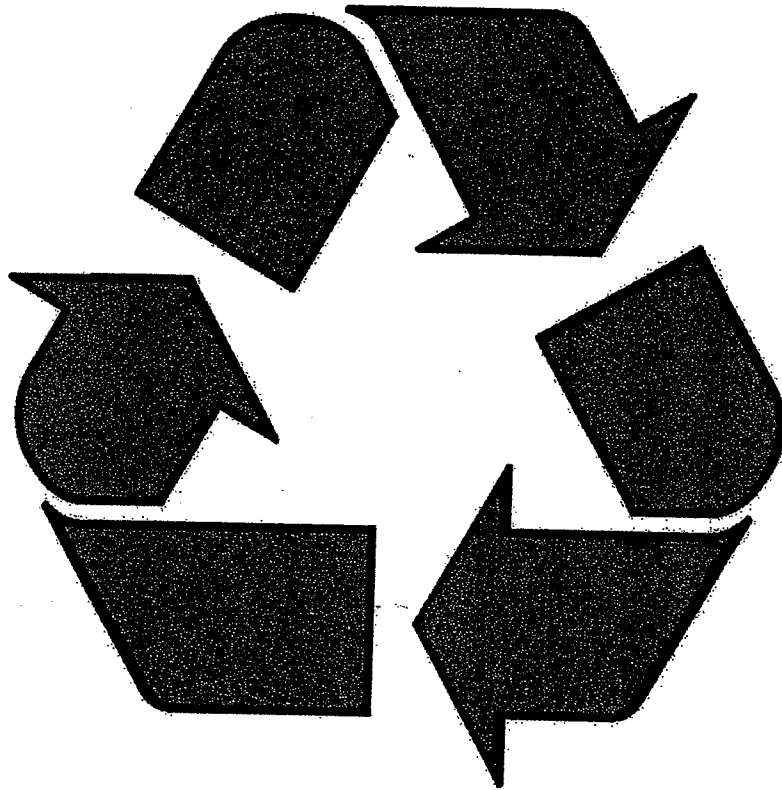


# Recyclops



## Final Blueprint Report

**Final Blueprint Report**  
**Date of Submission: May 6, 2014**

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*This material is based upon work supported by the University of Illinois Agricultural Education Program. Any opinions, findings, conclusions, or recommendations are those of the authors (students) and do not necessarily reflect the views of the University, its employees or its administration.*

## Author Page



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## Table of Contents

Executive Summary.....	5
Introduction: Getting Started.....	6
Setting Up for Success: Stakeholder Identification.....	7
Working Together: Collaborative Leadership Process.....	9
Moving to Action: Recommendations & Action Plan.....	13
Evaluating Impact.....	19
Limitations.....	20
Conclusion.....	21
Acknowledgements.....	22
References.....	23
Appendices.....	24
<i>Figure 1: Citizen Interviews</i> .....	24
<i>Figure 2: Stakeholder Meeting Agenda</i> .....	26
<i>Figure 3: Recyclops Press Release</i> .....	27
<i>Figure 4: Recycling Survey for Residents and Resident Advisors</i> .....	28
<i>Figure 5: Recycling Survey for Building Service Workers and Facilities and Services</i> .....	31
<i>Figure 6: Student Sustainability Committee Grant Proposal</i> .....	33

## Executive Summary

Our AGED 480: Collaborative Leadership class was instructed to work on a semester-long community engagement project that involved both on and off-campus stakeholders in the hopes of advancing a shared project vision. Our class was originally asked to pitch potential project ideas to the class about complex community issues that we felt needed to be addressed. As a Natural Resources and Environmental Sciences major and a Resident Advisor in Snyder Hall, Jamie had noticed that the recycling process in the University's Residence Halls is both inconvenient and inefficient. Residents are expected to sort through their garbage and place recyclables into the trash closet at the end of the hall since there are currently no recycling bins in individual rooms. As others in the class also felt that this was something that needed to be improved, team "Recyclops" was created.

First, we reached out directly to our on-campus stakeholders (the Registered Student Organization ECO-MMUNITY, University Housing, and University Facilities and Services), and our off-campus stakeholder (U-Cycle, Urbana's main recycling company). We are also indirectly involved with the Student Sustainability Committee, which approves or denies University grant requests for sustainable projects. We felt that these stakeholders possessed all of the necessary resources to complete our project's goals of placing desk-side recycling bins in each individual room in all University Residence Halls and to increase awareness on the importance of recycling and creating healthy habits in residents.

Throughout the course of the semester, we have worked with Kevin Hauger, the president of ECO-MMUNITY, to revise the grant proposal that will be sent to the Student Sustainability Committee in Fall 2014. With permission from Tracy Osby, we also visited Facilities and Services' Waste Transfer Station on campus, where we learned where our recycling items go. Additionally, we spoke with Courtney Rushforth of U-Cycle, and gained tips on how to educate our peers about important recycling statistics. Lastly, we have met with Herb Jones of University Housing to plan logistics of placing the bins in rooms.

Although several members of Team Recyclops will graduate from the University in May 2014, we hope that our stakeholders and the remainder of our team will continue the progress of the project in the coming years. After the Student Sustainability Committee approves our grant, we recommend that ECO-MMUNITY uses posters and flyers to publicize the change within the Residence Halls. Soon after, we hope to have the Resident Advisors organize a "Kick-off Campaign" program with their residents to educate them about their new bins and the value of recycling. We also recommend that University Housing and Facilities and Services measure the impact the bins have had in the Residence Halls either with quantitative data (how much is recycled) or through qualitative data (interviews, surveys).

## Introduction: Getting Started

According to a study conducted by the Cabinet Office in the United Kingdom, “many people do not actually think about recycling unless it is brought to their attention, and very few actively seek out information on recycling services” (Cabinet Office 28). With team Recyclops’ initiative, we will be instilling recycling in the minds of our student body (especially those who are required to live in Residence Halls during their first year on campus), and we think this will lead to more responsible waste management and recycling practices in our community. We hope that by telling University Housing residents the facts about recycling on our own campus and how much of a difference it can make in our community, they will continue smart recycling practices throughout their college career and into their adulthood.

Based on the data we gathered from our preliminary interviews with members of the Champaign-Urbana and University community (Appendices, Figure 1), we found there is a perceived need in the community to increase awareness about the importance of recycling, and that many people are not aware of where their recycling goes once it leaves the bin. Many of our subjects were not aware of the Registered Student Organizations (RSOs) and other organizations in the community that are geared toward recycling and environmental concerns (ECO-MMUNITY, Students for Environmental Concerns, Beyond Coal, etc). While some of our subjects acknowledged that the University as a whole promotes recycling, they believed there to be no urgency to address the perceived need of recycling in the community or in their individual living situations. Others view the issue differently, and feel that the recycling climate is very poor at the University (heavily promoted in certain areas, yet absent from others). A summary of our findings can be found by viewing Figure 1 in the Appendices section of this report.

We believe that because many students feel that the recycling climate is poor or absent in our community, we have the capacity to move forward with our project, using both on-campus groups and off-campus resources. We formed a cooperation with ECO-MMUNITY, which already has begun the process by drafting an initial grant proposal to the Student Sustainability Committee. Additionally, we partnered with Herb Jones of University Housing and hope to also work with the Resident Advisors in University Housing. Tracy Osby is our contact at the Waste Transfer Station on campus, and our main educator in all things recycling. Finally, Courtney Rushforth serves as an advisor to how to best teach students the importance of recycling with a visual aid.

In the following pages, please find a detailed report of this semester’s progress, along with our recommendations to how stakeholders can carry on this project past the scope of our AGED 480 class.

## Setting Up for Success: Stakeholder Identification

Since our project is campus-oriented, we chose to work with several on-campus stakeholders: ECO-MMUNITY, University Housing, and University Facilities and Services. We also reached out to one community stakeholder: U-Cycle, a recycling company in Urbana, IL. We believed that this combination of campus and non-campus resources would provide us with a variety of opinions from experts involved with this issue.

We used multiple techniques to target and invite stakeholders into our collaboration. Initially, we called and emailed our stakeholders. Additionally, Jamie met with Kevin Hauger, the president of ECO-MMUNITY, in person during an informal meeting. The message we tried to send to our stakeholder groups was that we are doing this for more than just a class project, and that we really see a need in our campus community for increased awareness about recycling. We also explained that after our project is complete, students will take the initiative to recycle more on their own.

### Stakeholder Profiles

**1. ECO-MMUNITY - Registered Student Organization (contact: Kevin Hauger):** ECO-MMUNITY's mission statement is as follows: "A community of student leaders that demonstrate a commitment to advancing the topic of sustainability through awareness, education, and active involvement in the community where we live, learn, and work. Individuals known as Eco-Reps living in the Residence Hall Community will promote a way of living with the values of reduce, reuse and recycle" (ECO-MMUNITY UIUC, 2014). The group meets every Monday at 5:00 p.m. in the Student Dining and Residential Programs (SDRP) in Rm. # 2003. The organization consists of about 10 members, including the executive board and various members from Residence Halls. They represent our target market (students who live in Residence Halls), and are interested in working with us to promote their message of sustainability. Kevin Hauger is the current President of ECO-MMUNITY.

We chose to work with ECO-MMUNITY because they are also interested in pushing awareness of recycling in our campus community. Although they had already initiated the placing individual recycling bins in the Residence Halls, we wanted to act as a catalyst to move the project forward quickly and efficiently.

**2. University Housing (contact: Herb Jones, Assistant Director of Residential Life):** Herb is in charge of an area that consists of about five Residence Halls on campus. The Halls' mission on recycling is as follows: "University Housing residents are encouraged to recycle to help reduce waste in our communities" (University Housing | University of Illinois at Urbana-Champaign, 2014). We estimate that this area of University Housing has about 55-60 employees, and about 500 residents per Residence Hall. Herb Jones is the Assistant Director of Residential Life within University Housing.

We worked with the coordinator of housing to gain cooperation with the organization we are trying to help. Through our project, we hope to educate the Resident Advisors and present to them ways in which they can communicate the message of recycling to their residents (perhaps in the form of hall seminars or

programs). We hope that by helping RAs, we can add to their mission of promoting recycling in the Residence Halls.

**3. University Facilities and Services (contact: Tracy Osby, Waste Coordinator):**

Facilities & Services (F&S) is the largest administrative unit on campus. It provides all physical plant, operational, and essential services at the university. Their goal is to support the University's education, research, and outreach missions by improving the physical condition of the facilities and grounds (University of Illinois Facilities and Services, 2014). Tracy Osby is the coordinator for waste and recycling at the University.

We chose to work with University Facilities and Services as we hoped that they would give insight on where the University Housing recycling goes and provide us with a clearer understanding of recycling procedures. This would help us in making the right approach toward implementing recycling bins in the Halls.

**4. Urbana Recycling (contact: Courtney Rushforth, Recycling Coordinator):**

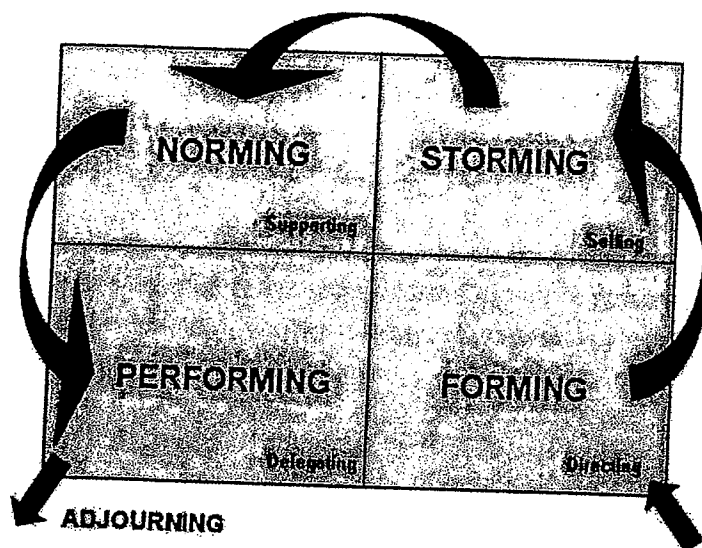
Urbana Recycling is the main recycling program in the city of Urbana. It expanded in 1999 when recycling was offered to all residents in apartment buildings, dormitories, fraternities/sororities, rooming houses and condominiums. The multifamily program now serves buildings with five or more dwelling units and serves an estimated 15,000 residents in Urbana (Recycling Program: U-CYCLE, 2014). Because of these programs, every resident in the City of Urbana has an opportunity to recycle. Courtney Rushforth is the Recycling Coordinator for the U-Cycle program.

We chose to work with Urbana Recycling as we felt that they could provide recycling information that we would be able to include on our stickers on the recycling bins (i.e. how to recycle, top 10 facts about recycling, etc.).



## Working Together

### Tuckman's Stages of Group Development



#### Forming Stage

In the beginning stages of the group process, things started off slowly, which is normal for most group projects. Getting to know each other, establishing a centralized communication system, exchanging contact information and figuring out the direction in the project are all parts of the forming stage (Levi, 2014). One mode of communication we had other than email is the GroupMe messaging where we can group text each other meeting times, assignment due dates, and reminders for all group members to see. Another way that our group found to be a very critical way of communicating with each other is through the use of Google Docs. We planned to create a doc for each assignment, so that every time there was something that needed to be done it would be posted and the group could track what was done and what needed to be improved upon.

#### Storming Stage

During the time the group has been together, there have been issues that have come up throughout the project. One of the challenges that kept arising is that it was hard to get everyone together at one place at the same time. This caused some issues in the group because many of us have commitments to other organizations and classes, and those commitments seemed to always coincide with when the group wanted to meet. Also, the group had a case when there was a scheduled stakeholder meeting, and it was missed because of some communication issues that had occurred.

### **Norming Stage**

Around the time where we met with all of our stakeholders, we were more involved with our project and had a more lucid idea of how to set up our goals. We compiled information that was useful for the project and proposal. In our second meeting with Kevin Hauger, we found out that he has a friend in Graphic Design (Katie Geary) who was able to design the stickers for our bins.

### **Performing and Adjourning Stages**

Because the grant proposal will not be approved until the Fall 2014 semester, we will not be able to continue the project as a team. Most of us will be graduating or off-campus next semester, so we will not have the opportunity to see if the grant proposal is accepted (Performing Stage). We will be adjourning in May, once AGED 480 has ended.

### **SWOT Analysis**

The SWOT analysis (Levi, 2014) is essential for projects in order to understand the strengths and weaknesses behind the project, as well as opportunities that can be sought out later. In terms of implementing recycling in the Residence Halls, barriers include how involved the stakeholders are going to be, who will maintain the program after we are gone, how costly will this project truly be in the near future when bins or stickers wear out, and the amount of funding ECO-MMUNITY will receive for the project. See graphic, below.

SWOT ANALYSIS- RECYCLOPS

	Helpful to achieving the objective	
<p><b>Internal factors (attributes of the organization)</b></p>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● Hard work and commitment by AGED 480 team</li> <li>● Good stronghold on project progress and dealing with obstacles from Jamie and Haib (AGED 480 team members) because they have participated in past recycling initiatives</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>● Lack of credibility from AGED 480 team consisting only of students compared to a proper company/organization</li> <li>● Limited longevity of AGED 480 team until class ends as some members are graduating</li> <li>● Last minute conflicts from AGED 480 team members -&gt; rescheduling or canceling team and stakeholder meetings</li> <li>● Above weaknesses possibly lead to lack of involvement from stakeholders</li> </ul>
<p><b>External factors (attributes of the environment)</b></p>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Resources from stakeholders</li> <li>● ECO-VOLUNTARY obtaining funding for printing recycling bins in the Residence Halls</li> <li>● ECO-VOLUNTARY met with Residence Hall directors to start process of placing recycling bins in the rooms</li> <li>● Awareness of recycling on campus             <ul style="list-style-type: none"> <li>○ Based on interviews conducted during Stage 1</li> </ul> </li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Funding of waste bin project not guaranteed as students might change their minds</li> <li>● High cost of printing and buying bins for maintaining a sufficient amount of bins</li> <li>● Student class -&gt; canceling meetings and not going through the process of printing and placing bins in the rooms</li> <li>● Lack of staff changes in the Residence Halls -&gt; printing certain services for recycling</li> <li>● Unaddressed obstacles against recycling from people in the Urban-Champaign community</li> </ul>

### **Gathering Information**

The way we gathered our information for this project was to first have someone contact potential stakeholders. We also obtained and revised a draft of the grant proposal that will be sent to the Student Sustainability Committee, and figured out new ideas for the recycling bins and the logistics behind it. Our first stakeholder came from ECO-MMUNITY, because Jamie is an active member of the group and knew some of the leadership behind the RSO and what they were trying to achieve. Initially, we planned for implementing recycling into the Residence Halls immediately. However, the cut-off date for obtaining the grant had passed, so ECO-MMUNITY must wait until next Fall to apply again. Therefore, we are setting them up in polishing their grant proposal, involving stakeholders outside of campus, and evaluating the logistics behind the project such as costs for bins, stickers, who will be in charge of placing the bins, etc.

### **Collaborator's Contribution**

Herb Jones is the leader expert for this project. He has continued contact with our group and seems excited to move forward with the project. The ECO-MMUNITY team will be the one to maintain the recycling in the Halls. We hope for Tracy Osby in Services and Facilities to lend a helping hand with organizing where to get the bins from and optimizing costs by working together. We also hope that he will gather information and help us do research on the impact of the bins after they are put in place. Additionally, for further input and resources, ECO-MMUNITY could contact U-Cycle in Urbana to potentially assist them in any complications that may arise.

### **Shared Vision of Collaborators**

One interest that our stakeholders have in common is their service to better the environment. Having that in mind, we chose stakeholders that had experience with recycling or the supply chain of recycling. With this shared vision, it was not hard to establish a vision everyone can follow and be enthusiastic about considering most of our stakeholders have some if not a good background on recycling and how the Residence Halls operate.

## Moving to Action: Recommendations & Action Plan

### Grant Proposal

Since our entire project relies on whether or not we receive funding from the Student Sustainability Committee, it is vital to strengthen the proposal as much as possible before submitting it. The draft we have been working on this semester continues to earn credibility as more information gets added. To further convince the Student Sustainability Committee that our project is well worthwhile, it should be demonstrated that not only has ECO-MMUNITY been making efforts to implement the plan, but a six-person group of students in AGED 480 - Collaborative Leadership have been working on the project for an entire semester. In fact, this blueprint report should be attached to prove that our project is concisely thought out. Additionally, all on and off campus stakeholders should be included, since they each have played a crucial role in making our project a reality. We have also discussed the importance of reaching out to Alma Sealine, the Director of University Housing. Alma is surely a busy woman, as she holds a respected position in Housing and is responsible for making many large decision. By demonstrating to the Student Sustainability Committee that a person of great importance and power is in support of our project would be prove that action to encourage recycling in the Residence Halls is imperative. After the grant proposal is revised by Herb Jones and finalized, it should be present to Alma, and she should be asked to attach a letter in support of the grant. This would make it difficult for the Student Sustainability Committee to reject. Because so many diverse groups have been working together, the grant proposal will be more convincing. After all, collaborative action often makes for a greater impact. If, for whatever reason, funding for our project is not granted (or we only receive partial funding), Alma will hopefully recognize the efforts being made into making this happen and can suggest asking for funding through University Housing or elsewhere. The grant proposal can be found by viewing Figure 5 in the Appendices section of this report.

### Preparing the Recycling Bins

Once funding has been granted, 7,000 recycling bins will be ordered from Home Depot. Although only 6,511 bins are needed, it is wise to order extra in case bins get broken, lost, or stolen. Ordering an additional 500 to keep in storage would ensure that all Residence Hall rooms will be properly equipped for the next several years. Stickers should also be ordered and received by the time the bins arrive. After the orders are placed, a room in the SDRP building should be reserved to temporarily store the recycling bins. If this is a request that cannot be made, perhaps Herb or Alma can suggest an alternative building to ship the bins to. While the bins are being temporarily stored, ECO-MMUNITY should organize a volunteer sign-up sheet for members to help neatly adhere stickers to each bin. The sign-up sheet may also be sent out in the weekly *University Housing Insider* electronic newsletter so that residents and Resident Advisors can contribute to the cause. In addition, Alpha Phi Omega can be contacted to help out since it is an organization that provides service to the community by donating time and effort to various organizations and causes (Who We Are, 2014). If an organized assembly line is established to place the stickers on bins in a neat and consistent fashion, it should only take a few days to complete the task. During this time, the Resident Directors of each Residence Hall should be sent information on the suggested Kick-Off Campaign. The RDs can then share this active program to all Resident Advisors in

the building. This way, all Housing staff members (and residents) will be well aware of the project, and they will be expecting the bins' arrival.

### **Placing the Recycling Bins**

The placement of the recycling bins into each Residence Hall should be done carefully and efficiently. To make this a smooth process, bins should first be organized by building (i.e. 500 bins for Snyder Hall). ECO-MMUNITY should confirm the the exact amount of bins have been allocated to each building. Next, each building's bins should be handed off for distribution. If the recycling bins are ready to be placed in the Residence Halls mid-school year, the bins should be placed in individual rooms over winter break. If this is the case, Building Service Workers should be asked to take on the task since they are required to enter each room at this time. However, if the recycling bins are not ready to be placed in rooms until the beginning of the next school year (Fall 2014), bin placement should be left responsible to each Hall's Resident Advisor. RAs are required to attend a two-week training session before the rest of students move back on campus. At this time, RAs enter each room to distribute cable and internet cords, so placing a small bin in each room would not be a hassle.

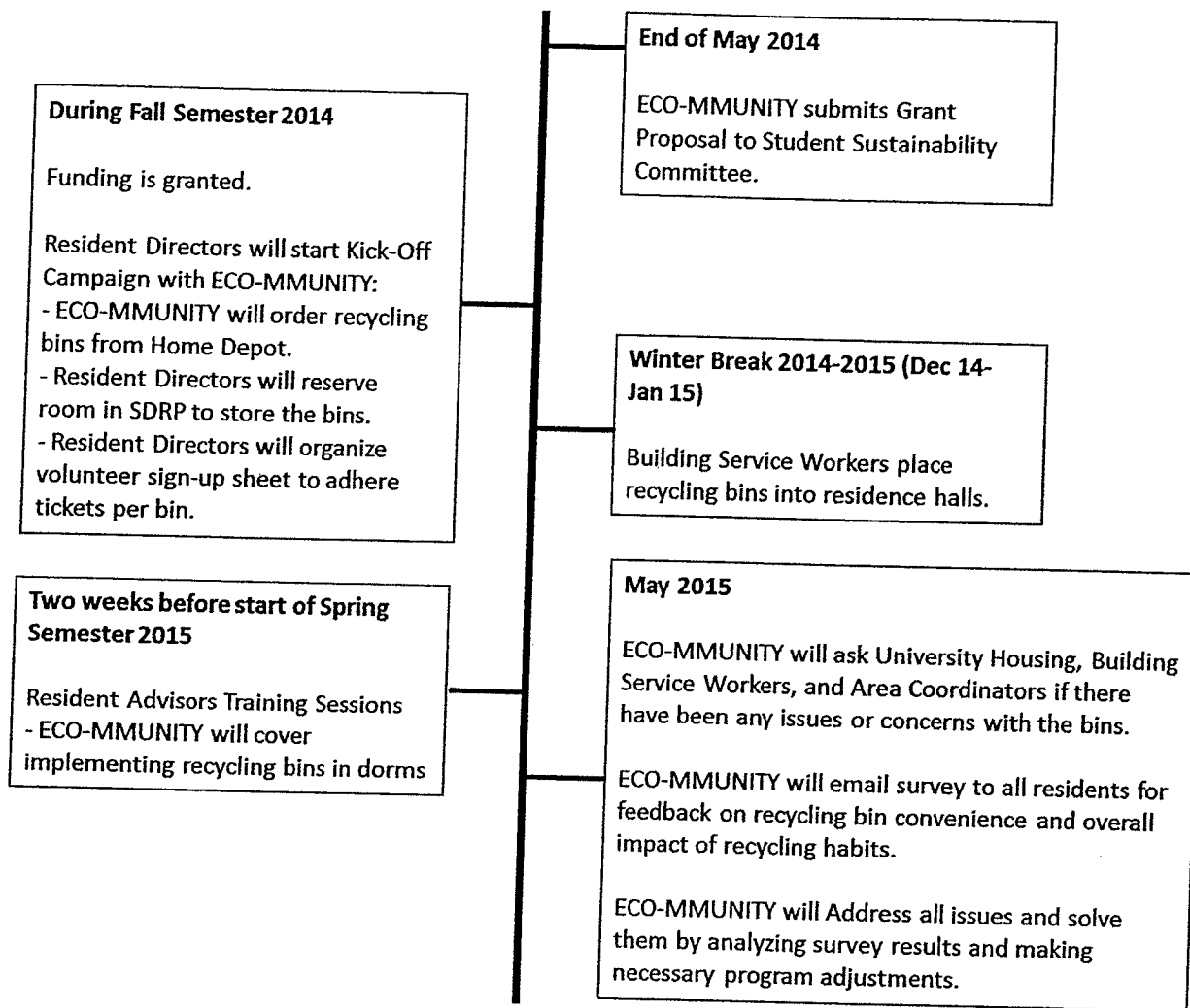
### **Follow-up**

All the major work will be completed at this point, but there are several actions that should still be taken. After the bins are in use for one semester, University Housing / Building Service Workers / Area Coordinators should be asked if there have been any issues or concerns with the bins. If there are, try to address these problem areas. Two semesters after being placed in the halls, a survey should be sent out to all residents for feedback on recycling bin convenience and overall impact of recycling habits. Analyzing these results will indicated whether or not the project was successful, and how it can be improved in the future.

**Action Plan**

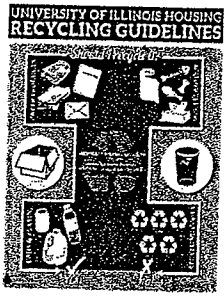
<b>Stakeholder</b>	<b>Responsibilities</b>	<b>Suggested Roles/Accountability</b>
ECO-MMUNITY	Continue to initiate the grant proposal and recycling in the residence hall project	Responsible for getting the grant proposal through at a timely manner, as they have started it, and continuing with their proposed project
University Housing	Continue to give knowledge and expertise to ECO-MMUNITY to move the project forward	Responsible for relaying important information about recycling to ECO-MMUNITY to support them with their project
University Facilities and Services	Continue to give insight to ECO-MMUNITY on where the university housing recycling goes and provided us with a clearer understanding of recycling procedures	Responsible for leading ECO-MMUNITY down the right path for implementing to recycling bins in the dorms, following the correct rules and regulations
Urbana Recycling	Provide ECO-MMUNITY with recycling information that can go on the sticker (how to recycle, top 10 facts about recycling, etc.	Responsible for relaying important information about recycling to ECO-MMUNITY to support them with their project

## Timeline and Key Dates







		 <p>This is the cost breakdown for the stickers: <math>\\$3.45 * 500 * 14 = \\$24,150</math>.</p>
<b>Overall Cost</b>		<b>\$56,547.47</b>

### Long-Term Changes

ECO-MMUNITY will need to change internal systems to meet new demands. For example, if they are not able to obtain funds for this project through their grant proposal, they may need to organize a funding committee that reaches out to other funding organizations on campus (i.e. SORF / Housing) and alumni to obtain funds for support.

In the future, when the new recycling bins are implemented in the Residence Halls, ECO-MMUNITY may be required to form new partnership/future collaborators to sustain the recycling both in and out the Halls (i.e. supplies, costs, removing the waste, workers). They will need to partner up with the Residence Hall RAs to continue this sustainability plan and discuss how they will encourage their residents to use their recycling bins continually (for example: have a certain day during the week where all RAs go to each room and collect all of the recycling their residents have to place in the bigger hallway recycling bin).

As far as analyzing existing arrangements/relationships for improvements, ECO-MMUNITY may need to further their relationships with stakeholders to sustain implementing recycling bins in the Halls and may need to ask if they can play a further role in accomplishing this task. For example: a year after the bins have been implemented, the new group can perform a study on how effective the recycling bins have been in the Halls and helped improve the culture of recycling overall at UIUC.

## Evaluating Impact

Team Recyclops shares a vision with on and off campus stakeholders to impact student lives by creating a heightened awareness about the importance of recycling and to encourage lasting, environmentally friendly habits. In order to evaluate the impact of the initiative, several steps must be taken to collect, analyze, and communicate the data back out to the campus and community.

In order to track the transition from old recycling procedures to the new and improved, pre- and post-implementation surveys will need to be utilized. ECO-MMUNITY is the stakeholder best suited for distributing the surveys to residents, resident advisors, Building Service Workers within each public residence hall, and the coordinator of Facilities and Services Waste Management and Recycling. ECO-MMUNITY must record and keep track of survey responses to ensure the project is on course. The surveys should consist of the same questions both before and after the recycling bins are placed in University Housing Residence Hall rooms for the residents and resident advisors. The Business Service Workers and coordinator should get a different survey than the residents and resident advisors in order to evaluate how much more recycling is going on throughout campus. Sample surveys can be found in Figures 4 and 5 respectively. Getting four different perspectives on the implementation will show ECO-MMUNITY and the Student Sustainability Committee the progression as the project moves forward. The pre-implementation survey should be handed out after the grant proposal gets approved by the university. Once bins have been placed in every dorm room, the post-implementation survey should be handed out two semesters later assessing the outcomes.

At first, the recycling bins will have stickers placed on them displaying general information about recycling. As the movement progresses forward, we will be able to use data collected from the surveys and tailor our stickers to information from our own residence hall and waste management. Based on our recycling bin stickers, we want to see an increase in awareness amongst students and faculty, as well as a three-fold in the quantity of recyclables collected from dorms. Though our target focuses on dorms which are mainly full of freshmen, there is hope for a trickle-down effect. Starting as a freshman in the dorm with a recycling bin at their dispense, we hope to see the importance sink in and carry on throughout their college career. Even after leaving the dorms, we anticipate that more students will utilize the recycling system our university has in place.

Along with utilizing surveys, this project should generate more profit for the university. Though the recycling plant on campus is not operating to make money, it is beneficial when it does. If recycling participation improves throughout university housing, it will generate more revenue for the university. Waste Management and Recycling on campus has the ability to hold onto materials until they become more valuable. This concept is similar to the stock market where selling at a high price will yield a great profit.

ECO-MMUNITY, the Student Sustainability Committee, and Facilities and Services' Waste Management and Recycling can gage the level of impact this project will have on campus and in the Residence Halls in years to come.

## Limitations

As far as our overall project is concerned, we have been lucky in that we have received almost complete cooperation from our stakeholders. Over the course of the semester, we researched both on and off-campus stakeholders to help us reach our goal of implementing recycling bins in individual resident halls. Our three on-campus stakeholders (Herb, Kevin, and Tracy) are all familiar with housing policies and knowledgeable about the subject and the limitations to what we are trying to do. They are also familiar with each other and each other's roles in the project. Courtney, our off-campus stakeholder from U-Cycle in Urbana, does not deal directly with University recycling, but gave us some helpful tips about the recycling process and what to include on the stickers placed on the bins. Within our group, however, there have been several challenges surrounding communication. Our main method of contact (a GroupMe texting application) failed in its practicability. Although we could all text through one medium, it was hard to reach individual members at one time. Additionally, the app does not show individual group members' numbers or allow you to do a voice call to a member. This hindered our ability to stay on the same page when we set up meetings with stakeholders or meetings for our group, and, at times, resulted in members arriving late to meetings or missing them completely, as well as not being held accountable for following through with group duties. If we continue to work with each other in the future, we will need to find a different method of communication (as well as share our phone numbers with each other) in order to be more efficient and productive. We also had trouble getting all the stakeholders to meet at one time, in one location. We all have extremely busy schedules, as do our stakeholders. However, it is our hope that once we graduate and pass the project along to our stakeholders, they will be internally motivated to meet with each other in order to move forward with the project.

Several potential pitfalls may lay ahead for this project if we do not receive a grant for the recycling bins from the Student Sustainability Committee. If our grant proposal is not approved, we would need to turn to other sources for funds. For example, would the University (or Housing, more specifically) be willing to pay for the bins? In this case, we would need to reach out to Alma Sealine, who is ultimately in charge of funds distributions within University Housing). If Housing does not want to be involved, would we need to fundraise? Who would run the fundraiser? A major concern is the amount of money that would need to be raised to reach our goal of having bins in each individual room. In order to get the \$32,400 necessary to place the bins (Recycling bins cost \$4.97 each from Home Depot, and will need to be placed in 6,511 rooms, according to the grant proposal), it might take more time than we, as students, can physically spend (many of us are juniors and seniors, and will be graduating the University within the next year). If we had more time and resources, we may be able to fundraise ourselves, and could take as much time as we need to meet our goal of \$32,400, not including the money we would need to produce the stickers for the outside of the bins.

And, if this project gets delayed, who will take over the duties to sustain the project. Hopefully, ECO-MMUNITY will already be invested enough that it can continue to spearhead the project once our team members have all left the University.

## Conclusions

Throughout this project team, we experienced different changes and directions with the project. Initially, we wanted to have recycling bins in the Residence Halls and have an education pamphlet in each door. We changed the scope of the project and focused on implementing recycling bins in University Housing Halls. With our new focus, we looked at stakeholders that can potentially help us achieve our objectives. ECO-MMUNITY already had a plan in motion to have a grant proposal granted to include recycling bins in each individual room. Currently, ECO-MMUNITY is redrafting the grant proposal that will be sent to the Student Sustainability Committee in May, 2014, to help ensure that recycling bins will be placed into Residential Housing.

In order for this project to work, our collaborators will need to continue forward with the project after this semester is over. To assess the progress of the project for our stakeholders, we developed surveys that will be distributed pre- and post-implementation. In order to call this project a success, more awareness on campus is needed in order to have students and faculty of University of Illinois recognize the importance of recycling. With the "kick-off campaign," students along with RAs will be able to learn more about what should and should not be recycled since this still has been a problem in Residential Housing. Once a greater sense of awareness has been created, we hope to have more residents recycling and in-turn, have more of the campus recycle. If the grant gets approved, then students will be able to practice recycling in a more efficiently and effectively then semesters past. If all of this is accomplished we will not only be helping University Housing with reducing waste and cost, but also preserving the environment.

## Acknowledgements

We would like to thank our stakeholders (Kevin Hauger, Herb Jones, Tracy Osby, and Courtney Rushforth) and their respective organizations (ECO-MMUNITY, University Housing, Facilities & Services, and U-Cycle).

We would also like to thank our professor, Dr. Kari Keating, for steering us in the right direction and supporting us through our project, and to Grant, our Teaching Assistant, for a positive presence in the classroom.

Last but not least, we would like to thank our fellow AGED 480 classmates for their feedback, suggestions, and words of encouragement throughout this process.

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## Appendices

Figure 1: Citizen Interviews

Interviewee	Do you recycle? What is your opinion on recycling?	What needs to be improved in the community in terms of recycling?
<b>Nina Youssefnia (Illinois Leadership Center employee)</b>	<ul style="list-style-type: none"> <li>-Does Recycle</li> <li>-Knows about the recycling and how it helps the world.</li> <li>-Was exposed to recycling at a young age.</li> </ul>	-Believes that the University doesn't do a good job when it comes to recycling.
<b>Madhuri Raghunath (Public Housing- Busey Hall)</b>	<ul style="list-style-type: none"> <li>-The girls in Busey recycle without anyone needing to tell them to recycle.</li> <li>-Believes that University housing does a good job with recycling.</li> </ul>	-Believes that Resident Advisors should help show what needs to be recycled and what shouldn't.
<b>Andrea Fitzpatrick (Private Housing)</b>	-Does recycle and believes the University does a good job with strategically placing bins everywhere.	-Doesn't know what the university does with its recycling.
<b>Gregory Adolf (Manager of Facilities and Environmental Care, Presence Covenant Hospital)</b>	<ul style="list-style-type: none"> <li>- Knows about a new system of recycling at the hospital and believes the University does a good job.</li> <li>-Believes he knows where his recycling goes.</li> </ul>	-Believes that there needs to be sense of urgency instilled in others to recycle. -Doesn't know the name of/isn't aware of any recycling organizations.
<b>Jane Ignarri (Pi Beta Phi sorority member)</b>	-Believes there are many recycling bins around which make it easier for everyone to recycle on campus.	<ul style="list-style-type: none"> <li>-Believes her sorority, Pi Beta Phi, can do a better job of recycling.</li> <li>-Has no idea what the university does with its recycling.</li> </ul>
<b>Zach Turner (Phi Gamma Delta fraternity member)</b>	-Does recycle on a consistent basis -Phi Gamma Delta has recycling bins outside.	-Doesn't know what the University does with its recycling.
<b>Kevin Hauger - President of ECO-MMUNITY</b>	-Very passionate about recycling.	-Believes there's not much awareness of recycling around the campus. -Doesn't really know where the recycling on



		campus goes.
<b>Emily Dombrowski - Education Co-Chair in Students for Environmental Concerns (SECS)</b>	-Was raised to recycle, so she recycles on a daily basis.	-Recycling on campus needs work. -Doesn't know where the recycling on campus goes. -Believes awareness of recycling needs to increase. .
<b>Jessica Pritcher, Assistant Principal of Kenwood Elementary School in Champaign</b>	-Every room in the school has a recycling bin -During Earth Week, the teachers teach the students about the importance of recycling	-Does not know where the recycling goes

**Figure 2: Stakeholder initial meeting agenda\***

**DATE/TIME**

**LOCATION**

**ATTENDEES (AGED 480):** Alex Lake, Jamie Zouras, Thair Al-Saqri, Habib Bilfaqi, Lavanya Iyer, Emma Weissmann

**STAKEHOLDER** (*Could be one of the following*):

1. Herb Jones, Assistant Director of Residential Life, University of Illinois Housing
2. Kevin Hauger, president of University RSO, "ECO-MMUNITY"
3. Tracy Osby, Coordinator of Campus Waste Management at the Waste Transfer Station, Facilities and Services
4. Courtney Rushforth, U-Cycle Recycling Coordinator

**OBJECTIVE**

Finalize the proposal for the grant submitted to the Student Sustainability Committee. Coordinate a request to Alma R. Sealine (Director of Housing) regarding getting funds to place a recycling bin in each of our Residence Hall rooms. Connect off-campus stakeholders with our on-campus stakeholders.

**SCHEDULE (Times Tentative and depend on stakeholder's schedule)**

11:00 to 11:05: Introduction – Recap of project goals

11:05 to 11:10: Discuss advancements from last meeting

11:10 to 11:15: Vision and goal alignment

11:20 to 11:25: Present newfound ideas

11:25 to 11:30: Discuss next steps moving forward

11:30 to 11:35: Questions and comments – All

11:35 to --: Conclude and recap meeting

**\*This agenda was used for every initial meeting between AGED 480 group members and its stakeholders.**

### Figure 3: Recyclops Sample Press Release

Contact Name: Kevin (ECO-MMUNITY)

#### Attention all Earth Lovers

With Earth Week 2015 right around the corner, it is important for students to know the impact they can have on campus. After collaborative efforts with a student group Recyclops, ECO-MMUNITY is pleased to announce that since the approval of the grant proposal for getting recycling bins in University Housing in the Fall of 2014, every public dorm room received a recycling bin. The increased awareness amongst students has led to an overwhelming response to this new implementation. The increased participation by students has proven to reduce the amount of waste being picked up by Champaign-Urbana Waste Management by 30% according to their mid quarter review.

According to Tracy Osby, who is the coordinator of University Facilities and Services, he states that "Ever since the addition of recycling bins in dorm rooms, my job has gotten much easier because waste is now sorted and students are putting recyclables in their respective bins."

In sustaining these recycling bins in all the dorms, University Services and Facilities has provided supplies and provisions for recycling equipment/materials in the dorms. The University Residence Halls have been very compliant with the continuation of the program. Our stakeholders have shown strong interest in our program and are taking it to the next step.

We asked students before the implementation about what they think is recyclable through our survey. Some students knew exactly what to recycle and some were far off about this. After having the recycling bins in place, more students now know how to recycle and how to do it appropriately and there has been a strong culture change in the dorms.

Since the University Housing initiative has been so successful, the University has decided to draft a new proposal for the implementation of recycling bins in both private and graduate housing. This new initiative will have challenges as well, but the process will be similar as it was in the other dorms - it simply requires further resources and more collaboration with more stakeholders.

We are really happy that our initiative has been really successful and we thank all of our supporters on and off-campus for helping us achieve it.



**Figure 4: Recycling Survey for Residents and Resident Advisors**

Circle One: Male          or          Female

**What's your age range? (Circle one)**

16-20 years old

21-25 years old

26-30 years old

31-35 years old

36 years or older

**Year in school (Circle one)**

Freshman

Sophomore

Junior

Senior

**Which social media platform do you use daily? Check that apply**

Facebook

Twitter

Tumblr

LinkedIn

Flickr

Google+

MySpace

Other: \_\_\_\_\_

**Is recycling something you do in your daily life? If so why, if not why not?**

Yes, \_\_\_\_\_

No, \_\_\_\_\_

**How often do you recycle?**

Always

Most of the time

About half the time

Once in a while

Never

**How convenient do you find recycling in the Residence Halls?**

Very Convenient

Convenient

Neutral

Irritating

Is there anything that you feel we can do to make recycling easier?

Suggestions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Recycling bins in each room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make them more visible using signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fine those who neglect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What items can be recycled? (Check boxes)

Items	Yes	No	Don't Know
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CD'S/ DVD'S	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carrier Bags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glass Bottles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yellow Pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Batteries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shoes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What kind of recycling system do you have in your school/work/living situation?

Do you think there is a perceived need to address the issue of recycling in this community, why or why not?

How would you describe the recycling climate here at the University?

Do you know of any recycling organizations in the community?

Is there an incentive to your recycling, why or why not?

**Do you think if you were exposed to recycling methods while you were very young, would it change your views on it now?**

**Do you think recycling is necessary, why or why not?**

**Do you know where your recycling goes on campus?**

**How could you increase awareness/motivation to recycle on campus?**

**If recycling containers were more readily available, would you make an effort to recycle more?**

**What would make for an interesting recycling option to you?**

**All responses will remain confidential and are used for research purposes only. Please sign and date to agree to using this data in our study to making a better future for this campus.**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Figure 5: Recycling Survey for Building Service Workers and Facilities and Services**

Circle one: Male            or            Female

**What's your age range? (Circle one)**

21-25 years old

26-30 years old

31-35 years old

36-40 years old

41-45 years old

46-50 years old

51-55 years old

56-60 years old

Other: \_\_\_\_\_

**Which social media platform do you use daily? Check those which apply**

Facebook

Twitter

Tumblr

LinkedIn

Flickr

Google+

MySpace

Other: \_\_\_\_\_

**How often do you recycle?**

Always

Most of the time

About half the time

Once in a while

Never

**How convenient do you find recycling?**

Very Convenient

Convenient

Neutral

Irritating

Don't want to do it

**How would you describe the recycling climate here at the University?**

**How could you increase awareness/motivation to recycle on campus?**

**How many pounds of recycling do you estimate get collected per week?**

**All responses will remain confidential and are used for research purposes only. Please sign and date to agree to using this data in our study to making a better future for this campus.**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_



## Project Budget

Number of recycling bins per each individual residence hall

Zone 1		Zone 2		Zone 3			
Buildings		Buildings					
Snyder	221	ISR	1179	Og	335		
Scott	231	Busey/Evans	390	Tre	332		
Weston	221	Sherman =	464	PAR	528		
Taft	100			Babcock	132		
Van Dorne	101			Carr	132		
Nugent	249			Saunders	132		
Bousfield	121			LAR/Allen - 566 Total rooms	566		
Hopkins	221			FAR	667		
Barton	95						
Lundgren	94						
<b>Total</b>	<b>1654</b>	<b>Total</b>	<b>2033</b>	<b>Total</b>	<b>2824</b>	<b>TOTAL</b>	<b>6511</b>

Recycling Bins	\$4.97x6511=\$32,359.67
Publicity Cost	\$0.00
Personnel Cost (volunteers)	\$0.00
Sticker for recycling bin	\$TBA
Additional funding required	\$0.00
<b>Total Cost</b>	<b>\$TBA</b>

Equipment and Construction Costs: Recycling bins  $\$4.97 \times 6,511 = \$32,359.67$  (from Home Depot)

Publicity Cost: We can have the new recycling bins advertised for free with the television screens in each residence hall, as well as social media, and the Housing insider monthly email. This will inform residents about the positive change students and University Housing has accomplished.

Personnel Cost: In order to be more cost effective we will utilize the Resident Advisors to assist eco-mmunity members place bins in each room. Because there is minimum of 1 per floor it will be efficient as well.

Additional funding Cost: Residents will be charged if they break or misplace a recycling bin, therefore additional funding in the future should not be necessary.

### Environmental, Social, and Economic Impacts

University Housing has a recycling program already implemented; however, students are not fully educated about the recycling process nor are they taking advantage of these resources. In order to increase recycling within University Housing, we must solve this "inconvenience" issue. Helping residents establish positive habits will transfer over to the rest of campus and not just

within University Housing. This initiative will also set a high bar for Private Certified Housing and other residencies in Champaign-Urbana to meet residents' need and improve overall standards of living. At this time there are no other sources or funds that have been raised for this project.

#### Education, Outreach, and Publicity Plan

In order to publicize this project, its progress, and overall goals, we will mainly target residents living in University Housing. In the next *Housing Insider* newsletter, we will include what the goals are and how they are being reached (including the help from the Student Sustainability Committee!). Additionally, other sources of advertising within University Housing will be used to inform residents of these positive changes. These forms of advertisements include digital signing, signs on napkin holders, and various forms of social media.

## Figure 6: Student Sustainability Committee Grant Proposal

### Contact Info

Kevin Hauger - ECO-MMUNITY president: [khauger2@illinois.edu](mailto:khauger2@illinois.edu)  
 Kim Hodges - Eco-mmunity advisor: [kimhodge@illinois.edu](mailto:kimhodge@illinois.edu)  
 Herb Jones - Assistant Director for Residential Life: [joneshe@illinois.edu](mailto:joneshe@illinois.edu)  
 Tracy Osby - University Facilities and Services: [tosby@illinois.edu](mailto:tosby@illinois.edu)  
 Courtney Rushford - Urbana Recycling: [crushforth@urbanaillinois.us](mailto:crushforth@urbanaillinois.us)  
 Alma Sealine - Director of University Housing: [asealine@illinois.edu](mailto:asealine@illinois.edu)

### AGED 480 Collaborative Leadership Group Members:

Thair Al-Saqri, Team Recyclops: [talsaqr2@illinois.edu](mailto:talsaqr2@illinois.edu)  
 Habib Bilfaqi, Team Recyclops: [hbilfaq3@illinois.edu](mailto:hbilfaq3@illinois.edu)  
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 Jamie Zouras, Team Recyclops: [zouras2@illinois.edu](mailto:zouras2@illinois.edu)

### Project Description

After realizing that there is lack of recycling within University Residence Halls, Eco-mmunity and many other students have decided we should come together and do something about it. Housing residents were surveyed last year and over 95% of them chose "inconvenience" as the reason for not recycling. In order to change this inconvenience and to help residents recycle more, we want to have a desk-side recycling bin in every resident's room. By putting desk-side recycling bins in every resident's room, we are not just changing sustainability on this campus but initiating lasting, positive impacts outside the campus. By forming recycling habits as incoming students, residents will be more likely to recycle once they leave University Housing, and even after they graduate from the University of Illinois. The desk-side recycling bins will be placed in every room within the 17 University Residence Halls.

Since recycling bins are currently only available in trash closets at the end of each hallway in the Residence Halls, the majority of residents do not recycle because it requires them to reach into their garbage bins in search of any recyclable items. This process is gross, inconvenient, and time consuming. The goals of our project are to impact student lives by creating a heightened awareness about the importance of recycling and to encourage new, positive habits. By making recycling more convenient with desk-side recycling bins (in addition to the trash bins already present), students will no longer have to decide whether or not recycling is worth their extra time and effort. The completion of this project will allow students to easily separate their recyclable items from trash the very moment they intend to discard of any items.

A group of six students enrolled in the Leadership Studies minor were directed to choose a semester-long project that addresses complex community issues. Jamie Zouras, an Environmental Science major and Resident Advisor had observed that residents living in the University Residence Halls were not recycling, likely because there are not recycling bins in individual rooms. This issue provided the perfect opportunity for the AGED: Collaborative Leadership students to initiate change. The group reached out to several stakeholders: Eco-mmunity, University Housing, University Facilities and Services, and U-Cycle. As Eco-mmunity had already begun planning to place desk-side recycling bins, team Recyclops was able to form a partnership to help strengthen and speed up the shared vision. Beginning in January, team Recyclops began drafting blueprint reports, reflecting on the team process and advancement of the

project. Once logistics were mapped out and an action plan to implement change was drafted, team Recyclops created a detailed final blueprint report, which is attached to this proposal.

In addition to the involvement of the AGED 480: Collaborative Leadership group, Eco-mmunity has gained the support of Alma Sealine, the Director of University Housing. Alma was kind enough to express her validation towards our project efforts in a letter of commitment, also attached to the proposal.

### Project Scope and Schedule

As soon as we are able obtain proper funding for the recycling bins, Eco-mmunity will order and place the bins in each Residence Hall with the help of residential life staff-specifically resident advisors. The goal is to not do any one floor of a building, until there is enough funding for the whole building. We would like to have desk-side recycling bins placed in every Residence Hall building by the end of the Fall 2014 semester. After we receive the bins, we will place an adhesive sticker on each bin that will include proper guidelines of recycling and information about who to contact if one has more questions about recycling within University Housing. This will help residents who are unaware about how or what to recycle learn about what can and cannot be recycled. The Student Sustainability Committee, University Housing, and Eco-mmunity logos will be on the sticker as well. The University Housing name must be placed on so residents do not remove the bins from their rooms, and the SSC and Eco-mmunity logos will be placed on to help build a presence in the Halls as we try to create a more sustainable living atmosphere. The recycling guidelines sticker was designed by Katie Geary, a graphic design student at the University of Illinois and is pictured below on the next page. Right now we have no additional funding, but plan on looking for other means to receive funding.

