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## WKU Greeks Go Green: Mobilizing Community for a Cause

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WKU GREEKS GO GREEN:  
MOBILIZING COMMUNITY FOR A CAUSE

A Capstone Experience/Thesis Project Presented in Partial Fulfillment  
of the Requirements for the Degree of Bachelor of Arts  
with Mahurin Honors College Graduate Distinction  
at Western Kentucky University

By

Claire Kaelin

May 2020

\*\*\*\*\*

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## ABSTRACT

Sustainability, or meeting the needs of current generations without sacrificing the needs of future generations, has become an increasingly pressing issue as more and more people realize that humanity is living far beyond its means. Greeks Go Green was a new competition on campus seeking to address this issue, by harnessing the power of the Greek competitive spirit and pitting organizations against each other to have the most sustainable chapter. Its goal was to not only have a tangible impact as a community, but to also show members of the Greek community how easy it is to make a difference and thereby change the culture surrounding sustainability. Greeks Go Green sought to encourage concrete, long-lasting change, and, in many ways, it accomplished this goal by helping students save single-use disposable items, lower their personal greenhouse gas emissions, and reflect on their own effects on the environment. While there are certainly areas for improvement, the competition was quite successful for its first year in operation.

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## **Introduction**

Sustainability, while an increasingly popular concept, can sometimes be viewed by the general public as elusive, abstract, and subjective and can be twisted by “green-washing” corporations who may wish to appear sustainable for the good publicity without actually making much of an effort to become so. Therefore, it is important to define and educate communities about sustainability. There are several different ways to describe the concept of sustainability. It can be described most simply as meeting the needs of current generations without sacrificing the needs of future generations (Goodland, 1995). The ways in which humans have been living now will not be able to continue in the near future (Goodland, 1995). Humanity will meet biophysical impossibilities, and something will have to change. Individuals against sustainability can view it as impeding upon economic development or distracting from important social issues (Goodland, 1995), but this could not be further from the truth. In fact, the three principles that serve as the foundation for sustainability are the environment, the economy, and social equality (Rosen, 2018). These three are intertwined, as the current global economy is dependent on depleting nonrenewable resources and those who are affected most by environmental issues are marginalized groups who often live in poverty (Goodland, 1995; Rosen 2018). Ultimately, leaders in sustainability must stay true to all three pillars and recognize the need to provide environmental sustainability for future generations without cheating them out of economic development and social well-being (Bell & Morse, 2012).

No matter which pillar one focuses on, sustainability refers to the need to live within the means of the existing systems and not transgress beyond those systems, as many societies are doing now (Goodland, 1995). The United States is particularly guilty of living beyond its means. The average American's carbon footprint is 16 tons as of 2016 (the largest per capita of any nation in the world), whereas the global average is 4 tons, and experts recommend that the global average needs to be under 2 tons of carbon emissions per person in order to maintain a sustainable climate for future generations (The Nature Conservancy, 2016). To reduce one's carbon footprint this much, it is necessary to be mindful of the most common sources of CO<sub>2</sub> by lowering heat/electricity usage, taking trains and buses on long trips instead of driving, and reducing consumption of meat, especially beef (Hall, 2016). While this does require habit changes for many Americans, it is vital to our planet's survival that they do make these changes. In fact, if everyone in the world lived like the average American, humanity would need five earths to sustain life here (University of Michigan, 2019).

Another way to think about sustainability is from the point-of-view depicting the human race as any other animal species living in an ecosystem. Every ecosystem has a carrying capacity, or the maximum amount of a species that can be sustained by that ecosystem due to the species' use of the available resources. Human beings are no exception to this rule (Bell & Morse, 2012). Thus, it is necessary to first and foremost be able to sustain global systems and resources necessary to maintain human life, such as safe and available water, clean air and atmosphere, and accessible food. Goodland (1995) puts it best in saying, "If society allows biophysical deterioration to make the transition to sustainability for us, the transition is likely to be unacceptably harsh for humans. That is



why clarity and education are so important in the race to approach sustainability” (20). These global systems must ensure that everyone has access to the basic resources and protections they need to survive and maintain a good quality of life, and there is a deadline to make these changes in the systems happen.

Some individuals have taken it upon themselves to become vegetarian or carry reusable cutlery with them, and although these are valiant efforts, they are simply not enough on their own. Governments, businesses, and entire communities must all mobilize and come together in order to achieve measurable effects. One community that has immense power to be effectively mobilized for the greater good of its members and society is Greek life on a university campus. While modern Greek organizations may not look exactly the same as when they were founded, it is important to note that the missions of many fraternities and sororities at institutions of higher education emphasize the importance of community service and leadership. The very foundations of these organizations are constructed from principles such as “high moral and ethical standards [...] and unselfish service for a greater good” (Schultz, 2011, 48). The national headquarters and councils governing these organizations have repeatedly emphasized these values since their founding days. For example, the North American Interfraternity Conference passed an initiative in the year 2000 called “Values in Action,” which reinforced the need for fraternities to focus on areas such as “accountability, ethical leadership, and responsibility to campus and community” (Hayek et al., 2002, 644). In maintaining these values, the Greek community possesses the potential to contribute immensely to philanthropic causes, but leaders of these organizations must be able to

align their members' behaviors with these values in order to be successful in this sense (Schultz, 2011).

Greek organizations do adhere to their values in regard to serving their communities as strong leaders and volunteers. Fraternities and sororities themselves often offer opportunities for volunteering either by creating their own community service projects or planning philanthropy events to raise money for a cause important to them. In fact, Greek students have even been found to be more involved in serving their communities than their non-Greek peers (Hayek et al., 2002; Schultz, 2011). This is likely because it is very common for national headquarters of Greek organizations to require a certain amount of service hours to be completed and/or a certain amount of philanthropy money to be raised by each individual member/chapter.

The Greek community at WKU alone completed a total of 70,841 service hours and donated \$350,000 worth of money, goods, and services to help people in need throughout the 2018-2019 school year (WKU Greek Affairs, 2019). These amazing achievements are part of chapters' diligent efforts to win awards in categories such as philanthropy service and campus engagement, which are announced at Greek Week Convocation in front of the entire Greek community. Anyone who has attended this event can tell you the amount of pride that members of Greek organizations have in being a part of this community and their organization because they make sure everyone in the audience can hear it. Whenever a chapter's name is announced as an award winner, Diddle Arena fills with sounds of cheering students who are proud their hard work has indeed paid off.

Simply put, Greeks Go Green was a competition the author planned, initiated, and facilitated for WKU's Greek community seeking to take advantage of this previously described passion and to harness the power of the Greek competitive spirit by pitting organizations against each other to see who can have the most sustainable chapter. Participants took pictures of themselves completing various environmentally-friendly actions and sent them to WKU Greeks Go Green throughout the academic year to win points for their organization. Lastly, the winning chapter received up to \$300 towards their philanthropy as the grand prize. While there are some green initiatives specifically designed for Greek life at other universities across the country, Greeks Go Green was the first program of this kind in Kentucky. It served as yet another way to engage Greek life for a bigger cause, in this case, sustainability. WKU itself has already made successful efforts, such as facilitating volunteer opportunities and providing tours of the school's green features, to engage the general campus population through the Office of Sustainability (WKU Office of Sustainability, 2019), but Greeks Go Green targeted a specific population at this university. The ultimate goal of this competition was to not only have a tangible, collective impact as a community but to also show students in Greek life how easy it really is to make a difference. Therefore, Greeks Go Green aimed to change the culture surrounding sustainability in Kentucky, where awareness about sustainability is relatively limited and the issue is not regarded as a priority on many communities' agendas (Conroy, 2006). As a result, this study sought to investigate what the most effective incentives and strategies are for mobilizing a tight-knit Greek community at a large, public university in suburban Kentucky to engage with an issue such as sustainability.

Greek organizations nationally and locally serve as the perfect community to involve with this type of project which was centered on aiding a greater cause. At WKU, 2,175 students were engaged in Greek life in Spring 2020 (WKU Greek Affairs, 2020a & b), and nationally, around 600,000 students report being a part of a fraternity or sorority per year (Mauk, 2006). The firm structure that supports Greek communities at every university provides a population that is large but also consolidated and connected enough to communicate directly with a significant number of students throughout campus. Engaging with the Greek community allowed Greeks Go Green to connect with a large audience both throughout the year and at Convocation, where the team planned to announce the winners and accomplishments alongside all the other amazing feats that WKU Greeks accomplished that year. By announcing competition results at Convocation, which was attended by 1,750 people last year, Greeks Go Green could become associated with an old, valued campus tradition and could bring attention to next year's competition, the present year's impact, and the important issues the competition sought to address.

The aforementioned competitive spirit and dedication to service is not restricted to just WKU's Greek community, as several programs at other universities across the country bear names like Greeks Go Green or Green Greeks. There is no national Greeks Go Green organization to oversee and standardize local chapters, so each of these programs can look very different from one another. While most of these student-run organizations, from Iowa State to the University of Florida to the University of Virginia, are simply meant to plan and inform chapters about on-campus sustainability service projects (UVA Green Greeks, n.d.; University of Florida Green Greeks, n.d.; Greeks Go Green, n.d.), they did implement certain ideas that were adopted by the current Greeks

Go Green team at WKU. For instance, leaders at Wake Forest, Wisconsin, Washington, and Cornell utilized representatives from each chapter to spread the word about opportunities to further engage with sustainability (Greeks Go Green, 2019; Green Greeks, 2019; UW Green Greeks, 2017; Cornell Greeks Go Green, n.d.). However, other Green Greeks organizations implemented ideas which were unique and interesting. The Green Greeks at the University of Wisconsin established a sustainability certification process for each of the Greek houses, while at the University of California Santa Barbara, leaders created projects according to a quarterly theme such as sustainable food or sustainable fashion (Green Greeks, 2019; Abrams, 2018). The most glaring difference between these programs at other universities listed above and WKU's Greeks Go Green is that the programs elsewhere are not competition-based and do not appear to have a solid incentive for Greek chapters to participate or act on the information they learn from the programs.

In addition to these primarily informational and service-centered initiatives, there are also Greeks Go Green competitions across the United States, although most of them look quite different from the one implemented at WKU. Most of them take place over only one or two weeks, and the competition at Puget Sound is conducted entirely on Instagram, where the organization who posts the most using a hashtag wins a tree planted on campus in their honor. At Nebraska-Lincoln and Illinois, the competitions utilize chapter representatives once again as liaisons between Green Greek leaders and individual chapters, but Nebraska-Lincoln focuses more on houses obtaining sustainability certification while Illinois focuses primarily on recycling. The Greeks Go Green competition at the University of Oregon is probably the most similar to the one

implemented at WKU because participants could submit pictures of themselves doing sustainable actions and the winning organization would receive \$200 towards their philanthropy. This organization planned a big festival with vegetarian food trucks, other clubs tabling, and Greek organizations holding events such as clothing swaps at their houses. However, University of Oregon's competition lasted a vastly shorter length of time than the one at WKU, and there were very few opportunities for points which had much less environmental impact compared with that of WKU's competition. WKU's Greeks Go Green took place over the course of an academic year to give participants the chance to build long-lasting and impactful habits that addressed a variety of sustainability concerns instead of just recycling or housing.

## **Approach/Methodology**

### ***Planning and Conceptualization***

Since the author was developing Greeks Go Green at WKU with no pre-existing model there, it was important in early development stages to first build the leadership team, which was done through advertising the opportunity in group chats of relevant student organizations. Once a team of undergraduates was established, they brainstormed together with the mentors for this project to plan the competition, events, and roles for each team member. Then, the team made a list of everything that needed to be done and put it into a timeline with due dates for when each task should be completed. The Greeks Go Green President met with key stakeholders on-campus, such as Andrew Rash (head of WKU Greek Affairs) and the WKU Student Government Association Sustainability Committee, to further generate ideas and seek out more resources for the program.

Leaders also sought and received prize donations from WKU's Marketing Department and funding from Scholars in Service and the Honors Development Grant after numerous emails and applications. A list of point opportunities was created, and the team discussed what actions should count for points and how value should be determined. In developing this list, Greeks Go Green strived to be inclusive of all Greek organizations, even if they did not have their own house, by allowing them the option to compete in their own separate category.

Greeks Go Green developed a point system to measure how sustainable a chapter really was. To win the competition, organizations could earn varying amounts of points for their house/chapter by submitting different environmentally-friendly actions they did during the contest period. These opportunities for points were organized into a tiered points system based on the difficulty and impact of the actions. The more difficult or environmentally impactful an action is, the more points it was worth. The outlined opportunities to win points varied greatly over many different aspects of lifestyle, levels of difficulty, and impacts, and the competition took an interdisciplinary approach of utilizing not just individual choices but communities, businesses, and politics, as well. For example, some points could be earned by walking or biking to class instead of driving, while others could be earned by shopping at consignment stores or farmer's markets, and others could be earned by writing representatives or registering to vote. Furthermore, there are many easy actions that were worth only a small amount of points but could be submitted again and again without limits to show that small actions can add up.

The point opportunities listed in the Greeks Go Green handbook can be divided into five categories related to sustainability - greenhouse gas emissions, waste reduction, using your dollar, education, and politics. According to Chiras (1992) and Rosen (2018), greenhouse gas emissions from the burning of fossil fuels for electricity have created one of the most serious sustainability concerns that the world faces today. Greenhouse gases cause acid rain which destroys entire ecosystems in rivers and lakes, killing fish and plants (Chiras, 1992). However, greenhouse gases are even more notorious for causing global warming and climate change, which Rosen (2018) calls one of the most pressing challenges surrounding environmental sustainability today. If global temperatures rise above 4-9 degrees Fahrenheit, North Americans will be faced with food shortages as climates become too arid and dry for agriculture, and communities around the world will have to adapt to flooding from melting ice and global sea level rise (Chiras, 1992). This is why it was important to include actions like changing to LED light bulbs and eating plant-based meals as point opportunities.

Regulating the depletion of resources and production of waste is also an important facet of sustainability (Renewable Resources Co, 2016). Food, water, and materials that humans need to thrive as a society are being wasted on single-use, disposable items. Additionally, modern human-generated waste is not able to be decomposed in the same way it would be in a natural ecosystem, because the bacteria essential to the decomposition process do not possess the enzymes necessary to break down the molecules of today's synthetic chemicals like those in plastic (Chiras, 1992). As a result, these chemicals remain on earth for extremely long periods of time, poisoning both the species and the ecosystems around them. Therefore, Greeks Go Green offered point



opportunities for using reusable water bottles, straws, bags, etc. One type of party responsible for this aforementioned resource depletion/waste production includes toxic systems of excessive production and consumption which more often than not follow a line directly from “mines to manufacturing plants to consumers to landfills” (Chiras, 1992). The fast fashion industry is a notorious culprit in perpetuating this type of system in which new styles are constantly released, customers rush to buy them, and clothes are thrown away as soon as the next styles are released. Greeks Go Green therefore encouraged participants to break this cycle by shopping at or donating to thrift stores and by supporting ethical brands.

Engagement with sustainability initiatives is often viewed by governing bodies as a matter of raising awareness. This assumes that individuals simply do not fully comprehend environmental problems, and therefore, that disseminating information about such issues should solve a large part of the problem. While knowledge alone is not the whole solution for influencing behavior to become more sustainable, it is an important start and does play a significant role, especially when one takes into account other factors such as accessibility to living more sustainably or psychological perceptions of sustainability issues (Barr, 2003). It is vital that awareness campaigns take demographic trends into account in order to succeed in educating the public, which is why Greeks Go Green included opportunities for education that would resonate with the Greek community, such as the use of social media and short presentations at chapter meetings.

Lastly, Greeks Go Green offered points for engaging with policymakers through registering to vote or contacting current legislative representatives. It is necessary to point out that policymakers have taken steps to acknowledge and somewhat address the need

for more sustainable systems, and we are certainly better off with these measures in place than without them. However, they are simply not enough. Chiras (1992) puts it best, stating, “Environmental policy was designed to clean up the mess a little, not to ensure a sustainable way of living and doing business on the planet.” That is to say, leaders have essentially just put a band-aid on an open wound, failing to consider how current human activities can be sustained in the long-run.

Whenever an individual completed one of these eco-friendly actions and wanted to receive points for it, they could either submit those actions directly to Greeks Go Green via Instagram or email, or they could submit points to their chapter representative who passed the submissions along to the Greeks Go Green team. The latter option was the most common method of point submission used by participants. However, whichever method was chosen, all submissions must have had some type of photo evidence to verify that the actions were, in fact, completed. Once a month, the Points Chair of Greeks Go Green collected and totaled up all points, determined who the top-earning chapters were that month, and passed that information along to the President and Social Media Chair to be announced.

### ***Program Engagement***

The biggest obstacle was and will continue to be garnering and maintaining interest. To begin, Greeks Go Green created social media accounts on Instagram and Twitter and followed all official WKU Greek organization accounts. Then, the Social Media Chair began developing these Greeks Go Green accounts by first posting profiles of each Greeks Go Green team member before posting weekly tips on living more sustainably. During this time, the president also received the email addresses and phone

numbers of each chapter president from Andrew Rash and subsequently sent messages to each of them. If any of the presidents did not respond at first to the emails, Greeks Go Green followed up with them by text message within the next few weeks. The president also completed interviews for articles in the campus newspaper, the Herald, and in the campus's bi-annual magazine, the Talisman, and encouraged spreading awareness by word of mouth through her own connections and those of her team members as well.

The main incentive for chapters to join the competition drew primarily on their passion for their philanthropies, as the grand prize was up to \$300 for the winning chapter's philanthropy. Thirteen sororities alone raised around \$17 million nationally for their philanthropies in the 2018-2019 school year (National Panhellenic Conference, 2019), showcasing once again how important philanthropic missions are to these organizations. The competition also drew on the competitive spirit of the WKU Greek community, especially surrounding Greek Week, as the winners of the competition were supposed to be announced at Greek Week Convocation, when all the other year-long award-winners are announced. Smaller incentives in addition to the ones already mentioned included the publicity and social media post opportunities that accompanied going green and succeeding in the competition. To complement the good publicity of going green, the Greeks Go Green team wanted to put together welcome gifts for chapters including a sign reading, for example, "AGD is going green!" and Cupanion stickers to be placed on reusable water bottles to track how much plastic they had saved by reusing said bottles. Unfortunately, however, the team did not have enough stickers for every chapter, and they ran out of time to make these signs.

To gain further support for and participation in the program, Greeks Go Green promoted the competition on the WKU Greeks Twitter account and email list with assistance from the head of WKU Greek Affairs, Andrew Rash, so the messages reached directly to chapter members and not just leaders. Additionally, Greeks Go Green Week was placed on the WKU Greek calendar, and team members presented about Greeks Go Green at several Panhellenic meetings. Once chapters registered for the competition, the Presentations Chair reached out to them several times throughout the semester to schedule presentations for their weekly chapter meetings. Chapter representatives were eventually appointed by their chapter to attend monthly Greeks Go Green meetings and pass along the information obtained there to their brothers and sisters. Each of these meetings was formatted so that four different point opportunities were highlighted, allowing representatives to present one opportunity at every chapter meeting until the next monthly Greeks Go Green meeting. In addition, representatives were sometimes given links to specific documents, such as the entire list of point opportunities, to send to their chapter's group chat.

As another strategy for maintaining interest throughout the academic year, Greeks Go Green also awarded small monthly prizes to the chapters who had the most amount of points that month. There was a heavy focus on choosing reusables like produce bags, straws, and Cupanion stickers as prizes to help chapters further cut down their waste and help them succeed in the competition. Greeks Go Green used the funding and donations from Scholars in Service, the WKU Marketing Department, and the Honors Development Grant to provide these prizes, and although the organization was also supposed to receive funds from the Student Government Association for this purpose, it was never disbursed

despite many emails from the Greeks Go Green President that were never answered. Nevertheless, all monthly prizes were announced and distributed at chapter representative meetings. If the representative of the winning chapter was not present, the prize was delivered to the chapter's house or the representative's residence.

In addition to year-long engagement strategies, Greeks Go Green also intended to hold a week-long event during the second semester of the competition to encourage chapters that had not yet submitted points to get involved by allowing any submissions sent during this week to count for twice the amount of points they were normally worth. It also was meant to serve as a celebration of chapters' progress so far and as a form of engagement with the entire community, providing greater awareness of the competition and education about living sustainably on campus. Unfortunately, all of this was canceled due to the COVID-19 crisis. The week would have included tabling in the student union, where Greeks Go Green would have facilitated a penny wars competition with a twist, in which turning in recycling wins back pennies for their organization. Then, in the middle of the week, a bigger fundraising event was supposed to take place, and at the end of the week, there was going to be a festival, the purpose of which was to serve as a kind of "last hurrah" for the organizations participating in the competition. This festival in particular was envisioned as an event for the whole campus and Bowling Green community to raise awareness, like the competition itself does, about how easy (and fun) it actually is to live more sustainably. A mix of vendors, clubs, and informational booths with some interest or relevance to sustainability were contacted to set up stations describing how their group goes green or how their products and services help the environment. These organizations included groups such as Painted Lady Trading,

Bruster's Ice Cream, WKU's Horticulture Club, Food Network Recovery, and more. Even though all in-person events were canceled, chapters were still able to take advantage of the double-points provision of this week. However, Omega Phi Alpha, the top competitor, was the only one to do so, presumably because no one was on campus and the school was still focused on adjusting to online classes at that time.

### ***Program Evaluation***

Greeks Go Green released a survey towards the end of the competition to identify which strategies were the most effective, which obstacles to the competition's success existed, and in which ways the program could be better developed to encourage more involvement in sustainability. In developing the survey, the president first wanted to ensure that each respondent was in a Greek organization that participated in the competition. After these preliminary screening questions, respondents were asked to state why they did or did not submit points to Greeks Go Green throughout the year. Next, they were given a list of statements to rate on a Likert scale of 1-5, with 1 being not true at all, 3 being neutral, and 5 being completely true. These statements pertained to each of Greeks Go Green's main outreach/engagement strategies (social media, presentations, chapter representatives, etc.) and how effective participants felt the competition was both for themselves personally and for their chapters as a whole. The last section of the survey consisted of open-ended questions about how the competition can improve and become more successful next year (all survey questions can be found in Appendix A).

The survey was administered using the platform Qualtrics, and it was then sent directly to members of the Greek community through the WKU Greeks listserv. Data were analyzed in three major steps. First, the team evaluated the most common reasons

respondents did or did not participate in the competition. In the next section, close attention was paid to the statements rated the highest and lowest on average to determine which strategies were most and least effective. Finally, in the last section, the team analyzed common themes emerging from the general feedback questions, as well as the efficacy of suggestions offered in these responses to improve next year's program.

To safeguard the steady progress of Greeks Go Green, teams must consistently be replaced by officers who are just as passionate about sustainability and making a difference. To start the process of finding these people, the President created a Google form which was sent out through the WKU Greeks email list to gauge interest. This form asked for name, affiliation, and contact information before giving brief descriptions of the responsibilities of each available position. The form then asked respondents to choose which positions they were interested in and to provide a bit of information about themselves so they could be paired with the office that would best fit them. Because there were no conflicting interests in positions between respondents, the President assigned each person to an office easily. In the future, especially if there is competition among candidates, positions should be decided by an election of current Greeks Go Green members. Once the new officers were chosen, they were trained on their role by the former officers to learn about their responsibilities, strategies that worked or didn't work, and ideas to try in the following year. If, for whatever reason, a former officer was not able to train their replacement, the former President provided this training. Most importantly, the former President met with the new President to write the timeline for the next year together and to plan the work they would do together throughout the summer to ensure everything was completely ready before classes started in the fall.

## **Results and Discussion**

WKU Greeks Go Green affected various aspects of the environment in many different ways. Education and small habit changes were two large objectives of the competition that were included to simply promote environmental mindfulness in day-to-day life. Twenty-three Greeks tagged our Instagram accounts in posts aimed at raising awareness for more sustainable living, and twenty-five Greeks chose to further educate themselves on the issue by taking the carbon footprint calculator quiz and writing about their results. There were several main takeaways that emerged from these reflections. Out of those twenty-five responses, fourteen people stated that they would change their eating habits to lower their footprint, whether that be through eating a more plant-based diet, consuming less meat, or shopping more locally for their food. In addition, nine people cited transportation as an area where they planned on improving their sustainable lifestyle, referencing carpooling, walking, and biking as more eco-friendly options they would consider choosing in the future. Lastly, five people expressed a desire to lower their energy usage at home by turning off lights, unplugging chargers, and being mindful of their thermostat. Other areas of improvement that were mentioned less frequently in these reflections included creating less waste (particularly plastic) and investing in reusables, shopping local and secondhand, lowering their water usage, and utilizing their compost and recycling bin more often.

In addition to this education and reflection, participants in the competition reported making small habit changes as well. Chapters reported members walking to class 182 times throughout the length of the competition. Additionally, sixty-four participants registered to vote, and eighteen sorority women reported shopping at



Goodwill instead of supporting the fast-fashion industry. One organization even went above and beyond, organizing and executing six service projects benefiting various environmental causes, including the Diddle Recycling Program, fund-raising for Australian coral reefs and the Amazon rainforest, and creating bottle bricks full of non-recyclable material to build houses for those in need.

Greeks Go Green had an even bigger impact when considering the amount of waste that was prevented by the use of reusable items. By our estimates, the WKU Greek community saved 5,256 straws (National Park Service, 2019), 15,132 plastic bottles (Earth Day Network Staff, 2018), 1,155 Starbucks cups (Morales, 2019), 2,763 plastic shopping bags (Earth Day Network Staff, 2018), 3,600 makeup wipes (Komar, 2019), 3,780 sandwich bags (Smith, 2017), and 122 pieces of cutlery throughout the year (Project Green, 2019). This has an enormous effect on saving water and CO<sub>2</sub> emissions as well, considering the amount of each that is not only involved in creating the plastic (and other materials used in these items), but also managing the overcrowded landfills where all of this waste ends up and remains for hundreds of years. Of course, these are only rough estimates. Every person uses a different amount of single-use items to begin with, and every person varies in the frequency that they remember to actually use their reusable items. However, it is encouraging to the Greeks Go Green team and Greek community at WKU to see that the competition has actually had an impact and made a difference.

In addition to reducing waste, this competition helped save 53,300 gallons of water by encouraging participants to eat plant-based meals (Cronin, 2016), and through these plant-based meals (Weber & Matthews, 2008), planting gardens (Warnert, 2016), composting food waste (Brown, 2013; Brooksbank, 2018), and changing light bulbs to

LED lights (LED One Distribution Administration, 2019), participants were able to save 36.632 tons of CO<sub>2</sub> from entering the atmosphere (see Appendix B for calculations). All of this information can serve as a baseline when future leaders are setting goals for the competition in the coming years, and it can also provide an incentive for participants in Greeks Go Green when they see the results of their point submissions.

Furthermore, a fact that is particularly reassuring about these impacts comes from a section of the feedback survey in which participants (n = 50) rated several statements on a scale from 1 (not true at all) to 5 (completely true). The highest average out of these statements was a 4.24, representing the statement “I will continue these positive changes in my habits after this year's competition finishes.” Additionally, those surveyed expressed a belief that they were more environmentally conscious now, both as an individual (average score 3.82) and within their organization as a whole (average score 3.89). Therefore, the data indicate that these positive impacts and lifestyle changes are likely to continue even after the competition concludes.

Survey respondents also pointed out strengths in the competition, indicating an interest in chapter presentations and stating that they enjoyed the ones they saw and would like to see more in the future. It is also encouraging that of the top three reasons for participating, respondents listed a passion for their philanthropy and a desire to beat other chapters as the second and third most commonly cited reasons. This is reassuring because the philanthropy prize money and competitive spirit between Greek organizations were two core aspects of Greeks Go Green that future team leaders can continue to draw on and enhance in the coming years.

The feedback survey also revealed weaknesses in the competition. For starters, the most common reason people listed for not participating in Greeks Go Green was that they simply did not think about it throughout the year. Furthermore, social media was listed as the least effective outreach strategy, and this was one method that was utilized throughout the year to try to engage and update the Greek community. Other than a forgetfulness about the competition, many respondents also listed that they felt submitting points was inconvenient. While future teams can work to facilitate easier point submissions, one thing lies more outside of their control - participants' previous sentiments. When asked about their reasons for participating in Greeks Go Green, respondents listed their pre-existing concern for the environment as the overwhelmingly most commonly cited reason. Of course, it is wonderful that these respondents care about the environment, but it is difficult to make other people feel the same concern. Therefore, future teams will need to capitalize on the other reasons for participation in the competition (philanthropy and competitive spirit) to garner and sustain interest in the next few years.

One clear message that resulted from the survey was that this year's Greeks Go Green team faced many struggles in the execution of its plans. This was demonstrated in the fact that many responses offered suggestions that had already been attempted this year or would have been attempted if funding was available. For example, several comments revolved around increasing publicity through promotional items such as t-shirts and stickers, but the budget available for this project was already quite small. The Greeks Go Green team also did not have enough funding to execute another suggestion - creating more special promotional events for the Greek community. Furthermore, those

special events that were attempted, such as benefit nights and one Greeks Go Green week each semester, were never followed through with by the Greeks Go Green officers in charge of them, despite having carefully planned timelines and regular weekly check-ins (see Appendix C).

Despite these weaknesses and obstacles listed in the survey, many respondents also detailed incredibly useful and original ideas. Many of these recommendations were concerned with increasing publicity and awareness about the competition. One respondent suggested the use of a Google form for the points submission process. This is a fantastic idea, because not only could this be turned into a QR code for even easier access, but also because it would greatly improve the efficiency of the points counting and updating process as well, since Google form responses can be conveniently routed to Google spreadsheets immediately after a form is completed. Additionally, another respondent suggested posting fliers with these QR codes all over campus and in chapter houses as reminders. Moreover, another QR code could be created for the handbook and also posted on the fliers to increase accessibility to information about points opportunities.

A shift of focus away from social media and towards a newsletter would also be extremely beneficial because it would directly reach every individual in the Greek community instead of simply the general public and already interested followers. Several responses suggested a weekly or monthly newsletter to highlight point updates, future prizes, chapter shout-outs, point opportunities, or a sustainability tip of the week. Lastly, respondents advised that the Greeks Go Green team should ensure that new members are informed about the competition in addition to already initiated chapter members. One

way to do this could be through a shift from in-person chapter presentations to pre-recorded videos, which would reduce the hassle of scheduling presentations and would be easy to share during chapter and new member meetings.

In addition to the comments about improving accessibility to the competition, it is clear that the process for selecting and training chapter representatives needs to be reformed. Greeks Go Green encountered struggles with enforcing that chapter representatives keep their chapters informed throughout the year, which is a shame because when done correctly, representatives can be extremely effective. When asked to rate the effectiveness of several Greeks Go Green outreach strategies on the aforementioned scale of 1-5, the strategy rated the highest with an average of 3.95 was the use of chapter representatives. However, it is important to note that 72% of survey respondents came from chapters whose representatives were heavily engaged in the competition and dedicated to ensuring their chapter's success. For instance, 56% of responses came from the top five performing chapters in the competition, and 18% came from chapters with members on the Greeks Go Green executive board. Therefore, one thing we can infer from these data is that when the role is filled by a committed member, the chapter representatives program can be incredibly effective. However, based on points submitted and meeting attendance records, it is clear that not all chapter representatives were like this, and it is difficult to ensure that each chapter will appoint a representative of this nature.

Challenges in communication from the Greeks Go Green team to chapter representatives to individual participants emerged in the feedback survey. The third most common suggestion that we had already tried to implement revolved around creating an

easier point-submission process and greater accessibility to the list of points opportunities. Members were able to either send their points to their chapter representative or directly to the Greeks Go Green team through our very intuitive Instagram handle (@wkugreeksgreen) or email address (wkugreeksogreen@gmail.com). Additionally, the handbook was linked in the competition's Instagram biography, and if that was too lengthy for participants to read, chapter representatives were also sent a one-pager of point opportunities to forward along to their chapters. The second most common suggestion of this type was to include more incentives and checkpoint prizes. Funding obviously remains another obstacle to materializing this suggestion. However, even with this restriction, Greeks Go Green already offered checkpoint prizes every month to the top competitor, which was clearly not communicated to individual participants. Lastly, several survey participants expressed a wish for the competition to start earlier in the semester or the year, most likely not realizing that the competition started September 20th, and it was their own organization and representatives who did not start participating until much later.

Nevertheless, the most common suggestion that had been attempted by the Greeks Go Green team revolved around keeping individual chapter members informed about and engaged with the competition. The Presentations Chair reached out to chapters multiple times throughout both semesters through email and text message to schedule presentations about Greeks Go Green for their chapter meetings. In addition, keeping individuals informed requires that each chapter has a committed Greeks Go Green representative to pass along information and provide reminders about the competition. Unfortunately, since the Greeks Go Green team does not have a process for appointing

chapter representatives, they have no control over the quality of representatives that chapters appoint. Therefore, it is the chapters' responsibility to appoint representatives who care about the competition and will keep their chapters informed and engaged. Once again, data from the survey show that when a chapter has an invested representative, they will succeed in the competition. However, practical data from the number of chapters that actually did submit points show that when a chapter does not have a good representative, they will not submit points.

Therefore, when speaking to chapters about choosing a representative, the Greeks Go Green team needs to be explicit in detailing the responsibilities of the position and in advising that they appoint someone who will help their chapter succeed. Such responsibilities should be made clear to the elected representative as well and should include attending bi-weekly meetings, speaking at their chapter meeting every week, and making information about point opportunities and the competition accessible to their chapter at all times. Additionally, several survey respondents proposed incentive and engagement ideas which may be too much for the current Greeks Go Green executive board to manage but would be appropriate tasks and responsibilities for chapter representatives. For instance, one respondent suggested having in-chapter prizes, where the individual who submits the most points within an organization receives a prize. Similarly, another respondent proposed weekly activities such as "a clothing drive, eco-DIY projects, campus clean ups, planting gardens, volunteering at the sustainability house (where the Greek community can come together as a whole)." The executive board's role is to focus on the big picture of the competition, while communicating with

chapters as a whole; nevertheless, these could both be wonderful opportunities for chapter representatives to fully involve their chapter in the competition.

Lastly, it will be important for future leaders to engage with fraternities in particular to increase their involvement in Greeks Go Green. While sororities embraced the competition more quickly and fully, fraternities only submitted points twice throughout the entire year. To change this next year, Greeks Go Green leaders should speak about the competition at Interfraternity Council meetings to connect directly to individual chapter members who may be interested in participating. Future leaders can also pair fraternity chapter representatives with a sorority representative to plan the aforementioned weekly activity for the date assigned to them. This would involve them more closely with the program, and it would help ensure that they would find friends and other chapter members to attend these activities to make their event more fun and to avoid embarrassment in front of their sorority counterpart. Next year's team should also capitalize on a major interest of fraternities - tailgates. There should be an emphasis on point opportunities from recycling challenges conducted on game days, and Greeks Go Green should also provide information in the form of a one-pager or video about how to have a more sustainable tailgate.

## **Conclusion**

The need to build sustainable societies is a pressing issue with a deadline, and our communities need to take broad collective action before it is too late. The goal of Greeks Go Green was to do exactly that, having a tangible impact on sustainability issues and showing the Greek community that making a difference can be easier than it seems. The



competition achieved this goal to a significant extent for its first year in operation by donating money to winning chapters' philanthropies as an incentive, conducting extensive outreach to chapters, and providing a large variety of point opportunities. Greeks Go Green certainly faced some obstacles such as a disconnect in communication, as many participants did not realize certain facts such as how early the competition started and that Greeks Go Green offered checkpoint prizes. While social media was not an effective form of communication for this competition, the Greeks Go Green team did find that when chapter representatives were engaged with the program, their chapters did succeed. However, more work needs to be done in future years to ensure that chapter representatives do stay engaged with the competition and their chapter. Despite these struggles, Greeks Go Green succeeded in providing education, encouraging long-term lifestyle changes, and reducing waste, water use, and greenhouse gas emissions in the Bowling Green community. Things can certainly be done to spread further awareness about the competition, such as the release of a regular newsletter, creation of video presentations, and the use of Google forms transformed into QR codes on fliers posted all around campus. In the future, this competition can surely become an integral part of WKU's Greek culture as it continues to improve year after year.

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## Appendix A - Survey Questions

Are you a student in Greek life?

Yes

No

What organization are you in?

Have you heard about Greeks Go Green?

Yes

No

If yes, how?

Social Media

Chapter Presentation

Your chapter's Greeks Go Green representative

Other:

Did your organization participate in Greeks Go Green?

Yes

No

Did you personally participate in Greeks Go Green?

Yes

No

How many times did you submit points to the competition?

0

1-5

6-20

More than 20

If you did not participate/submit points, why not? (select all that apply)

I never thought about it

It seemed too difficult/inconvenient

Other:

× Not Applicable

If you did participate/submit points, why? (select all that apply)

I care about the environment

I wanted my chapter to beat the other chapters

I care about my chapter's philanthropy

I was excited about prizes for monthly winners

Other:

× Not Applicable

Please rate your agreement with the following statements on a scale of 1-5, with 1 being not true at all and 5 being completely true:

Before the competition, I already knew a lot about sustainability and the environment

Before the competition, I lived a sustainable lifestyle

I follow Greeks Go Green on social media and stay updated with their content



I enjoyed Greeks Go Green presentations that were given at my chapter meetings,  
and would want to see more topics covered

I felt as though communication about competition rules and logistics was clear  
and consistent

My chapter representative for Greeks Go Green updated us often on the  
competition, how to submit points, etc.

I feel like Greeks Go Green has made me a more environmentally conscious  
individual

I feel like Greeks Go Green has made my chapter overall a more environmentally  
conscious organization

I consider myself to be living more sustainably now than before Greeks Go Green

I have seen a positive change in my habits thanks to Greeks Go Green

I learned a lot about sustainability and the environment through Greeks Go Green

I will continue these positive changes in my habits after this year's competition  
finishes

What can leaders of the competition do better next year to increase participation?

Are there any other environmental issues that you feel the competition did not address?

Yes

No

If yes, which issues and how can they be addressed?

What other feedback do you have that you think could make Greeks Go Green even more  
successful in the coming years?

## Appendix B - Impact Calculations

### Straws

- 1.6 straws disposed of per person per day x 365 days per year = 584 straws disposed of per person per year
- 9 participants had reusable straws x 584 straws disposed of per person per year = 5,256 straws saved over the year

### Plastic Bottles

- 156 plastic bottles disposed of per person per year x 97 reusable water bottles, tumblers, and large travel cups submitted by participants = 15,132 plastic bottles saved over the year

### Starbucks Cups

- 165 Starbucks cups disposed of per person per year x 7 participants' reusable Starbucks cups = 1,155 Starbucks cups saved over the year

### Plastic Shopping Bags

- 307 plastic shopping bags disposed of per person per year x 9 participants' reusable shopping bags = 2,763 plastic shopping bags saved over the year

### Makeup Wipes

- 1 reusable makeup eraser submitted - saves 3,600 makeup wipes

### Sandwich Bags

- 540 plastic sandwich bags disposed of per person per year x 7 reusable sandwich bags, beeswax wrap, and containers submitted by participants = 3,780 sandwich bags saved over the year

### Pieces of Cutlery

- 40 billion pieces of plastic cutlery disposed of in the US per year ÷ 327.2 million people in the US = 122.25 pieces of cutlery disposed of per person per year (1 participant submitted)

### Water from Plant-Based Meals

- 1 person saves 3,900 gallons of water per day by switching from meat → plant based diet ÷ 3 meals per day = 1,300 gallons of water per meal
- Participants submitted 41 plant-based meals x 1,300 gallons of water per meal = 53,300 gallons of water saved

### CO2 Emissions Saved

- LED light bulbs
  - One 6 pack of LED 6 watt bulbs saves **36 tons of household emissions** per year (1 participant submitted)
- Gardens
  - **4.4 lbs (0.002 tons) of CO<sub>2</sub> equivalent emissions** saved for every 2.2 lbs of vegetables grown (1 tomato garden submitted)
- Composts
  - Each person generates 100 kg (220.46 lbs) of dry food waste per year x 3 participants' composts = 661.3 lbs (0.33 tons) of dry food waste per year
  - 1 ton of waste in a landfill = 1 ton CO<sub>2</sub> equivalent emissions
  - 0.33 tons of waste = **0.33 tons of CO<sub>2</sub> equivalent emissions saved**
- Plant-based meals

- 25 mi/gal car that drives 12,000 mi/year = 4.4 tons of CO<sub>2</sub> equivalent emissions per year
- Eating plant-based one day per week = 1,160 mi/year worth of CO<sub>2</sub> equivalent emissions saved
- $12,000 \text{ mi} \div 4.4 \text{ tons of CO}_2 \text{ equivalent emissions} = 2727.3 \text{ mi/ton}$
- $1,160 \text{ mi/year} \div 2727.3 \text{ mi/ton} = 0.4 \text{ tons/year saved}$
- Eating plant-based one day per week = 52 plant-based meals per year →  
0.4 tons  $\div$  52 plant-based meals
- 0.008 tons saved per plant-based meal x 41 plant-based meals submitted =  
**0.3 tons of CO<sub>2</sub> equivalent emissions saved**
- 36 tons + 0.002 tons + 0.33 tons + 0.3 tons = **36.632 tons of CO<sub>2</sub> equivalent emissions saved in total**

## Appendix C - Greeks Go Green Timeline

- I. July 1-5
  - A. President:
    - 1. July 2 - outline competition and finish points system document
    - 2. July 3 - create fliers reminding of how to be green (turn off lights, turn off water, only use on paper towel, recycle)
- II. July 8-12
  - A. President
    - 1. Finish competition handbook including points system, timeline, rules, housing divisions, etc.
  - B. Sponsorships Chair
    - 1. Create list of businesses in Bowling Green to reach out to for Greeks Go Green Week
    - 2. Create list of funding possibilities for prizes
  - C. Greeks Go Green Week Chair
    - 1. Outline activities for Greeks Go Green Week
  - D. Social Media Chair
    - 1. Create social media (Instagram, Twitter) and Gmail profiles
  - E. Presentations Chair
    - 1. Create presentation: intro to living green
    - 2. Create list of 5 other presentation topics
- III. July 15-19
  - A. President
    - 1. Apply for Honors Development Grant, Lifetime Experience grant, FUSE grant, Scholars in Service
    - 2. Contact SGA sustainability about funds and prizes
  - B. Sponsorships Chair
    - 1. Reach out to businesses and funding possibilities for our Greeks Go Green Week and prize opportunities
    - 2. Plan a fundraising event
  - C. Greeks Go Green Week Chair
    - 1. Reach out to the necessary people/businesses for Greeks Go Green Week (may need to work with Sponsorships Chair - may include food trucks, recycling department, student organizations, sustainability office, participating Greek orgs, environmental groups, etc.)
  - D. Social Media Chair

1. Create content for social media (8 posts, Sept 23-Nov 11)
- E. Presentations Chair
  1. Create the 2nd and 3rd presentations
- IV. July 22-26
  - A. President
    1. Send website blurbs to Sustainability and Resource Conservations
    2. Check in with team individually
  - B. Sponsorships Chair
    1. Secure commitments from at least 3 local businesses/sponsors
  - C. Greeks Go Green Week Chair
    1. Secure commitments from at least 3 organizations/businesses/departments
  - D. Social Media Chair
    1. Create content for social media (8 posts, Nov 18-Feb 17)
  - E. Presentations Chair
    1. Create the 4th and 5th presentations
- V. July 29-August 2
  - A. President
    1. Decide on prizes, order if funds are available
    2. Fill in missing info on handbook
      - a) Green Squirrel of Approval
      - b) Presentations Chair's topics for presentations
      - c) Finalize amount of grand prize money
  - B. Sponsorships Chair
    1. Secure commitments from at least 5 local businesses/sponsors
  - C. Greeks Go Green Week Chair
    1. Secure commitments from at least 5 organizations/businesses/departments
  - D. Social Media Chair
    1. Create content for social media (8 posts, Feb 24-Apr 20)
  - E. Presentations Chair
    1. Create the 6th presentation
- VI. August 5-9
  - A. August 9 - everything finished and ready
  - B. President
    1. Send out formal invitations to each chapter
    2. Set 1st team meeting - include mentors and committee
    3. Review committee's progress
  - C. Sponsorships Chair
    1. Establish/finalize expectations of participation with businesses

- 2. Finalize details of fundraising event
  - D. Greeks Go Green Week Chair
    - 1. Finalize plans for Greeks Go Green Week
  - E. Social Media Chair
    - 1. Finalize social media calendar (be sure to include competition/point updates!)
  - F. Presentations Chair
    - 1. Proofread/edit presentations
- VII. Break for Recruitment August 12-23
- VIII. Fall semester schedule
  - A. August 26-September 6
    - 1. President - Continue reaching out to chapters who have not responded (follow-up emails saying “this is who is already participating” as well as the Cupanion incentive if available)
    - 2. Reach out to chapters via GroupMe, then directly to presidents’ phones
    - 3. Introduce idea at pan meetings
    - 4. Outreach to organizations for festival (divide among team)
      - a) Ecology Club - [albert.meier@wku.edu](mailto:albert.meier@wku.edu)
      - b) GreenToppers - [amy.nemon@wku.edu](mailto:amy.nemon@wku.edu)
      - c) Horticulture Club - [martin.stone@wku.edu](mailto:martin.stone@wku.edu)
      - d) Water Resource Management Class - [abigail.williams960@topper.wku.edu](mailto:abigail.williams960@topper.wku.edu)
      - e) Waterstep Club - [caitlyn.couvillion624@topper.wku.edu](mailto:caitlyn.couvillion624@topper.wku.edu)
      - f) WKU grounds and gardens/ Tree Campus USA - [leah.hopwood@wku.edu](mailto:leah.hopwood@wku.edu)
      - g) City of BG - [Matt.Powell@bgky.org](mailto:Matt.Powell@bgky.org) ; [nikki.koller@ky.gov](mailto:nikki.koller@ky.gov)
    - 5. Emails to send:
      - a) Reach out to BGMU to ask for donations for prizes
        - (1) Also a mulch yard for eco-friendly mulch
      - b) Andrew Rash:
        - (1) G3 on Greek Calendar
        - (2) how many Greek students are there/expected
      - c) Reach out to Shogun Food Truck
        - (1) Make template email/phone call script to split emails between team
    - 6. Greeks Go Green Week plan - follow up with Greeks Go Green Week Chair
    - 7. To Resource Conservation:

- a) Look at what prizes can be ordered through WKU vendors  
4imprint and Amazon Prime
  - b) Cupanion colors
8. Points Chair
- a) Reach out to:
    - (1) committee for diversity and inclusion - [mark.clark867@topper.wku.edu](mailto:mark.clark867@topper.wku.edu)
    - (2) Environment, Health & Safety (snow cones) +  
White Squirrel Weather - [david.oliver@wku.edu](mailto:david.oliver@wku.edu)
    - (3) Dining Services - [Madona-may@aramark.com](mailto:Madona-may@aramark.com)
    - (4) Parking and Transportation Services -  
[julie.smith@wku.edu](mailto:julie.smith@wku.edu)
    - (5) WKU Store - [sarah.sears@wku.edu](mailto:sarah.sears@wku.edu)
    - (6) Habitat for Humanity – [habitat@wku.edu](mailto:habitat@wku.edu)
    - (7) WKU HOLAS - [ashton.jones737@topper.wku.edu](mailto:ashton.jones737@topper.wku.edu)
9. Sponsorships Chair
- a) Fundraising event current ideas - Top of the Hill Nutrition,  
buttons
  - b) Make a plan, outline smaller goals, add tasks to complete  
these goals to each week/team member on the committee  
timeline
  - c) Reach out to:
    - (1) The WKU Food Pantry - [cara.walters@wku.edu](mailto:cara.walters@wku.edu)
    - (2) Wholesome WKU - [wkudietitian@wku.edu](mailto:wkudietitian@wku.edu)
    - (3) Oceanography Class - [margaret.crowder@wku.edu](mailto:margaret.crowder@wku.edu)
    - (4) WKU W.I.S.E. (women in science & engineering) -  
[margaret.crowder@wku.edu](mailto:margaret.crowder@wku.edu)
    - (5) CCSJ - [ccsj@wku.edu](mailto:ccsj@wku.edu)
    - (6) Renters Rights - [patricia.minter@wku.edu](mailto:patricia.minter@wku.edu)
    - (7) Wildlife - [lauren.morris999@topper.wku.edu](mailto:lauren.morris999@topper.wku.edu)
10. Social Media Chair
- a) Get people hype on social media!
  - b) Reach out to:
    - (1) WKU Online + OnDemand -  
[holly.young@wku.edu](mailto:holly.young@wku.edu)
    - (2) Kentuckians for the Commonwealth -  
[laura@kftc.org](mailto:laura@kftc.org)
    - (3) Top Crops - [topcrops.garden@gmail.com](mailto:topcrops.garden@gmail.com)
    - (4) Nutrition Center - [nutritioncenter4@bellsouth.net](mailto:nutritioncenter4@bellsouth.net)
    - (5) WKU Fashion - [carrie.cox@wku.edu](mailto:carrie.cox@wku.edu)



- (6) Water Professionals - [jason.polk@wku.edu](mailto:jason.polk@wku.edu)
- (7) GEOG 427 Water Resources Management Class - [james.troxell169@topper.wku.edu](mailto:james.troxell169@topper.wku.edu)

11. Greeks Go Green Week Chair

- a) Reach out to:
  - (1) Chaney's Dairy Barn - [chaneyinfo@yahoo.com](mailto:chaneyinfo@yahoo.com)
  - (2) Art Matters - [teresachristmas.artmatters@gmail.com](mailto:teresachristmas.artmatters@gmail.com)
  - (3) Need More Acres Farms - [michelle.lifeisgood@gmail.com](mailto:michelle.lifeisgood@gmail.com)
  - (4) CNI - [dougjessell@cnielectronics.com](mailto:dougjessell@cnielectronics.com)
  - (5) Operation Pride - [angie.alexieff@ky.gov](mailto:angie.alexieff@ky.gov)
  - (6) printmaking club - [marilee.salvator@wku.edu](mailto:marilee.salvator@wku.edu)
  - (7) Patti Minter, State Rep. - [patricia.minter@wku.edu](mailto:patricia.minter@wku.edu)

12. Presentations Chair

- a) Reach out to:
  - (1) Baker Arboretum - [martin.stone@wku.edu](mailto:martin.stone@wku.edu)
  - (2) SOKY Marketplace - [sokymarketplace@gmail.com](mailto:sokymarketplace@gmail.com)
  - (3) Lost River Cave - [annie@lostrivercave.org](mailto:annie@lostrivercave.org) ; [gillian.james989@topper.wku.edu](mailto:gillian.james989@topper.wku.edu)
  - (4) KESC - [tyler.s.hill23@gmail.com](mailto:tyler.s.hill23@gmail.com)
  - (5) VEO Ride - [thanna@veoride.com](mailto:thanna@veoride.com)
  - (6) First Christian Church - Heidi Holgate

13. IFC Liaison

- a) Contact connections in advertising
- b) Finish creating a presentation for IFC/Presidents Roundtable
- c) Reach out to:
  - (1) WKU Staff Sustainability Committee - [fallon.willoughby@wku.edu](mailto:fallon.willoughby@wku.edu)
  - (2) Outdoor Recreation and Activities Center - [luke.bartlett@wku.edu](mailto:luke.bartlett@wku.edu) ; [orac@wku.edu](mailto:orac@wku.edu)
  - (3) MBA – Sustainability - [april.schleig@wku.edu](mailto:april.schleig@wku.edu)
  - (4) Jill Brown – Geosciences - [jill.brown@wku.edu](mailto:jill.brown@wku.edu)

B. September 7-20

- 1. President and Presentations Chair - Speak at the chapter meetings of those who have responded
- 2. Points Chair
  - a) Help Greeks Go Green Week Chair by reaching out to:
    - (1) RAW

- (2) Zest Juice
- (3) Whit Dogs Food Truck
- (4) The Cake Shop
- 3. President - Establish Sustainability Managers in each participating chapter and schedule chapter presentations
  - a) Team check-in
- 4. Presentations Chair - help Greeks Go Green Week Chair by reaching out to:
  - a) Mellow Mushroom
  - b) Mellow Matt's
  - c) Earthbound
  - d) Panera
- 5. Social Media Chair - help Greeks Go Green Week Chair by reaching out to:
  - a) Beverly Hills Boutique
  - b) Elite Repeats
  - c) Griff's
  - d) Salad Works**
  - e) Beet Box
- 6. Social Media Chair - make the “ \_\_\_\_ is going green!” signs
- 7. Official start date September 20!!
- C. September 23
  - 1. President, IFC Liaison, and Presentations Chair - Speak at Pan, IFC, and chapter meetings
    - a) President - put together welcome gifts of signs and stickers; record current Cupanion data to compare post-competition
  - 2. Greeks Go Green Week Chair - see how to reserve Centennial for festival
  - 3. Sponsorships Chair - contact plant shop and boutique
    - a) When will DSU let us table - WRF
    - b) Call Top of the Hill
    - c) Figure out date before Pan to announce
    - d) Make \_\_\_\_ is going green signs
  - 4. Social Media Chair - 1st social media promo!
- D. September 30 - November 4
  - 1. Social Media Chair - weekly social media promo
- E. November 10
  - 1. Social Media Chair and Points Chair - Social media points update
- F. November 11
  - 1. Social Media Chair - Social media promo

2. President - make one-pager of point opportunities and send all info to Sustainability and Resource Conservations for websites, Greek twitter/site, chapters
    - a) Service hour opportunities - we can each advertise in our own chapter's group chat
- G. November 13
1. Logistics Chair - fill volunteer spaces for Market on the Ave (1030-2), work with Social Media Chair to create poster to draw people in
    - a) Also reserve table in DSU for Dec 4-6
  2. Sponsorships Chair - Contacted Top of the Hill?
  3. Presentations Chair - follow up emails
- H. November 15
1. Presentations Chair - follow up texts
- I. November 18
1. Social Media Chair - Social media promo
  2. President - compile list of chapter representatives and email/group me message them about monthly meetings next semester
    - a) Make a poster or something for tabling - maybe a white board for “ \_\_\_ is going green” or “I go green because \_\_\_”
    - b) Semester prizes
  3. Sponsorships Chair - contacted the right person to speak at next Pan?
  4. All team - stand up and talk at chapter meetings
    - a) Also come up with 2-3 button designs
- J. November 25
1. Social Media Chair - Social media promo; Logistics Chair to do Instagram takeover for Thanksgiving
  2. Sponsorships Chair - 100 buttons made by Nov 28
    - a) Speak at Pan
  3. Logistics Chair
    - a) Get volunteers for Dec 4-6
  4. President - get us registered as a Registered Student Organization
- K. December 2
1. Social Media Chair - Social media promo
- L. December 4-6
1. Sponsorships Chair - mini Greeks Go Green week
- M. December 6
1. Social Media Chair and Points Chair - Social media point update
  2. Climate strike

- N. December 9
  - 1. Social Media Chair - Social media promo
- IX. WINTER BREAK
  - A. Points Chair - Update point spreadsheets according to email and social media
  - B. President - Plan next semester prizes
    - 1. Feedback survey
    - 2. Plan - schedule to-do lists and team + rep meetings
    - 3. Make rep group me
- X. Spring semester schedule
  - A. January 27-31
    - 1. Social Media Chair and Points Chair - Social media point update
    - 2. Logistics Chair
      - a) Reserve a room in DSU for monthly chapter rep meetings
    - 3. Greeks Go Green Week Chair - review Greeks Go Green Week plan
    - 4. Chapter Rep Meeting - once a month; create agenda
      - a) Send out minutes in the Group Me after
  - B. January 28
    - 1. Social Media Chair - Social media promo
  - C. February 3-7
    - 1. Social Media Chair - Social media promo
    - 2. President - Make one-pager for chapters wanting to do an Instagram Takeover
    - 3. Logistics Chair - Reserve tables and places for GGG Week
      - a) Create excel sheet for volunteers and start finding them
      - b) Reserve rooms for future team meetings
    - 4. Sponsorships Chair - contact businesses this week and get a commitment to have a fundraiser for Greeks Go Green week
    - 5. All team - speak at your own chapter meetings: plug service hour opportunities (using volunteer one-pager), philanthropy money, and Greek Week
    - 6. Team Member meeting - every other week; create agenda
  - D. February 10
    - 1. Social Media Chair - Social media promo
    - 2. President - ask if any chapters want to takeover the IG
  - E. February 17
    - 1. Social Media Chair - Social media promo
    - 2. President
      - a) Apply to IRB and write survey

- b) Create meeting agenda
- F. February 20
  - 1. Social Media Chair and Points Chair - Social media point update
  - 2. President - send takeover one-pager to AXiD rep
- G. February 24
  - 1. Social Media Chair - Social media promo
  - 2. Greeks Go Green Week Chair - follow up email with organizations and businesses that have committed to Greeks Go Green Week
- H. March 2
  - 1. Social Media Chair - Social media promo
  - 2. Logistics Chair - make instructions for volunteers (President and Greeks Go Green Week Chair can help and review if needed)
  - 3. Greeks Go Green Week Chair - make instructions for organizations and businesses tabling (President can help and review if needed)
    - a) Call any businesses and orgs that have not responded
  - 4. President - follow up with Andrew Rash and make sure we can still announce winners at convocation
    - a) Email honors about cutting checks for top two winners from HDG
- I. March 9
  - 1. Social Media Chair - Social media promo
  - 2. Someone speak at Pan about Greeks Go Green Week
  - 3. IFC Liaison - speak at IFC about Greeks Go Green Week
  - 4. Logistics Chair - Send instructions to volunteers
  - 5. Greeks Go Green Week Chair - send instructions to organizations and businesses
- J. March 16-20
  - 1. Sponsorships Chair and Greeks Go Green Week Chair - Greeks Go Green Week! Double Points!
- K. March 20
  - 1. Social Media Chair and Points Chair - Social media point update
- L. March 23
  - 1. Social Media Chair - Social media promo
- M. March 30
  - 1. Social Media Chair - Social media promo
  - 2. President - create Google forms for next year
    - a) One for board positions
    - b) One for chapters to formally sign up
- N. April 1

1. Social Media Chair and Points Chair - Last social media point update
  2. Points Chair - Last call for points
- O. April 13
1. Social Media Chair - Social media promo
  2. All-team - meeting to write manual for each position for the next person (what worked, what didn't, why, what want to try but didn't have time, timeline, responsibilities, etc.)
- P. April 20
1. Social Media Chair - Last social media promo
  2. President - decide on next year's board positions
- Q. April 22
1. Climate Strike/Earth Day!
- R. April 26
1. Points Chair - Final count
  2. President - winners, accomplishments, goals, and next board positions announced at Greek Week
    - a) Host officer transition day