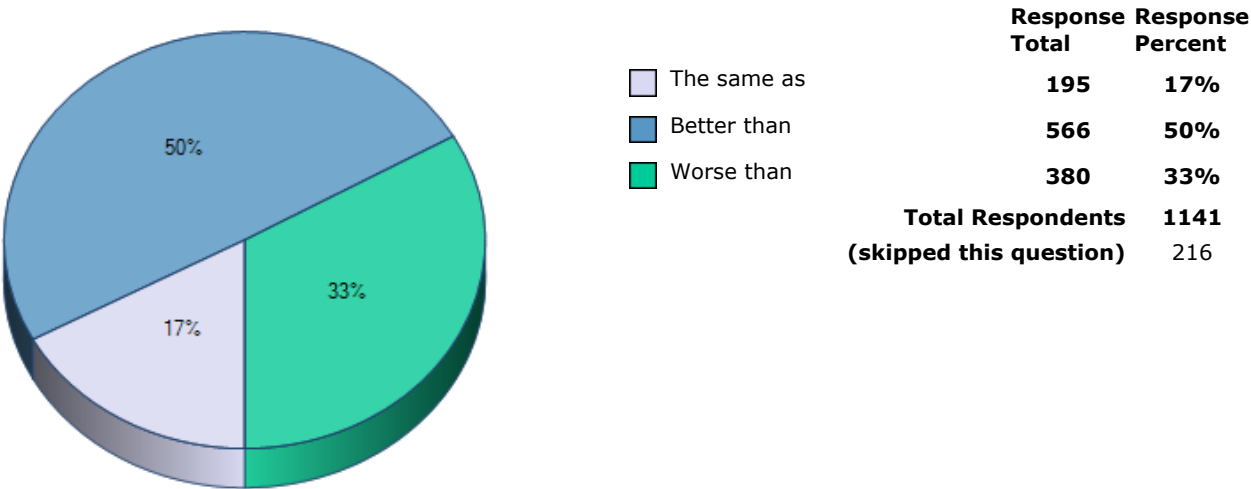


25. 40% of the world's wealth is controlled by what percentage of the world's population?

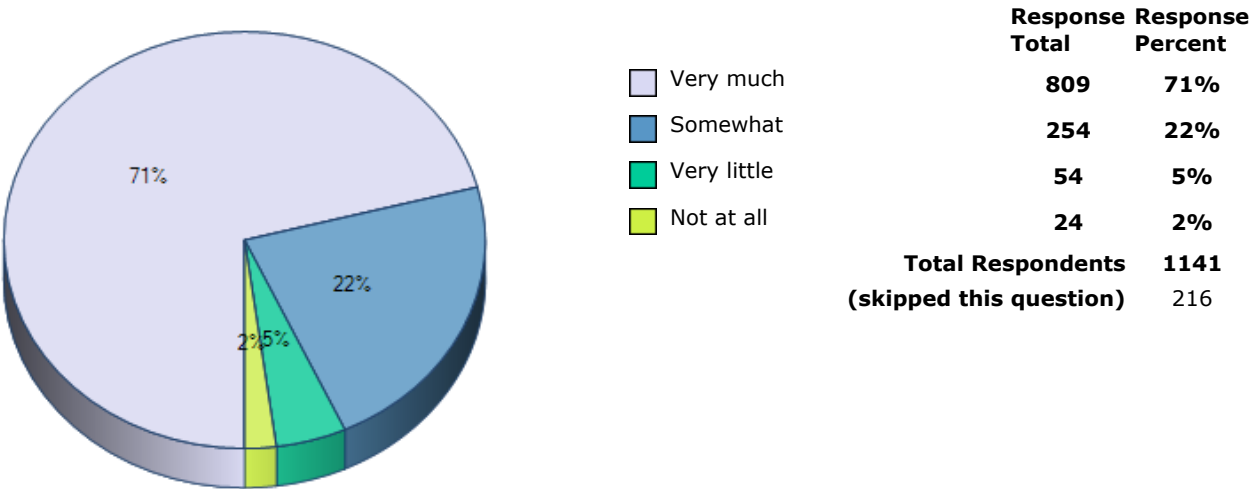




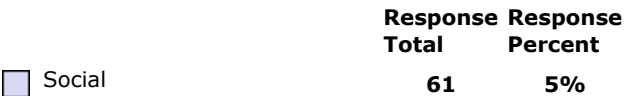
26. I expect my quality of life (overall wellbeing—happiness, emotional wellbeing, amount of free time, access to healthcare, access to nature, etc.) to be _____my parents when I am their age.

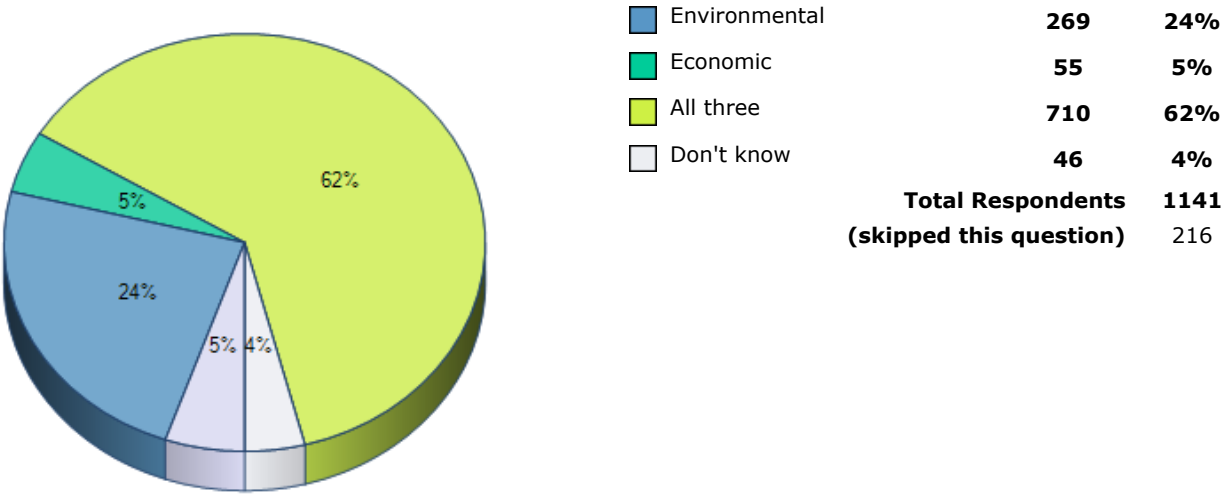


27. To what extent do you believe that the topics addressed above impact your and future generations quality of life?

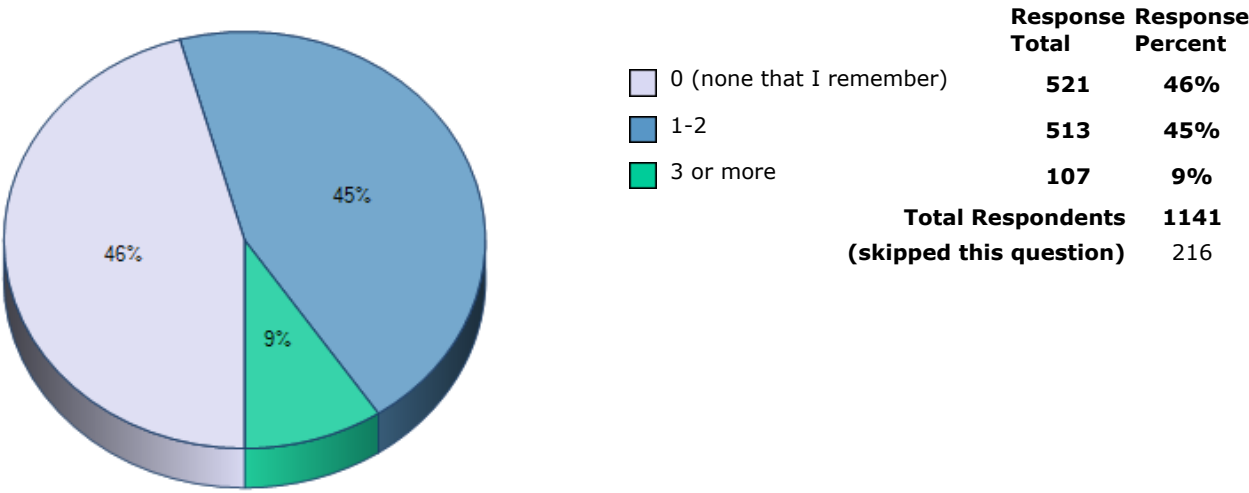


28. Which of the following best characterizes your vision of the core focus of sustainability?

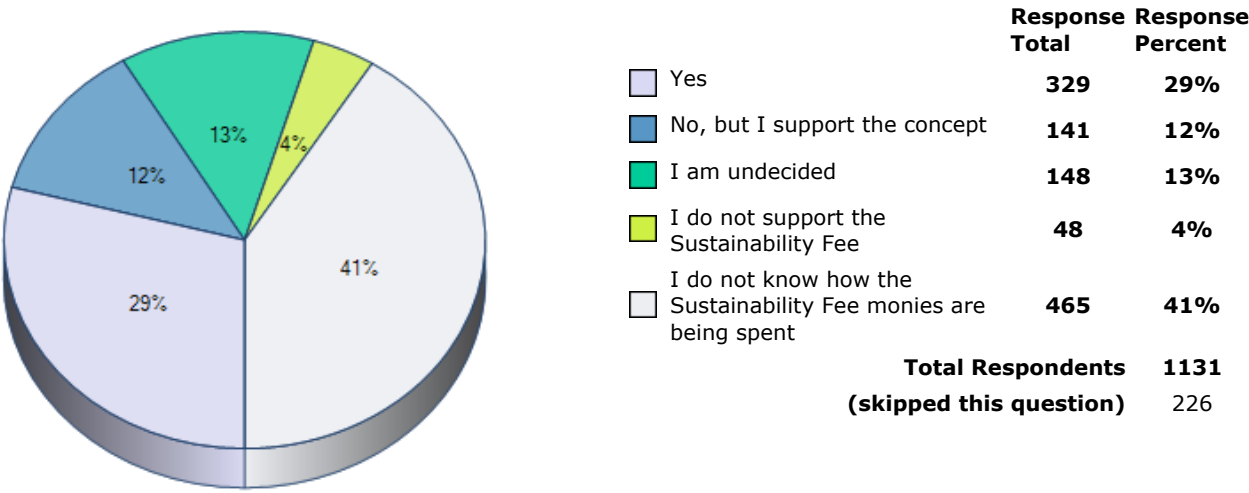




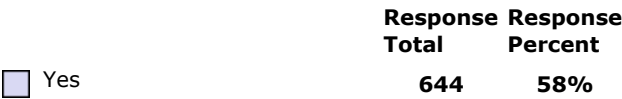
29. While studying at Western Michigan University, how many courses have you taken that address the topics presented in this survey?

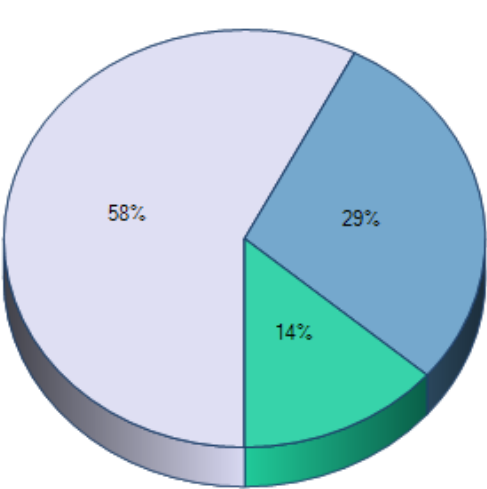


30. "I am happy with how Sustainability Fee monies are being allocated and managed."



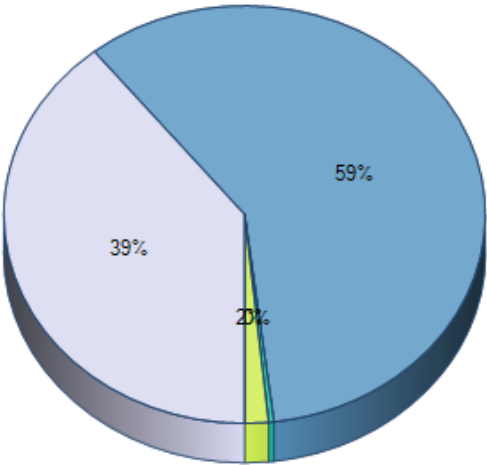
31. "My concerns regarding how to spend the Sustainability Fee are being adequately heard and addressed."





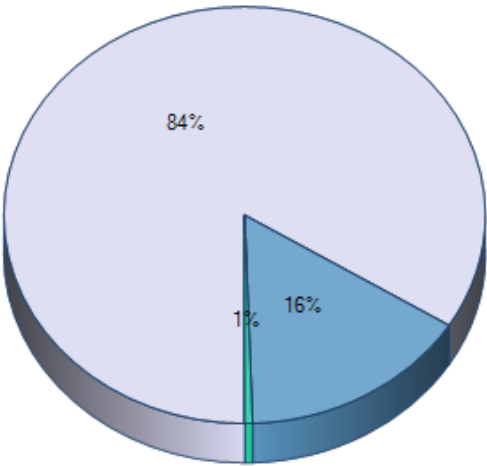
No	322	29%
Other, please specify:	153	14%
Total Respondents	1118	
(skipped this question)	239	

32. What is your gender?



	Response Total	Response Percent
Male	444	39%
Female	665	59%
Other	4	0%
I prefer not to answer	18	2%
Total Respondents	1131	
(skipped this question)	226	

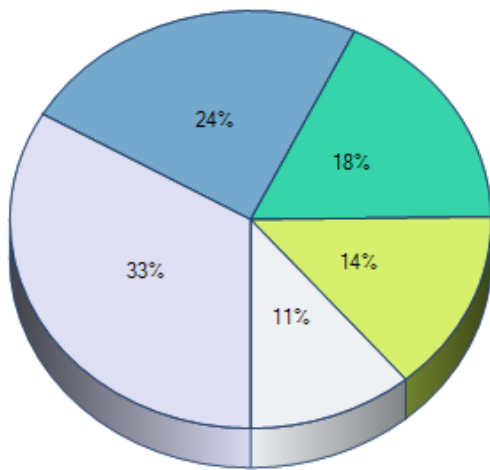
33. What is your student classification?



	Response Total	Response Percent
Undergraduate	946	84%
Graduate	176	16%
Other, please specify	6	1%
Total Respondents	1128	
(skipped this question)	229	

34. How many years have you attended WMU?

	Response Total	Response Percent
One	378	33%

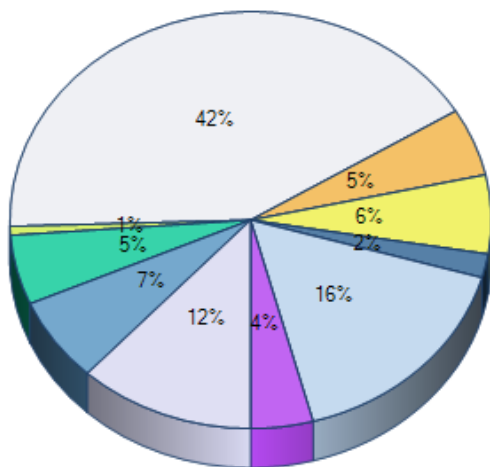


Two	268	24%
Three	200	18%
Four	159	14%
Five +	126	11%
Total Respondents (skipped this question)		1131
		226

35. Please select your college(s) from the following list.

	Arts and Sciences	Aviation	Business	Education & Human Development	Engineering & Applied Sciences	Fine Arts	Health & Human Services	Response Total	Points Avg
Major 1	30.35% (339)	3.94% (44)	28.2% (315)	11.82% (132)	10.47% (117)	4.74% (53)	10.47% (117)	1117	n/a n/a
Major 2 or Minor	39.13% (306)	1.66% (13)	30.05% (235)	10.36% (81)	6.27% (49)	3.32% (26)	9.21% (72)	782	n/a n/a
Total Respondents (skipped this question)								1120	237

36. How did you hear about this survey?



	Response Total	Response Percent
In class announcement	173	15%
Poster or flier	96	8%
Facebook	79	7%
Twitter	10	1%
Email	609	54%
Word of mouth	77	7%
WMU News	89	8%
Sustainability webpage	27	2%
GoWMU announcement section	239	21%
Other, please specify	61	5%
Total Respondents (skipped this question)		1132
		225

2014 Student Sustainability Survey Comments from Respondents Grouped by Topic

Question: If we did not touch on an idea or project that interests you, please name and briefly describe it/them in the box below:

Awareness/outreach for campus sustainability: ~20%

- I wish there were more information on how to get involved even if you are not 100% sustainable. Maybe more opportunity for students within other majors to create projects that will benefit both sustainability and themselves.
- Increase awareness and activism about the divestment campaign
- A good priority may be to create awareness that Western has a sustainability program.
- Expanding sustainability - recycling to Extended Universities Programs, especially Grand Rapids, MI
- From what I hear, the Students For a Sustainable Earth is keeping bees. I am very interested in bees and will be keeping them this summer at my home. I don't think it is advertised enough that this program is involved with bees, and how much of a great impact they have on our environment. I think if you made a bigger deal about the bees then more people would be interested.
- Have more activity's on campus for students to be aware about the sustainability office events
- There should be more ways to get involved. Meetings should be announced, more like an RSO or club team, the sustainability should be more of a presence
- Bring local politicians in to speak about sustainability or engage in a Q/A session with students to educate students on what is being done in government to promote sustainability and what students are able to do to help. Also allows students to communicate ideas to politicians.
- I assume we have a sustainability club of some sort how about bring more awareness by visiting classes and encouraging more people to join. As a senior I definitely would have love the opportunity to join the club, if there is one. Also it would look good on my resume.
- Connecting and creating a partnership between the Sustainability Office and other academic departments (such as the Psychology department) would support the integration of sustainable projects, opportunities, and mentality campus-wide.
- The sustainability office does a piss-poor job of communicating what they do, what they have to offer, and what their purpose is. They seem to be hiding in the sidelines and just soaking up student money with no clear indication of a good use for this mandated fee.
- Just educate people on sustainability because it relates to every day life. Any major, any minor, all of them at their core can be related back to sustainability and the environment. This is a growing problem that people must be educated about and must be funded.
- To increase overall awareness of sustainability on and off campus.
- Perhaps it is a combination of a couple ideas, but having those students who are interested going out into the community to teach, research, and encourage sustainability in the local businesses -- either as internship or paid representatives of the college.
- Build ties and interest with the College of Engineering. There are many students their who are interested in sustainability, but don't have the available resources. (Making them only available on main campus usually is not appealing to Engineering majors)

Dining on campus/food related issues: ~11%

- I want the sustainability cafe led by students. I think this idea is perfect and student interest is present.
- Maybe something to reduce food waste in the caf.
- It was mentioned briefly, but I do like the idea of a new sustainably cafe for students that provides healthier options. I think this would be extremely beneficial especially to commuter students or other students who do not have a meal plan on campus.
- It would be cool is some of the vending machines around campus had locally made treats/products, and healthier options in general. It would also help people become more aware of our regional economy and encourage people to buy local products.
- Using the leftover food from the cafe/dining hall.
- more fresh fruit and veggies in the cafe
- Recycling / Donating some of the massive amounts of food that gets disposed off at close in all of the cafeterias. If some of this food could be donated to the mission it would be awesome.
- Instead of adding all of the incentives and programs and everything, perhaps the university could get rid of some things like the Coca-Cola vending machines throughout campus and replace them with a better alternative like the water bottle refill stations or a product that boasts sustainability.

Ecomug: ~5%

- My eco mug causes everything to taste like metal, and has dots of rust so i don't feel comfortable using it. I would rather use a recycled plastic bottle.
- I would really like to see a redesign of the ecomug. The current one is terrible. It is slippery, it leaks, it doesn't hold much liquid, and it is just not useful. I think western is making more waste with these poor mugs because students won't use the mugs if they are bad creating the mug as waste as well as the wastes we would have without the mug.
- I lost the lid for my eco mug. Sell just the lids!
- Eco-bowls like the eco mug but for to go soup or pasta's from the cafe's on campus so we can use less styrofoam waste! I would deffinitely minor in sustanability along with my business degree, it goes a long way there for companys who are trying to transition and be more environmentally friendly and socially responsible.

Curriculum infused with sustainability: ~8%

- Create a class that is about the history of the global and American impact on the environment from industrialization of the global market, what has been done to counter act it, and what we can do in our generation to help FIX these problems. I think it one class was put out about sustainability and then another one about the history of global warming and other similar problems and those two fill up and get positive reviews, then it's worth looking into creating a minor in sustainability.
- Create classes designed to explain practical ways for students to promote sustainability and renewable energies.
- Include student participation sustainability programs that student can get extra credits from.
- I recommend including Integrated Supply Management students in this because we major in saving money and be more efficient with money. I believe if ISM students were given internships at the University we would cut more costs for the university than what it would cost to employ us as interns.
- Create classes designed to explain practical ways for students to promote sustainability and renewable energies.
- Looking at the intersection of systemic oppression and sustainability... environmental/food justice.

Gardening/ Landscaping: ~14%

- Encourage and increase community garden participation. Buy more land, have more plots. (Create class? Summer credit incentives?)
- Possibly create more outdoor gathering areas with seating in grass. There is enough pavement and cement but not enough grass/ woods.
- Native plants & storm water (*not* highly flammable switchgrass next to buildings, like the new Sangren plantings)
- Bigger focus on the Student Gardens. Reaching out to younger students is key!!
- No but the student managed farm to provide WMU produce is genius, get a move on with that idea!
- More plants around campus.
- Edible Forest / Landscaping
- Plant a tree on campus for every new year of students that graduate and dedicate that tree to them.
- WMU seems to spend a lot of money on how the campus looks. I notice a lot of green, grassy areas are disappearing. Something I know I would enjoy as a student would be an outdoor amphitheater where students can sign up to perform, or even rent it for special occasions. An area that would thrive in the warm months. You could put it next to the new cafe!
- I think it is important to create a large open green space where students can go to hangout, study, throw a frisbee around without having to drive off campus to do this.
- I believe that tending to a large garden that uses produce for the meals we make here at Western in the dining halls would be amazing and a fun way to get people excited about Sustainability. Perhaps also introduce more activities involving recycling. For example, we could have an event where we are taught how things are recycled and ways we can reuse items ourselves

Transportation: ~9%

- Bike Lanes! We need bike lanes and there should be roofs or coverings over the bike racks. If your bike is getting snowed on or rained on then it gets ruined and then you dont bike anymore. Take a look at any bike on the racks at the dorms...theyre all rust.
- Use solar panels to power lights to heat up the bus stops, especially the loading zone.
- Improve bicycling/pedestrian infrastructure on campus.
- Low cost electric scooter rental!
- Congestion tax system instead of parking passes. A good example is the London System.
- Shuttles for students travelling to night classes from Grand Rapids to Kalamazoo
- Electric buses or bio-fuel buses on campus

Recycling: ~10%

- Push recycling program for off-campus apartments.
- Please provide more Styrofoam recycling bins around campus.
- I really wish recycling was easier living in the dorms. It is really hard not having an effective and personal system to utilize mainly because of fruit flies. Airtight in-room recycle containers would be nice or utilize the "kitchen" on the floor to make a group recycle room. My kitchen has a sink and two microwaves. Make it a recycling depot.
- Label bins outside of the valleys recycling or garbage so we know which on is which and can actually recycle.
- MORE TRASH CANS/RECYCLE STATIONS IN PUBLIC AREAS!!
- Bottle cap/pop tabs collection
- Increase recycling awareness
- Explain during fall welcome how students can participate in recycling. When I got to campus I was very confused on how to use the three different trash bins. I also would like to recycle in my dorm room but I do not know where to take the recyclable trash and we also were only given one recycle bin that my suite mate uses as a trash can. If there could be a video or a skit about these issues I think students will participate more.

Residential Life/Green Buildings: ~17%

- Every dorm should have thermometers installed on every single floor. When I was a freshman we would open our windows for the entire winter because it was around 80 degrees in our room, fix the easy problems.
- Promote ideas for dorms and apartment dwellers on possibly building planter and growing space conscious plants/herbs/flowers. Maximizing small spaces and frugal living in all aspects.
- I think there should be some type of campus Goodwill store where students can get used clothing (interview attire, winter outerwear, etc.), electronic devices, books, bicycles, etc.
- One of the most wasteful things I have ever witnessed in my whole life was when students moved out of the dorms at the end of the year. Dumpsters full of furniture, tv, clothes... it was heartbreaking! Many locals actually know it to be ideal dumpster diving conditions and pulled up in trucks, but I was thinking, what if we had someone at each dumpster to prevent the discarding of good items (not broken) to either set aside for people to reuse or donate. That was 2007 when I was a freshman, so I don't know if it has gotten better, but I suspect it hasn't. I furnished an apartment with dumpster items because I was an orphan so I did not start college with everything that so many other students did, and threw away.
- I've become aware that there are no recycling bins in the university dorms. If the office of sustainability provided large containers for recycling near the dorms, students would be encouraged to recycle.
- Even if we can not get a green roof, painting the the roofs white could help.
- More water saving toilets/ update older buildings so they are more sustainable.
- Update older building on eco-friendly subjects.
- Maybe do more research into wind technology. Put them on the top of the buildings. It is always so windy up there
- Retro-fit dorms to be green-efficient, instead of building new ones/new green appartments. By removing dorms you remove the place most students created/had all of their initial college moments at.
- Tearing down Bigelow, made it much less likely for me to ever return to main campus as an alumni in the future, granted I'm not sure if sustainability had anything to do with it, but it supports my suggestion for renovating dorms.
- All of the lights are always on at Parkview... This is so wasteful
- More exposure to sustainability initiatives in the residence halls please!

Other: ~7%

- More filtered water dispensers on campus.
- Student produced Paul Clements campaign video featuring Paul doing parkour over WMU's solar panels and other eco friendly objects around campus with dubstep music in the background. Possibly feature Fred Upton killing dinosaurs.. Possible Bill Nye Cameo.
- Although I have observed that many students feel the sustainability fee is unnecessary, I think one of the things that sets Western apart from many other universities is its focus on sustainability and green technologies. In my opinion, \$8 is a small price to pay for an initiative that not only benefits WMU, but also the community.
- I think that we should not have any toilets with an automatic flushing sensor because if a girl stays in the stall too long it sometimes flushes twice and this is wasting water! I am in favor of the water saving green handles instead.
- Student projects like the solar car and concrete canoe