

Spring 2015 Student Sustainability Survey and Literacy Assessment - Results Compilation

Contact wmu-sustainability@wmich.edu

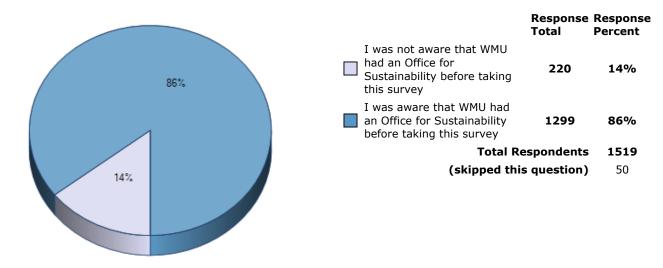
Compiled 10/07/15

2015 Custom Report

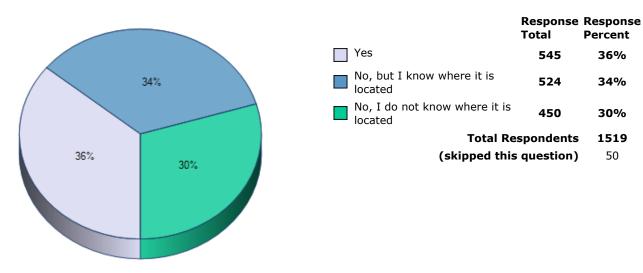
Survey Title: Student Sustainability Fee Survey 2015

Responses By Question Analysis:

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

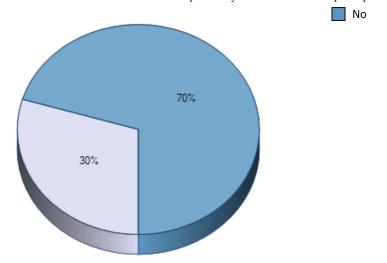


2. Have you ever been to the Office for Sustainability?



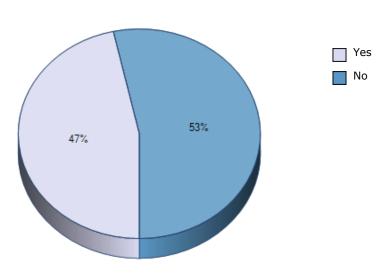
3. Did you take the Student Sustainability Survey last year?

	Response Total	•
Yes	450	30%



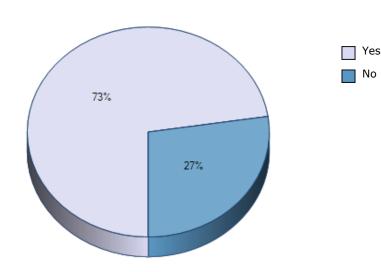
1068 70%
Total Respondents 1518
(skipped this question) 51

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



Response Response Total Percent
707 47%
812 53%
Total Respondents 1519
(skipped this question) 50

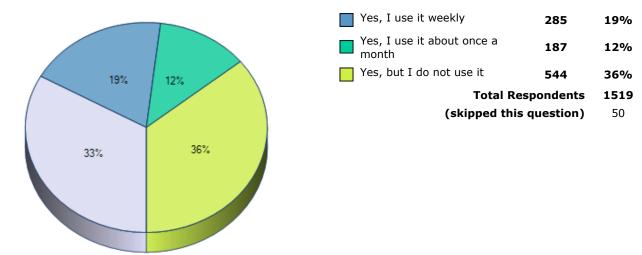
5. Are you aware that you paid an \$8.00 Sustainability Fee this semester along with your tuition?



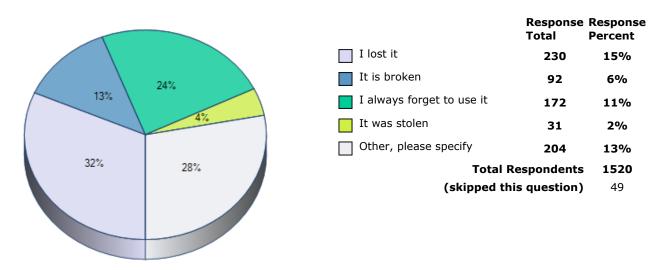
Response Total Percent
1103 73%
416 27%
Total Respondents 1519
(skipped this question) 50

6. Have you received a free EcoMug or EcoJug?

	Response Total	Response Percent
No, I have not received one	503	33%



7. (Optional) If you have received an EcoMug or EcoJug, but do not use it, please select all reasons why:



8. How would you rank the following campus initiatives? Select one number for each initiative.

	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	18.27% (258)	32.58% (460)	18.98% (268)	30.17% (426)	1412	n/a	n/a
2	24.89% (352)	21.57% (305)	25.6% (362)	27.93% (395)	1414	n/a	n/a
3	27.3% (386)	21.07% (298)	28.71% (406)	22.91% (324)	1414	n/a	n/a
4	31.21% (440)	25.18% (355)	25.82% (364)	17.8% (251)	1410	n/a	n/a
			To	tal Respondents	1415		
			(skip	ped this question)	154		

9. How would you rank the following food-related initiatives on campus? Select one number for each initiative.

A student-led Composting sustainable fertilizer from foods campus WMU's dining Café halls		Increase food options on campus (i.e. local, healthy, diet sensitive)	Response Total	Points	Avg
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10/7/2015		https://survey.wmich.e	du/CustomReport.aspx?	CReportID=783J50			
1	13.69% (193)	15.53% (219)	21.06% (297)	49.72% (701)	1410	n/a	n/a
2	25.99% (367)	23.16% (327)	33.5% (473)	17.35% (245)	1412	n/a	n/a
3	29.55% (417)	28.28% (399)	27.14% (383)	15.02% (212)	1411	n/a	n/a
4	33.07% (466)	33.29% (469)	16.82% (237)	16.82% (237)	1409	n/a	n/a
			Tot	al Respondents	1413		
			(skipp	ped this question)	156		

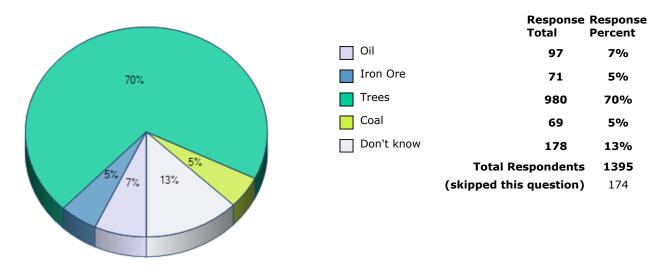
10. How would you rank the following pollution-prevention initiatives on campus? Select one number for each initiative.

	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	39.9% (563)	14.81% (209)	19.84% (280)	25.44% (359)	1411	n/a	n/a
2	26.6% (375)	17.8% (251)	34.04% (480)	21.56% (304)	1410	n/a	n/a
3	20.64% (291)	18.65% (263)	30.64% (432)	30.07% (424)	1410	n/a	n/a
4	14.91% (210)	48.93% (689)	13.57% (191)	22.59% (318)	1408	n/a	n/a
			Tot	tal Respondents	1411		
			(skip	ped this question)	158		

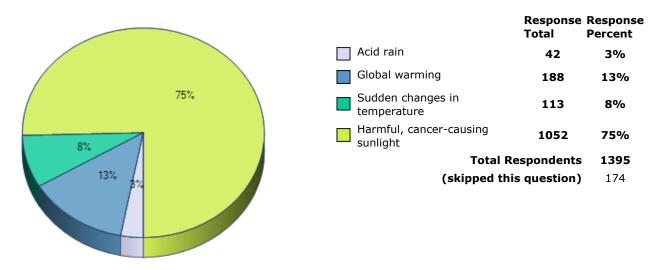
11. How would you rank the following initiatives for sustainability across the curriculum? Select one number for each initiative.

	Create an introductory sustainability course to fulfill generaleducation credits	Create a graduate sustainability program and/or certificate	Expand opportunities for funded campus sustainability- related student research		Integrate sustainability into existing majors and minors	Create a new sustainability minor	Response Total	Points	Avg
1	33.36% (471)	7.58% (107)	10.76% (152)	21.03% (297)	17.78% (251)	9.49% (134)	1412	n/a	n/a
2	14.76% (208)	14.19% (200)	17.89% (252)	19.66% (277)	19.38% (273)	14.12% (199)	1409	n/a	n/a
3	10.42% (147)	13.82% (195)	23.81% (336)	18.28% (258)	17.36% (245)	16.3% (230)	1411	n/a	n/a
4	12.63% (178)	16.25% (229)	21.58% (304)	20.58% (290)	13.91% (196)	15.05% (212)	1409	n/a	n/a
5	13.25% (187)	21.4% (302)	16.94% (239)	11.69% (165)	18% (254)	18.71% (264)	1411	n/a	n/a
6	17.1% (241)	27.61% (389)	10.01% (141)	7.95% (112)	11.64% (164)	25.69% (362)	1409	n/a	n/a
					Total	Respondents	1412		
					(skipped	this question)	157		

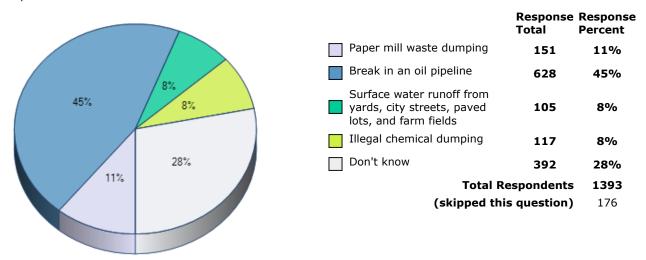
12. Which of the following is a resource that is renewable on the scale of your lifetime?



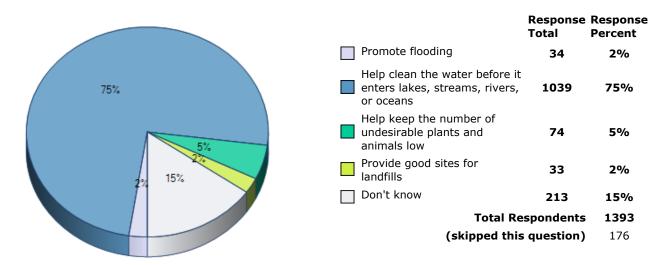
13. Ozone forms a protective layer in the earth's upper atmosphere. What does ozone protect us from?



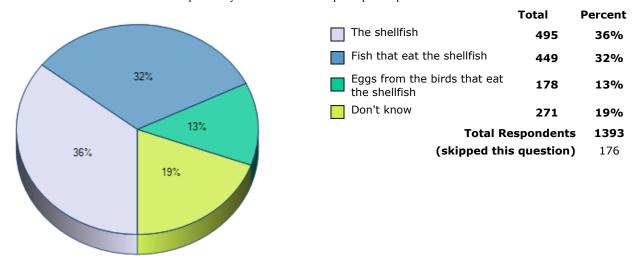
14. On July 25th, 2010, the Kalamazoo river experienced one of the largest pollution events in its history. What was the source of the pollution?



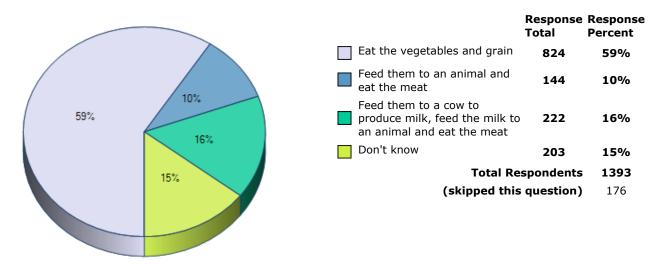
15. Michigan contains a number of wetlands. What is the primary benefit of wetlands?



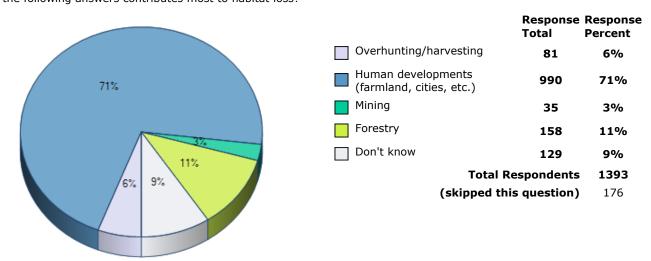
16. PCBs, a toxic chemical, can be found in very low levels in the Great Lakes. The PCBs are absorbed by small shellfish that live in the water. Which will have the highest concentration of PCBs?



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

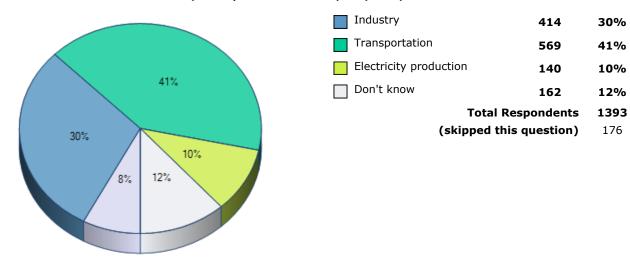


18. Fragmentation and destruction of habitats threatens the survival of thousands of plant and animal species worldwide. Which of the following answers contributes most to habitat loss?

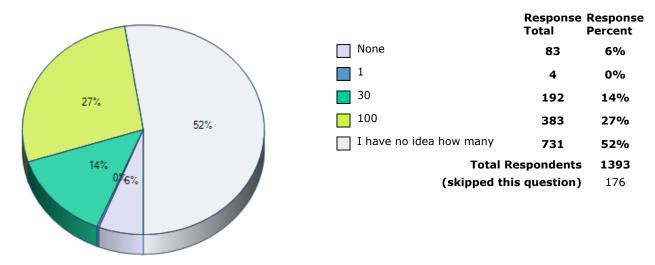


19. Which of the following sectors is the largest contributor of greenhouse gas emissions in the United States?

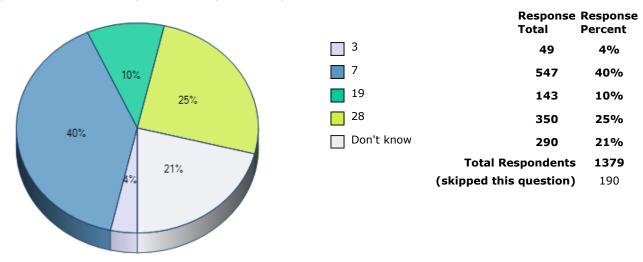
	•	Response Percent
Commercial/residential	108	8%



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

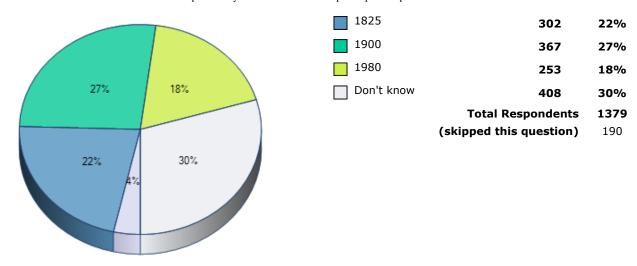


21. If a single lily pad, starting at the first of the month, began doubling on a pond each day until the pond was covered completely at the end of the 30 days, on what day would the pond be ¼ covered?

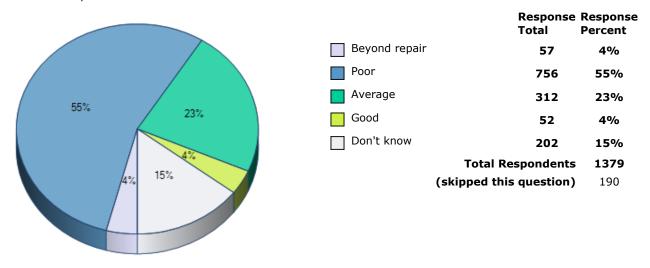


22. When did the global population of humans reach 1 billion?

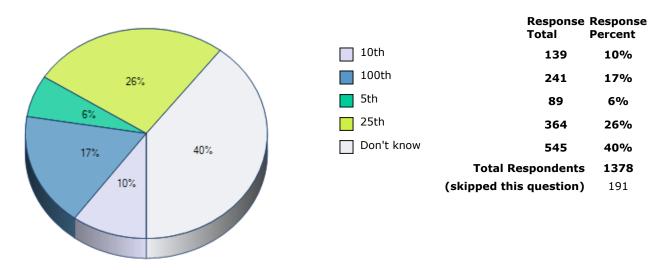
	Response Total	Response Percent
1650	49	4%



23. 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?

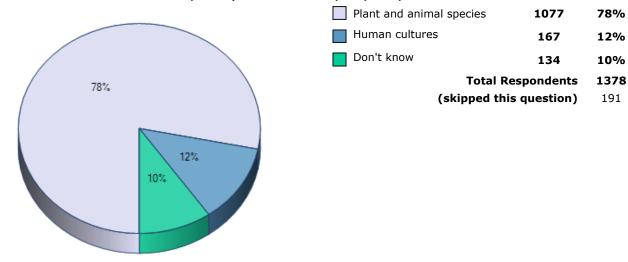


24. The City of Kalamazoo has the ______ highest per capita poverty rate in the United States?

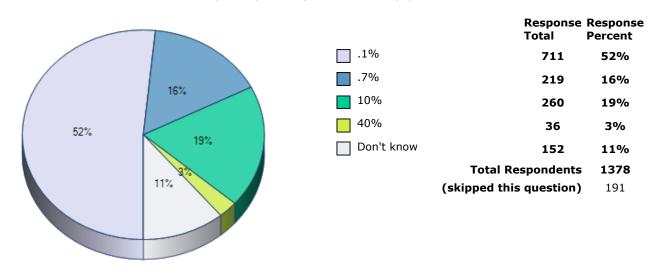


25. Which is being lost at a faster rate?

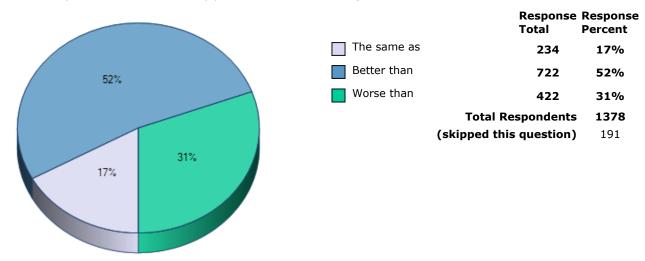
kesponse	kesponse
Total	Percent



26. 40% of the world's wealth is controlled by what percentage of the world's population?

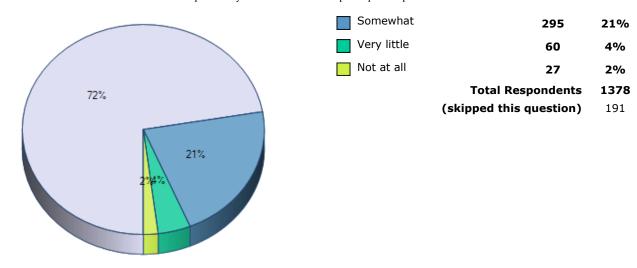


27. I expect my quality of life (overall wellbeing—happiness, emotional wellbeing, amount of free time, access to healthcare, access to nature, etc.) to be ______my parents when I am their age.

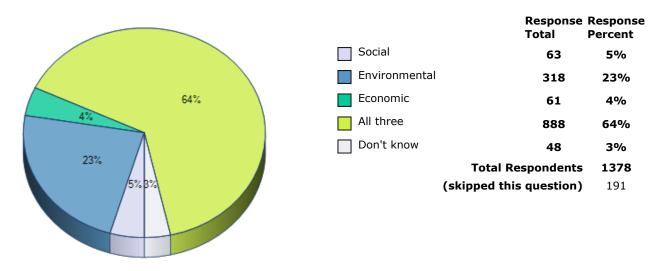


28. To what extent do you believe that the topics addressed above impact your and future generations quality of life?

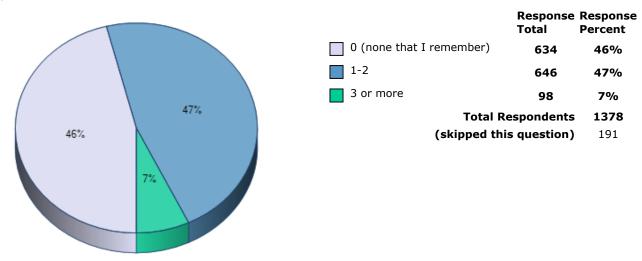
	Response Total	Response Percent
Very much	996	72%



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

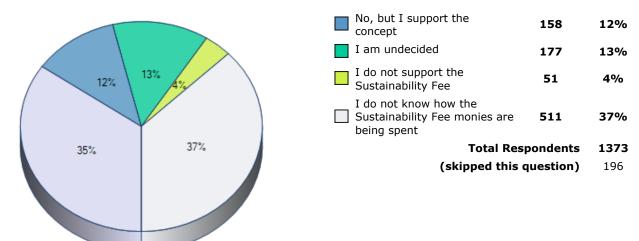


30. While studying at Western Michigan University, how many courses have you taken that address the topics presented in this survey?

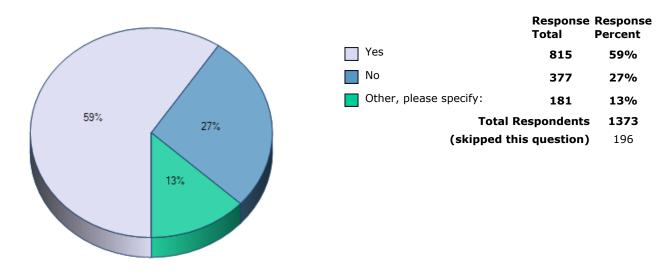


31. "I am happy with how Sustainability Fee monies are being allocated and managed."

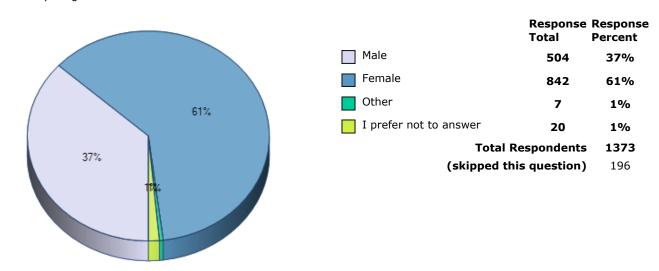
Response	Response
Total	Percent
476	35%



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

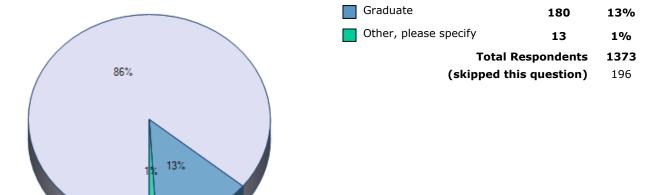


33. What is your gender?

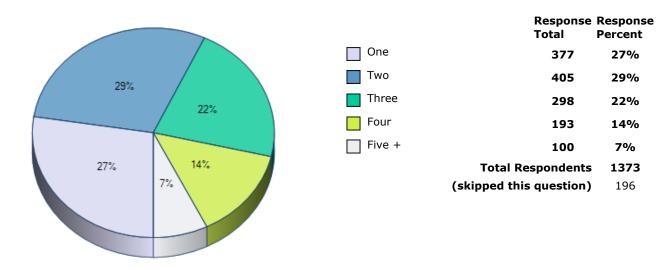


34. What is your student classification?

	Respons Total		
Undergraduate	1180	86%	



35. How many years have you attended WMU?



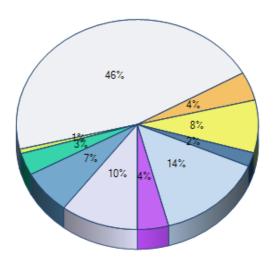
36. Please select your college(s) from the following list.

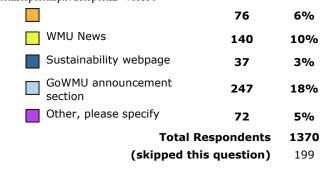
	Arts and Sciences	Aviation	Business	Education & Human Development	& Applied	Fine Arts	Health & Human Services	Response Total	Points	Avg
	31.56% (427)	2.81% (38)	18.55% (251)	13.08% (177)	13.3% (180)	6.5% (88)	14.19% (192)	1353	n/a	n/a
Major 2 or Minor	40.38% (386)	1.36% (13)	23.54% (225)	11.92% (114)	6.07% (58)	4.29% (41)	12.45% (119)	956	n/a	n/a
						Total	Respondents	1363		
						(skipped	this question)	206		

37. How did you hear about this survey?

	Response Total	Response Percent
In class announcement	179	13%
Poster or flier	116	8%
Facebook	59	4%
Twitter	12	1%
Email	787	57%
Word of mouth		

Word of mouth





2015 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: ~15.5%

- Making students aware of what sustainability actually IS and what an issue it is in our everyday lives. Make the students care about the issue, not just increase awareness. Find a connection to them and it will stick longer than just while they're at WMU.
- Educate the population through simple engaging videos and research about how sustainability can benefit them and the campus. That will draw the interest of others. If that has already been done, I have not seen it. Increase the reach of advertising and personal presence.
- Getting students more involved with sustainability initiatives across all major fields would be nice. Hosting volunteer events and reaching out to the local community would also be nice for connecting the community and raising awareness about sustainability
- Creating open tours of the Office of Sustainability so that students can learn more about the campus and how the office can help them at WMU.
- More events to attend and learn would be great. Also more advertising for the Office for Sustainability and knowledge of sustainability in general in Schneider Hall. I do not know how well it is advertised elsewhere on campus as I spend most of my time in Schneider Hall but I feel a lot of people are unaware of initiatives and other things involving sustainability on campus. I know you all do so much and I would love to hear about it more!
- Sustainability conference bringing in people from other universities and the community to bring new ideas for the future direction of sustainability.
- I think you should reach out to the residence halls more often! We do a lot of programming and initiatives centered on sustainability! You could add resources and we could give more awareness to the campus!
- Work closely with other student health organizations: AMSA & SHAC. These students take bio courses & have some background in biodiversity/conservation. Collaborate with other student organizations. Together these organizations can think of their own way as an organization to put their energy into a project.
- AN INFORMATIONAL WEBSITE!
- Assist RSOs dedicated to sustainablility
- Create a facebook page or twitter account so that more people are aware of the mission statement, activities, volunteer opportunities available through this department
- I would be interested in volunteer jobs or opportunities to meet volunteer hours as well as scholarship/ and or Lee Honor's College event requirements. I realize there are already plenty of opportunities, however I would really appreciate having more opportunities related to sustainability and green thinking.
- Could we have a sustainability report for our campus that is publicly shown, unbiased report too
- More events/activities for students that promote sustainability.
- Make students more aware of the money that is there since there is so much that is unused
- I think that the idea of sustainability needs to be more now on campus. I feel that many students on campus don't even know about the sustainability building and the things that they do. It would be in the best interest of the students to have work shops explaining what it is, why it is important, and how they can help and take action.
- I think by create a new initiative to get aware about this issue more

Dining on campus/food related issues: ~10%

- Promote more green eating and get rid as much as possible the campus dining's greasy and fatty meals
- We need to make our raise education on the issues of climate change in relation to increasing sustainability of our food system. We are climate leaders and I believe that the next logical step is the implementation of a cafe that focuses on supporting the local economy and healthy food.
- I think it would be great to bring a local farmers market on to campus so students could have easier access
- I think that there needs to be a way to compost food waste in campus buildings
- Possibly incorporating a "Meatless Monday" into the dining schedules. Maybe putting a little sign of statistics by the garbage cans that describe how many tons of garbage are taken to the landfills/oceans.
- I don't remember the name of the program, but at Minnesota State University, Mankato (in Mankato, MN) there is a group that comes into the dining halls after hours and packages leftover food to give to homeless shelters and crisis shelters. This reduces food waste for the university and provides an essential service to the community.
- I think a healthy food cafe on campus is GREAT idea!!
- Sustainability and nutrition
- I would really like to see cardboard instead of Styrofoam containers in the cafe. You could even charge more. I would pay another 5-10 cents for that.
- Create and enforce sustainability rules in all campus foodservice operations that apply to all foodservice providers and the products purchased from them. Stop serving processed crap.
- The Cafe would be great.

Ecomug: ~3.5%

- I think the idea of the Eco mug is backwards and idiotic. I would use my own container if I could. The fact that I can't and the Ecomugs are tiny, fragile and not well built makes them unusable. Because of this I use Dining Hall Glasses.
- Create bigger eco mugs and jugs so we can take more with us on the go!
- I need some very innovative projects for example, if someone grab the western mug, there are some coupons or rewardings
- Your EcoMugs and EcoJugs are nice, but they dont serve much of a purpose, you are trying to stop waste by forcing people to only use eco containers in cafes, i work at v2 as a supervisor, and people dont want to use your mugs, they want to use there own mugs, now using paper or plastic red solo cups should be banned, but when someone brings in a CamelBack Mug they cant use it? It is a reusable container, just like your eco mugs, and not made of expensive stainless steal, and they clean easier. I know people that just throw away the mugs because they want to use there own, stop wasting time with these stupid mugs and let people use there own Mugs, like CamelBacks OR the mugs you buy at WMU Bookstore.

Curriculum infused with sustainability: ~8%

- Providing opportunities to earn small credit hours by partaking in, creating, volunteering for sustainability projects on campus

Sustainable art competition to be displayed on campus for a while.

- All students should be required to take a sustainability course. The amount of improper recycling that occurs on campus is unacceptable.
- I think a major part of the current problem arises from the lack of awareness of our students, myself included. I think our biggest initiative should focus on creating an introductory sustainability course to fulfill a general-education course. This could target and educate so many students about how they can lead more eco-friendly lifestyles.
- Incentives for: online submissions, online examinations, increased use of technology in class
- Specify major and minor. Sustainability in environmental Econ. Sustainability in environmental science
- Provide grants to collaborate with art and dance majors to create sustainable works

- A sustainability major itself?
- Create a new major for Climate Change, based on air/land/water pollution and Environmental Law and Policy. This major would help students qualify for jobs in the Climate Change field at a faster pace. Including courses such as Biology, chemistry, and Geosciences
- I strongly approve of a intro to sustainability for a gen ed!! I would much rather take a course like this as opposed to archeology or intro to art.. A course like this would be beneficial to SOCIETY as opposed to just the INDIVIDUAL.

Gardening/Landscaping: ~7%

- Volunteer work/activities on campus that are fun and involve people! (A garden where students can plant things)
- More trees on campus
- It would be cool to have a student garden where students could sign up and have a designated area of a large garden to grow his/her own veggies, etc.
- Great survey, hope to see some changes in the future, amazing idea about having a student run farm!!
- Love the local farm idea ran by students!
- I would like to see more tree planting projects on campus. As a member of a service fraternity, I think that would be a great idea to get people outdoors and help the environment while getting service hours!
- I am very interested in keeping the area around the campus clean and beautiful. I noticed that students do not care that much once they be out of the campus buildings. For example, the green road from traffic light at N Kendall Ave. all the way along Arboretum Pkwy. I like to walk like many people through that way and one day I decided to collect the garbage through that way. We can make a team of students to do that and also we need big trash cans along that way. I believe that we need to keep the nature clean.
- Student farm space / grow area next to or within the courtyards of the residence halls

Transportation: ~16.5%

- A Tram to East Campus
- I think the cost of the bikes you can rent on campus are expensive and if you want more people to rent them, then you need cut the price.
- More electric car charging stations
- Solar panels. Heat lamps. Bus stops. (I said this last year and I'll say it every year until I don't have to literally stand in Michigan weather between October and March because WMU continues to make it feel like commuting students should suffer because they don't live on campus. I would love to not actually have to check for frostbite after waiting for the bus.) At all of the bus stops too. Not just the Loading Zone.
- I would like to see hybrid-electric buses. This is due to both how incredibly loud our current buses are which provides quite a lot of noise pollution, as well as the fact that a hybrid electric would reduce general emissions.
- Possibly create parking structures in place of parking lots and replace the excess lots that would no longer be needed with green space or other beneficial stuff. Park vertically instead of horizontally to save space, not to mention less needed snow removal.
- I really like the bike rental idea as well. I think that could be quite useful!
- Not only a bike rental program but more bike friendly pathways in and around campus. Also, suggestion of winter tires available for rental bikes.
- This is not about a project you did not touch on but rather a project that you did touch on. I think a low-cost bicycle rental is an amazing idea that has potential to be beneficial for students in many many aspects! I really hope that bicycle rental comes into fruition.
- Automobiles overdue for maintenance services perform sub-optimally, thus burning fuel at a faster rate while costing the vehicle's owner more money. Student parking being difficult to find also results in more wasted fuel as well.

- Better bike safety and bike stands. Or rewards for registering your bike. I have had my bike (which was locked up) stolen TWICE off of campus. After notifying campus police there was no follow through.
- Solar Roadways! Can be used as sidewalks, roads, whatever. Collects energy from the sun to use around campus, along with having heated panels to keep the snow and ice melted from the roads during the winter.
- I believe that more people would be encouraged to ride bikes if WMU provided more covered bike racks so bikes are not damaged by weather.
- I think that a short-term bike rental (similar to the systems that have proven effective in larger cities) would be lower cost, and higher impact for the area.
- I firmly believe there needs to be a public lot built for students that cannot afford a parking permit but don't have schedules that allow them to catch the bus. Average college students are balancing two jobs along with being a full time student, all of this can get overwhelming when it comes down to trying to run down the bus everyday especially when the bus stop is potentially a half mile away or more. \$180 is not very affordable on top of tuition+living costs+providing for ourselves as adults.
- Work with Kalamazoo transit to create a real time bus tracking mobile application.
- With the weather in Kalamazoo, and the amount of people who live off campus, I think trying to reduce driving to campus isn't really reasonable to try and reduce driving around campus. The problem is more so that they sell more parking passes than there are parking spots.
- Covered bike racks so my poor bike doesn't get rained/snowed on! And what about a bike maintenance class? That would be awesome!

Reducing/Reusing/Recycling: ~18%

- A better recycling program on campus to keep students from throwing these products into the garbage. There are some things set up, but not enough.
- A Computer Recycling Program for Students
- The silver trash/recycling cans in Sangren that identify what goes in each space and gives examples are AWESOME. I would like to see those everywhere on campus.
- Increase the number of garbage/recycling receptacles around campus in order to encourage people to dispose of their waste responsibly.
- Something I've noticed in the Valleys at least is the lack of Recycling, as well as a student wide apathy towards Green behaviors (such as turning lights off when unnecessary, saving water, proper waste management, etc.). Personally, I'd like to see an effort on behalf of the students to recycle more -- and it's sad that we might need incentives to do so. I'm not sure if writing a Sustainability survey off as a way to get a free iPad is the right way to go, though. This may further propagate a lack of interest in keeping things 'Green.'
- I am primarily at off-site WMU locations. It would be great to see more recycling options at these locations.
- Show that sustainability can be profitable and teach students what/how to recycle.
- Look into ways to reduce printing on campus.
- Having a recycling competition. Whoever recycles the most can get a prize, can be among this university or among multiple universities.
- A program for students who live off-campus, but don't have access to a recycling program to be able to bring in their recyclable materials and dispose of them properly.
- Reusing "grey' water from the dorms in some way.
- How about you just stop selling products that are packaged in plastic? imagine the message that sends to a company like coke when organizations nation wide stop selling their product because we all know that plastic bottle ends up in a landfill (or ocean) for the next million years
- More recyclable areas/ more things we can recycle throughout campus
- Remove bottled water from all university stores, stores that operate on the university grounds, and all vending machines.
- While on my study abroad to India last December, an initiative the students take there (on top of recycling food for compost) they also recycle their paper directly on campus and paper engineers take the pulp to make new

products (folders, notebooks, binders, even iPad cases). I think allowing the engineers and sustainability students the chance to run a recycling center on campus would be a great idea!

- Completing digital assignments rather than paper work across campus.
- Focus more on recycling, cause not all students recycle even if they have an opportunity
- Provide incentives for employees and students on campus to recycle and participate in 'sustainable' activities.
- Recycling competitions among departments
- I'd like to see more recycling and sustainability opportunities in the dorms. If there were large bins for recycling plastics, papers, and glass outside each dorm building, students would take advantage of recycling more.

Residential Life/Green Buildings: ~9%

- I would like to see a program that awards whoever uses the least amount of utilities living on campus.
- It would be nice to see more recycling centers around campus or even possibly funding a recycling center for off campus students to bing things to recycle from off campus housing.
- Residence hall community gardens
- Showing how much energy and waste each hall produces and having energy reduction contests.
- Hands on projects during orientation for dorms.
- Please reduce the temperature in buildings on campus. I have heard many people say recently how hot it is in all of the buildings. Please reduce the use of lights in floors above the first floor when buildings are locked. First floor lighting may reduce break-ins, but having lights on day and night in open office areas in CHHS building seems excessive.
- Sell plants and pots that can be used in the dorms.
- I feel as though the construction of green infrastructure and energy resources on and around campus should be a priority for WMU.
- Add more solar panels to the tops of parking garages
- It would be really cool if the Office of Sustainability should look into making the apartment complexes make greener choices

Other: ~11%

- Sunseeker Solar Car Project. An RSO which creates a student designed, built, and raced solar powered vehicle which promotes WMU's sustainability morals on an international scale.
- Optimizing finances, so it wouldn't cost so much to obtain the resources such as solar panels. Because if your putting so much in to save resources you forget about the amount of money you are spending. Money is an important issue when you are serving the needs of 25,000 or so others. If we get to a point where education is overcome by being the most sustainable school I think its pointless. Not thinking negatively, but I believe we can create cheaper alternatives as a community and still be sustainable. So the school saves money and we can put money into other programs.
- At Portland State University in Portland, OR they have a section of their rec with equipment such as bikes and treadmills that allow a student to create energy to charge a phone or laptop while they are using the machine. I think that would be cool to have here.
- It is scientifically proven that anything we do on this planet, the natural course of geological evolution will forget we were ever here. Quit wasting time and, more importantly, our money on posh science that doesn't exist. I want my tuition money to benefit things I support and green energy is NOT one of them.
- Sustainability idea competition.
- Outhouses to save on water-like in Ukraine/Belarus.
- I believe that creating internships for sustainability related opportunities is a good idea, but if that process is not possible, I think paying students for sustainability related projects would make a big impact because students don't always want long-term commitment and a paid semester project would attract a lot of students to contribute to the push for sustainability while learning about sustainability as well.

- Its evident that the University cares deeply for its campus and how its presented in terms of cleanliness and pollution but the areas surrounding are inefficient and heavily polluted. It seems silly to create student organizations who clean and maintain our campus yet walk past tons of trash on the way home to their apartments off of lafayette, Fratville and California.
- I am unsure how the university will "expand opportunities for sustainability-related paid internships and student jobs." Is there a specific industry that this targets? how are you going to create jobs for students out of thin air?
- A place where students are brought together. They can go to this place and study or even get a cup of coffee with friends. But when they want to take a break or do a group activity, they can volunteer their time to do something sustainable. And for doing this, get a punch or two on their coffee card. And then go back to studying and do it all over again.
- Create green offices for employees
- Creating new ways for campus to be both sustainable and more handicap accessible