

Project Analysis Env-247 Spring 2005

Group: Events

Members: Anna Boone, Catherine Packer, Vanessa Robinson, Harah Milki, Yumi Tomita

Project summary/objective:

Methods:

Outcomes:

From the semester of planning and coordinated, we pulled off Oxy's Earth Week. Monday through Friday we had a Recycled Art Show in the Tiger Cooler. The winner was announced on Earth Day and received a bag of Earth-friendly bookstore products. We also had events in the Quad during lunch on Monday the 18th, Wednesday the 20th, and Friday the 22nd (Earth Day). Monday we had a recycling demonstration, where we sorted through bags from campus recycle bins. There was a lot of trash in the bins, which we put aside to show people how *any* garbage in the recycle bins will contaminate the whole thing. We also had KOXY playing music. Wednesday the Oxy improv group, Fantastipro, performed environment-related sketches on the lawn in front of the Cooler during lunch.

Friday was our biggest day, with an Earth Fair. Programming Board set up equipment so we could play a mix Vanessa made. Earth Fair was a strip of tables down the length of the quad, across from where people eat lunch. We made smoothies, which we sold with the bookstore's reusable mugs. We also had asked each Stewards group to represent themselves, so we had info on all the different studies our class is doing. We displayed Earth-friendly bookstore products, like Nalgene bottles and recycled notebooks, and also had information on Fair Trade Coffee. There was a zero-emissions car in the quad with information also. Monday and Friday in the quad we passed out green armbands made from cut-up shirts from Goodwill for people to wear to show their environmental consciousness and support of Earth Day.

How satisfied with the outcomes are you? How could you have been more satisfied?

Satisfaction: The fair was not as successful as I had hoped in the following ways:

- no other clubs showed up
- the Environmental Stewards Program was not as well represented as I hope it would be, only two Environmental Steward groups had info and signs (the compost and water groups). The recycling group had a sign, but no info and no one sitting at the table.
- not enough preparation/ organization which led to a late start to things like smoothies being made and having all the signs and tables organized
- lack of informative announcements to the people in the quad about what we were doing
- location in the quad was not central enough
- not enough space or people at the tables (for example, no one sat at the table about fair trade coffee or earth friendly bookstore products)
- not enough publicity

Suggestions for next time:

- More publicity in digest
- Better organization- make sure to figure out exactly what needs to be done, how many people need to be there, who to contact, how far in advance to contact people/make reservations, know who is supposed to do what, etc.
- Make clear, planned out announcements so people know what's going on
- Try to involve more clubs/ student organizations to make it more than just Environmental Stewards and club
- Set up EARLIER maybe 11:30 or 12 so everything is ready at 12:30

Ways to expand/ make Earth Week more effective:

- More events, i.e. maybe have something on Tuesday and Thursday as well as Monday, Wednesday and Friday
- Make announcements at events (i.e. at recycling demo- make announcement at beginning and end to show results)

How To:

How-To for Getting an Electric Car (Yumi)

The important part for getting the electric car to come was to call each organization to see if they were available on the Earth Day. First, I called the Department of Water and Power (see below for details), but they were already busy on Earth Day. Then, I called the environmental program division of the city of L.A., but they too were not available on the day. This was because we planned it late, and I called them only two weeks in advance. They told me to call them at least 60 days in advance next time because they were all booked by the time I called them. Finally, I found that Toyota at Glendale was available. They did not have electric car, but they said they can bring the hybrid car (Prius), so we agreed.

The next part was to call Campus Safety and ask if they could come onto campus, and how to get into the quad. In my case, campus safety told me that they could come from Bird Street, and come down from the road on the right hand side of the Cooler, but it's better to check with Campus Safety every time. My problem was that I was not good with the directions, and I could not guide them when they got lost. So I would recommend studying the map around Oxy or taking the map with you that day, so that you can give directions to the right place.

Contact:

The Department of Water and Power 1-800-GREENLA (call before 5pm)

The city of LA 1- 213-978-0888 (Call before 5pm)

Toyota Glendale 1-323-461-7228

What would I have done differently to make this a better project?

Next time, I would call them at least one month in advance because I called them two weeks before and it was late. Also, I would study map before hand so that I can give directions when they got lost.

One thing I noticed is that people did not notice that the car was for the Earth Day. So next time, I think we should make a sign saying Electric Car, and stick it onto the car to draw people's attention.

How-To for Organizing Quad Events/Earth Fair (Anna)

For setting up the quad: Figure out how many groups will be represented and need tables. Get the Environmental Steward's ASOC account number and approval to charge the chair/table rentals to the account from Sylvia Chico in UEPI. Fill out a work request form on the facilities link on the Oxy website at least a week and a half before the event. On this you just request the amount of tables and chairs, when and where you need them.

For getting music: We filled out an ASOC funds request form, which you can get in the SAC. We requested \$200; the price for the speaker/CD player set up that a programming board representative quoted us. Do this 2 weeks in advance. I spoke to a student, Jon Rubinfeld, about this, but I would recommend being in contact with the head of PB.

For getting involvement: Our hope was that other Oxy groups, like Oxy Conscious, No Bull, the Republican club, and the Democrat club would be involved. To get contact information, use the Oxy website to find the list of clubs, their e-mails and also their presidents. I just wrote to all the leaders that we thought may be interested and told them what was going on and how they could be involved by setting up a table with info and representing themselves. No one ended up doing this—I don't think they had any real incentive.

What would I have done differently to make this a better project?

Everything worked out well with the tables, although in the future we need to work on presentation. Most people got out of class at 12:30, but we really should have been set-up, ready to go at 12:15. In the future we should make sure some people can be there earlier with all the materials to set up the fair. Also, some groups slacked with getting materials/representation.

We really wanted a live band, but it was really difficult to communicate and find bands who were available. If live music is something you're interested, start WAY in advance trying to book someone. We thought an Oxy band would be best to bring out their supporters to the Earth Fair. Also, there are sources of funding to pay a band, so explore that within ASOC. We applied for the funds request really last minute. They could probably pay for things like the food for smoothies as well.

I think promoting Earth Day as something bigger will encourage other groups to get involved. Also, I recommend asking a larger variety of students/groups to help or become involved.

How to for Recycled Art Show

What I did for the art display was #1 Reserve the Cooler Walls. This is the most important step. I think you told me you'd already done this. #2 Advertise. In the digest, flyers, art classes, environmental club and stewards, etc. etc. etc. We contacted art profs and emailed students in art and UEP classes. Be creative and ask around for submissions. Delegate someone to be the point person responsible for collecting the submissions by a certain date. I also gave the artists the option to help set it up if they wanted it done a

certain way. I required they had a title and short description and that the whole piece be made of recycled materials. You can get as specific or general on what that means. #3 Get some money from the stewards (last year I had a prize for \$25 gift certificate to any restaurant in Old Town, Glendale, or Eagle Rock). #4 Setting up the exhibit was time consuming. I hope you have some people helping you out, although it's doable by yourself, just allocate enough time. Have the exhibit up for as long as possible (i.e. set it up all week). I had someone help make a neat sign that said "Recycled Art" in recycled newspaper. When I get home I'm going to have to email you the pictures from last year's exhibit. I think a sign is a really good idea. I also used another wall of the Cooler to display the compost progress, another big project from last year that I think (??) you all are still working on. Anyhow, it's a great way to show off other work the stewards have done. I put up some shelves that I had at my house for some of the art and for lighter items I actually made shelves out of cardboard, which I thought was really really ghetto but then turned it around and said hey! it's a recycled show. I typed up everyone's Title and Description and put it next to their pieces. We had some really thoughtful pieces and the descriptions, written by the artists, were really helpful in understanding the meaning to some of the pieces. I had a ballot box and sign to encourage people to vote for their favorite piece. We didn't have any problems with people trying to stuff the ballot boxes or anything like that.

How to for Recycling Demonstration:

Planning a recycling demonstration means that you have to set up and arrange things well in advance before it actually happens. For the demonstration, you need a large tarp to throw the trash on, gloves to sift through the materials, plastic bags for after you sort trash from recyclables, bags of recyclables from bins around campus, and staff from facilities to drop off and pick up the bags of materials. In order to get help from facilities, you must notify them at least several weeks in advance because they are a very busy department. Bruce Steele and Ron Seymour, both from the Facilities management department, will be able to help out. For the day of the demonstration, make sure that there will be bags of recyclables delivered to the quad, and also make sure someone will pick up the bags when the demonstration is done. During the demonstration, explain to the audience what you're doing and why you're doing it, because the message needs to get out that one contaminant ruins an entire bag of recyclable materials. The outreach is probably the most important aspect of the demonstration so have something prepared in advance to talk about.

Contact Information:

Facilities Management

- Bruce Steele, x2933, bruce@oxy.edu
- Ronald Seymour, x2653, rseymour@oxy.edu

What would I have done differently?

I would have made it clear to facilities that we needed bags from recycle bins delivered to the quad because by the time we were having the demonstration, all of the recycle bins had been emptied and we had to scrounge through residence hall bins to find

some. The recycling group as a whole should have had something prepared for the demonstration to explain to the audience. People watching the demonstration really had no idea what was going on and why we were playing with trash in the quad. Therefore, next time we should interact more with the audience so they know why we're having a recycling demonstration.

How would you expand this project?

In order to have more entries into the art show, we should talk to art professors and ask them to incorporate recycled art into one of their projects. That way, by the time the recycled art show takes place, the majority of art students will already have a project ready to put on display. For the earth fair, a detailed schedule and roster should be made so that every table holds an equal amount of stewards and so that each group can have time to make an announcement about their table. People need to be assigned where to go so that the majority of stewards won't be concentrated in one area of the fair (i.e. smoothies). The tables should also be spread out so that each group is distinguishable from the next. For the recycling demonstration, we can get audience members to participate by answering questions about recycling or even helping to sift through the waste. We should also notify other clubs on campus several weeks in advance so that they can prepare tables for the quad. At the fair, we can add some carnival games and maybe even some more food tables (with inexpensive food) to entice people to attend.

Additional Information (pictures and a calendar) was put in your box in UEPI. Vanessa also gave you our fliers in the last class.

Improv show:

How to: I contacted Colleen Robertson who is in the troupe and arranged a time and day for them to perform. I also reserved the quad by registering the event a month in advance with Master Calendar through Amy Munoz. Then I talked with Grant Canary, head of Programming Board, to organize AV needs.

Outcome: The improv troupe was originally going to perform in the quad, but at the last minute they decided they did not want to be in such a public place where people may or may not have paid attention. So they performed on the grass on a rug, with no microphones in front of the Cooler and probably about 75 people gathered around and more people watched from different parts of the quad. We didn't end up needing any AV equipment, which made it so we didn't have to set up or take down.

Satisfaction: I was very satisfied with how the show turned out because it got a lot of people's attention and people seemed to enjoy it.

Suggestions for next time: I think it would have been good for the Environmental Stewards to announce/introduce the show so people knew why they were doing it. Although someone from the troupe announced that it was a show for Earth Week, there

was not much recognition for the Stewards. More publicity could have been good although it was advertised on flyers put up around campus and in the oxy digest.