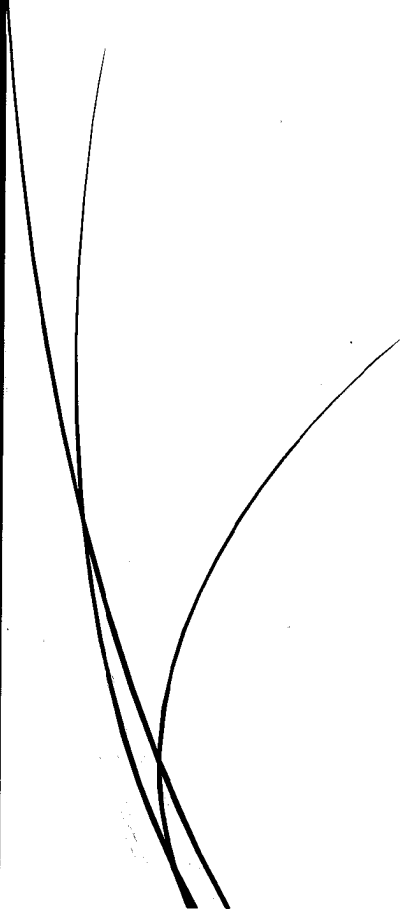




12/10/2014

Awareness Survey

Office of Sustainability



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FLEMING COLLEGE

Executive Summary

Fleming College has been implementing various programs and changes working towards making Fleming College a more sustainable environment. Throughout conducting a sustainability awareness survey we have been able to gather information to improve the level of awareness at the college.

Research for this study was conducted using an online survey. It was distributed from November 13th to November 28th to all Fleming staff, students, and faculty. The survey link was sent out to people in the college community, and from there displays were set up with computers in both the Sutherland and Frost campus handing out water bottles to people who completed the survey. Cards were also created with a QR code for people to scan and complete on their smart phones.

The survey was completed by 636 applicants including all target groups of staff, students, and faculty. The majority of people who completed the survey were students with 78%, followed by 14% staff, and 8% faculty. This was expected due to the ratio of students, to staff, to faculty. From the four different Campuses 76% of responses came from the main campus, Sutherland, followed by 21% from Frost, 2% from Haliburton, and 1% from Cobourg. These numbers were also expected, due to the size for each campus, and the number of students that attend them.

The results generated from the sustainability survey initiatives, activities, and programs that our sample was most aware of where activities that they could physically see on a consistent basis, such as the farmers markets, and community gardens. When applicants were asked to rate their awareness of sustainability efforts, the response showed that the initiatives Fleming has implemented has not captured the attention on the population. The population is only slightly aware of what is being done and offered with 34%, and 24% is not at all aware. The top three sustainability goals that were selected in the survey were to reduce energy consumption increase renewable energy, reduce water consumption, and improve recycling and waste management. These options can be done individually, and self-monitored with a collective goal for the college. The responses from the survey also showed that people prefer to integrate their knowledge into green initiatives through student projects.

Survey results we are recommending that the college promote, and make the activities more visible to the community. We also suggest that the college set up seminars and events that students can take part in. Making the college community aware of current energy consumption, water consumption, and waste management, and changing rates would allow students to feel involved when using everyday facilities at the College. With the interest that students have expressed in sustainability programs and courses, and knowing that Fleming has a wide variety they're offering, we recommend that these programs and courses are promoted more throughout the college. The preferred way that people have shown interest in gathering their knowledge on these programs was through the internet, and because of that it's suggested that the college focus their resources on the internet and social media so a larger target market can be reached.

Through the data received we feel that the college needs to actively promote these green initiatives to increase awareness. The information is being sent out across the community, but not on a consistent basis. We suggest that the information be sent out on a regular basis. It is also recommended that the sustainability projects allow for more student involvement. This will not only increase the student awareness, but will also allow them to be part of the change.

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Sustainability Survey Report

Introduction

Throughout the 20th century, the world's views on what is important and what needs to change is becoming more and more relevant. This has caused a shift in how we live our lives, most notably this can be seen with the way we interact with the environment. Sustainability is becoming a way of life, and the world needs to understand the impact it can have, and how to go about helping. The Fleming International Business Management students, with the collaboration of both the Project Management students and the Sustainability office at Fleming have kicked off a project to address these issues. The purpose of this survey is to gauge awareness of the Fleming community in terms of sustainability. Having awareness is the way forward to improving the way we live, that is why it is important to conduct a baseline survey on this topic.

The Fleming Sustainability office has taken many steps and implemented various programs in helping make the college sustainable. With that being said many of these steps and programs are largely being overlooked by the college community. To make these initiatives a success, the more awareness the college as a whole has will translate to a bigger impact on being sustainable.

The overall goal of conducting this survey is to not only gauge the awareness the college has, but also to make people more aware of the steps taken by the college to become sustainable and to support these issues. Every single environmental issue, and initiative that Fleming is taking part in is highly important to our world today. To make these sustainable efforts a success, Fleming needs to change the attitude of its students and staff. Collaboration is the way forward and nobody can change the world by themselves. To become truly sustainable a collective action needs to take place. Becoming sustainable is not an easy process, nor is it fast, that is why it is important to start to change now.

Background

Fleming College serves communities throughout the Peterborough area, the City of Kawartha Lakes, the County of Haliburton, and Northumberland County for close to 50 years. It is a wide spread area of communities large and small, and Fleming College continues to educate the growing population of working class people in these areas. The College has more than 6,000 full-time students, 10,000 part-time students and 65,000 alumni. Sir Sandford Fleming College provides every student with the opportunity for success in any trade, business or applied job in the working world. Fleming College continues to grow with each industry and updates their courses to provide a more practical way of learning as jobs are always changing. Fleming College is known as a world-class learning institution, we attract students of all ages from across Ontario and Canada. Fleming is also becoming a popular institution choice for the growing number to international students as well.

Environmental practices and Sustainability have been a growing area for Fleming College, as a growing institution Fleming has put forth a 6 year Sustainability Plan and has also included goals and initiatives for specific areas of the plan. Fleming College has made many advances in the field of Sustainability, our Frost Campus is a prime example of this. Our Frost Campus which is located in Lindsay, Ontario is a state of the art facility with main focuses in areas covering environmental and natural resource sciences. The

Frost Campus is a part of the Sustainable initiative and has many intriguing aspects to it such as a center for Alternative Wastewater Treatment, a windmill, green roofs, and geothermal heating and cooling. These initiatives are turning this campus into its own Sustainable facility. There are other implemented goals put forth in both the Frost Campus and the Sutherland Campus such as banning the sale of bottled water on campus, an on-campus Farmers Market, developing a community garden and conducting energy audits.

Fleming College is taking the steps to provide students with the necessary knowledge of Sustainability acts, we however need to know how aware the Fleming Community is in this area. This report was created in an applied project where students were to conduct a survey to better understand Fleming College's population outlook on Sustainability initiatives. In Fleming College's 5 Year Sustainability Plan this awareness survey is the first of three future surveys.

Methodology

Population and Sampling

The population of this study consisted of a population goal of 50 to 100 applicants with a team goal of reaching more than 100 applicants to make the study more viable, and reliable. It consisted of staff, students, and faculty from all Fleming College campuses, including recreation centers.

Procedure and time frame

Research for this study was conducted from November 13th to November 28th. It began with sending the survey via internet link to people within the college community. From there on November 17th to the 19th we conducted the survey at the Sutherland Campus, by setting up a display with computers for people to access the survey, and by walking throughout the college handing out cards with the survey link on it in the form of a QR code for people do to on their phones. To create incentive for people to do the survey on those days we handed out water bottles to the first 25 people to complete the survey.

On November 18th a mass email was sent out through the communications department at Fleming College to all staff, students, and faculty. To create incentive and motivation for people to complete the survey through that channel we offered applicants to be entered into a draw to win a possible 1 of 3 \$50 gift store book cards.

The following week on November 24th and 25th our team went to the Frost Fleming College campus in Lindsay. There we set up another display and continued to go around to different people within the college and hand out cards with the survey link, along with the QR code. The team also handed out water bottles at the Frost campus to create more incentive for people to complete the survey right there. Following the completion of the survey being distributed throughout the college on November 17th the analysis (frequencies and percent's), and the summary report made up of the information we collected were provided back to the team to go through, and create recommendations to then pass onto the Office of Sustainability.

Validity and Reliability

When conducting this research survey the goal sample size that was given to our team was 50 to 100 people. Because the Sutherland campus alone has more than 4000 staff, students, and faculty we did not think that 50 to 100 people was a fair representation for the survey. We believe that a larger number could have made the research found more reliable. Our team distributed the survey through a few different channels. Some of the channels that we used included, social media (Facebook), sending a mass email to all staff, student, and faculty, and setting up a display in both locations and asking people to do the survey there. These channels could give us unreliable results, because people who we are not targeting may fill out the survey anyways. People who are not at the school anymore, but may have graduated, retired, etc. may have seen the link to the survey and filled it out. This can give us invalid results, because we were asked to conduct this survey with current members of Fleming College.

Our team conducting the survey is made up of International Business Management students. Although we have met, and been introduced to different people with different roles within the college, as students we know more students than we know faculty, or staff. Even though there are more students in the school than faculty and staff we don't think that there was a proper ratio of staff to students for the survey. Or that it will show a fair representation of the different groups within Fleming College. Most if not all environmental programs offered at Fleming College are offered at the Frost campus. Our team conducting the survey is not as familiar with the people at this campus or the layout. If we were more familiar with the campus we may have been able to pick a better location within the building where would get reach more of our target. Because there are more environmental programs being offered at the Frost campus, the staff, students, and faculty are more aware of what sustainability includes, and will be able to see it within the college more clearly. They are going to be more aware of the changes the college is making, and will have more based knowledge of it. These assumptions can be supported by the fact that the Frost Campus is an environmentally focused facility.

Scope Limitations

As the project began, and the research was being collected the team faced different restrictions, and limitations. Although the scope of the research was to gather information from three different groups of people, one of the limitations that we faced was that as a team we know more students at Fleming College than we do staff and faculty. Although we do know some faculty and staff members to make a clear analysis it was important that we got enough people from each of the three demographics.

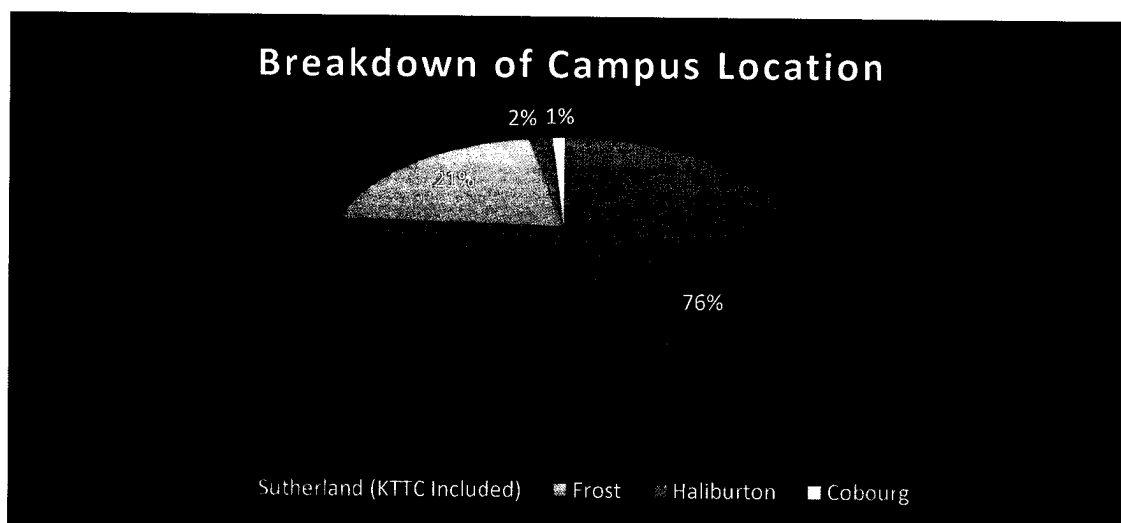
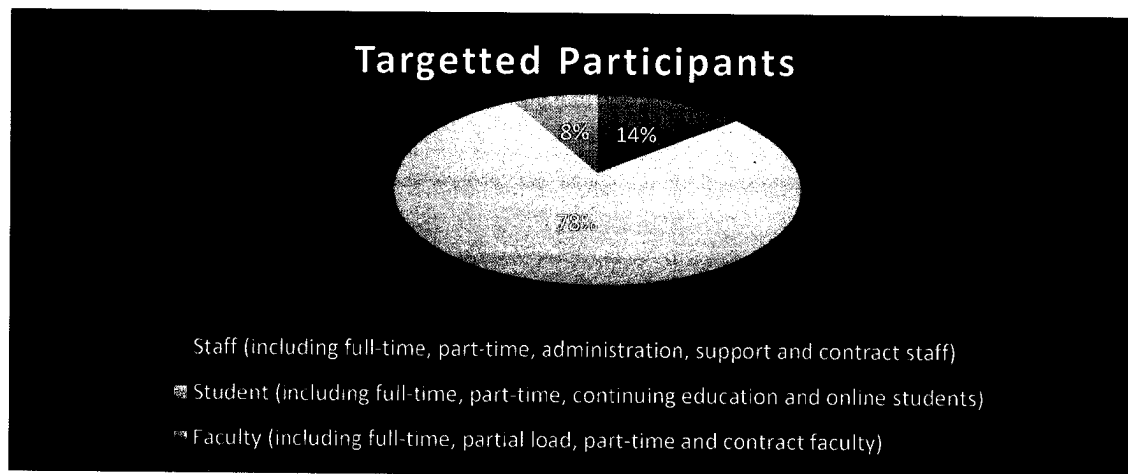
Another scope limitation that was faced over the course of our research was our limited knowledge of the Frost campus, and the people that attended that campus. This was a limitation for the team, because we didn't know how many people we would see on the days we were at the campus to do the survey. The team also had limited knowledge of the staff and faculty that attended the Frost campus in Lindsay. Along with a lack of knowledge of the people that attended that campus we also started with a lack of knowledge of their policies and procedures they have for conducting research such as surveys. After finding and speaking with contacts at the Frost campus we learnt that their policies and procedure are different than what is expected at the Sutherland campus in Peterborough.

A limitation that the team experienced while preparing to conduct the research survey at the Sutherland campus was the date, and time restrictions the campus has on setting up displays. When first preparing for the survey the team had picked dates and times that were thought to get the greatest number of

results. Once we were told that there were restrictions we had to go through our coordinator in order to get the dates, and times we had originally picked.

Results

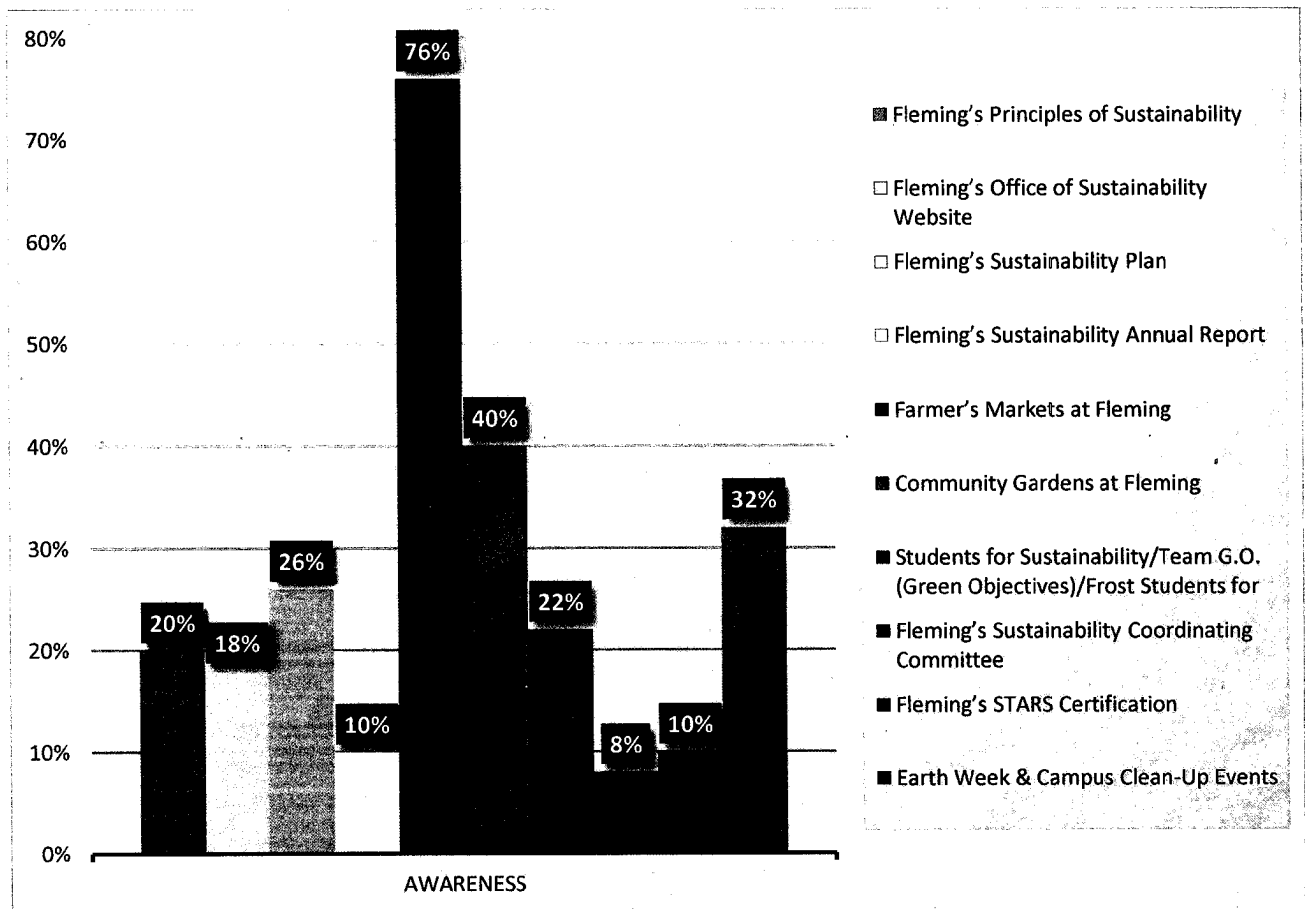
After being asked to get a sample of 50 to 100 people with a demographic of staff, students, and faculty our survey finished with 636 applicants. Of the 636 applicants that completed the survey the majority being students with 78%, followed by 14% staff, and 8% faculty. From the four different locations that Fleming College has 76% of the responses came for the main campus, Sutherland (including KTTC), followed by 21% from Frost, 2% from Haliburton, and 1% Cobourg. The results, and percentage spread from these questions were expected. Our team consisted of 3rd and 4th year students at Fleming College, and although we know staff and faculty, as a team we know a lot more of the student population, along with the fact that in general there is a much greater population of students at Fleming than there is faculty, and staff. The percentage spread of the results from the campuses was also expected, because these numbers are also representative of the size and population of the campuses. The Sutherland campus is consider to be the main Fleming College campus, and also has the greatest number of staff, and students, whereas the Frost campus is the next largest, and as the next largest number in people completing the survey.



Question 4 of the Awareness Survey

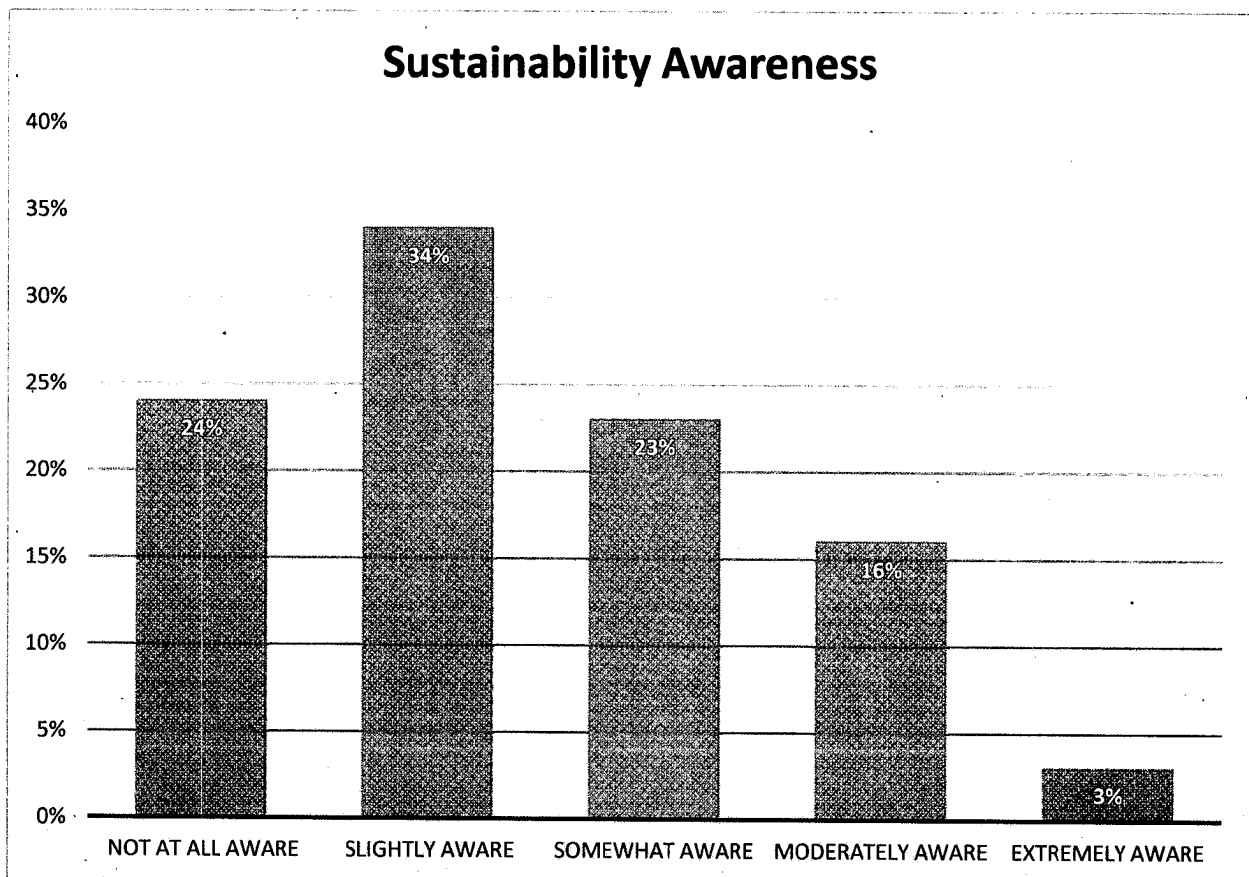
According to the results we gathered from this question the sustainability initiatives, activities, and programs that our sample is most aware of is the farmers market, community gardens, and clean up events around the campus. Not only were these the three options that the Fleming community is most aware of, but they are also the options that the Fleming community can physically see week to week. Options for this question that scored the lowest consisted of the sustainability committee, and the annual report, both these options cannot be seen throughout Fleming on a weekly basis. Information about these two options may go out through the internet, but these results show that the Fleming Community is most aware of initiatives that they can physically see around the campus on a consistent basis, whether it be weekly, bi-weekly, monthly, etc.

When asked what sustainability initiatives, activities, and programs our sample was aware of, the results were as follows:



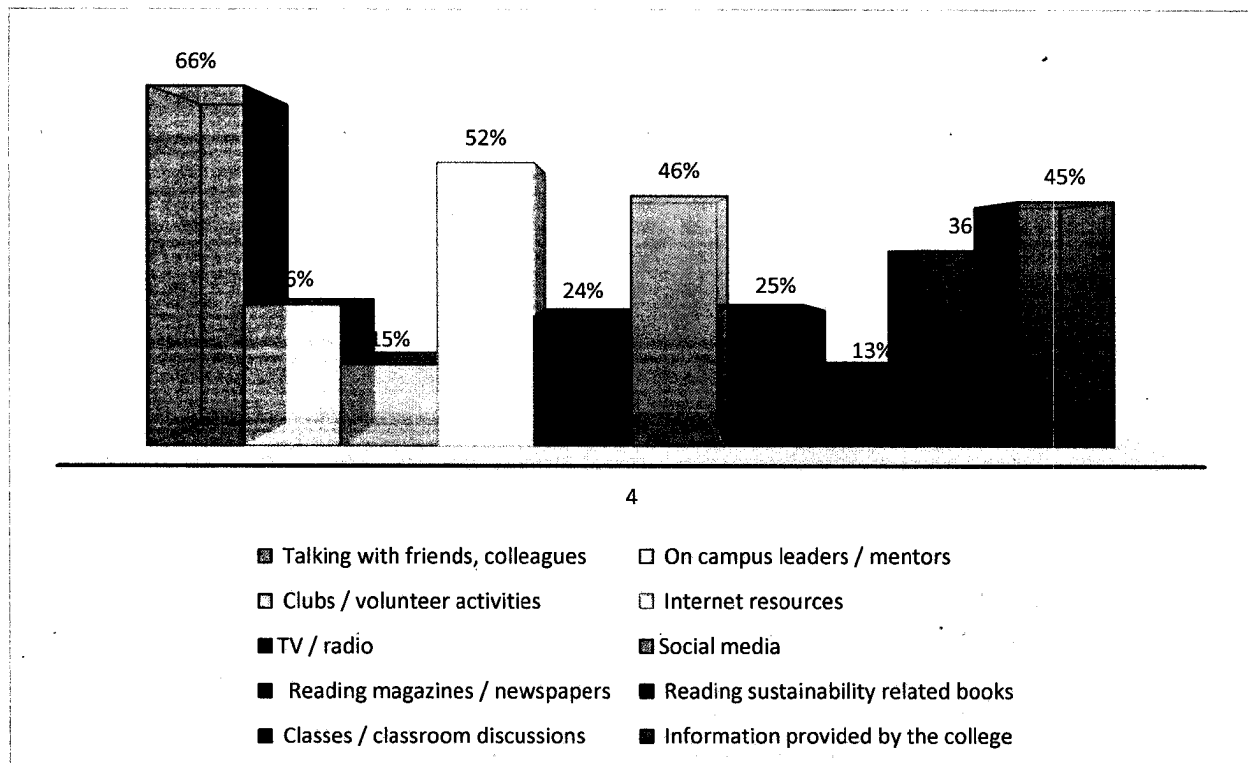
Question 5 of the Awareness Survey

Question number 5 of the Awareness Survey asked applicants 'How would you rate your awareness of Fleming's Sustainability efforts?' This was the overall goal of the survey to gauge the sustainability awareness level of the Fleming community. Our team received 636 completed surveys within 2 weeks and found that the awareness level for the Sustainability initiatives Fleming College has taken pride in creating and implementing have not captured the attention of the Fleming population. The most significant result we received shows that as a whole students, staff and faculty are only slightly aware of the Sustainability initiatives offered at the School with 34%. As a not so surprising result 24% of the Fleming population is not at all aware of any Sustainability plans active at the College. The numbers are very low in the other areas, 23% are somewhat aware, 16% are moderately aware and a very small 3% are extremely aware of Sustainability efforts at Fleming College. The information is very important moving forward with this project because now we can see that the Fleming Community is only slightly aware and more work has to be done to bring students, staff and faculty into the Sustainability Plan so that we can start to reach our goals with the help from everyone here at Fleming.



Question 6 of the Awareness Survey

Question number 6 of the Awareness Survey asked applicants 'How do you gather your knowledge and form your opinions about Sustainability?' As question 5 of the survey was the most important and showed how aware the Fleming community was based on the Sustainability Plan and objectives, we needed a question to decipher how people also acquire knowledge about things Fleming College is doing in regards to Sustainability. This information is important to look at so we can judge areas where we need to improve so that Students, Staff and Faculty at all campuses can be a part of the changes in green initiatives. The most significant number for this question shows 66% of our applicants said that they receive information and form opinions talking with friends and colleagues. 52% said they use internet resources to form opinions on Sustainability, 46% use social media, and 45% use information provided by the College. These are the most significant numbers as we can see the top ways of how Students, Staff and Faculty form ideas on this important topic. We can use this information to target more of the population by increasing the channels they use and providing more information to those channels. The lesser choices include 36% of the Fleming community use classes/ classroom discussions to form ideas, 26% use on campus leaders/ mentors, 25% use reading materials, 24% gain knowledge from TV/ radio stations, 15% use Clubs and Volunteer activities, 13% read Sustainability related books and 5% listed other ways they gain knowledge. The 5% of people who marked other came up with a few key ideas such as meetings where Sustainability is discussed by Colleagues and special speakers, organized by the Sustainability Office to draw more attention to their cause. This information can be very useful in the way we target the community and inform them about the Sustainability efforts Fleming College is working on. Students, Staff and Faculty need to be incorporated and kept up to date on these initiatives.

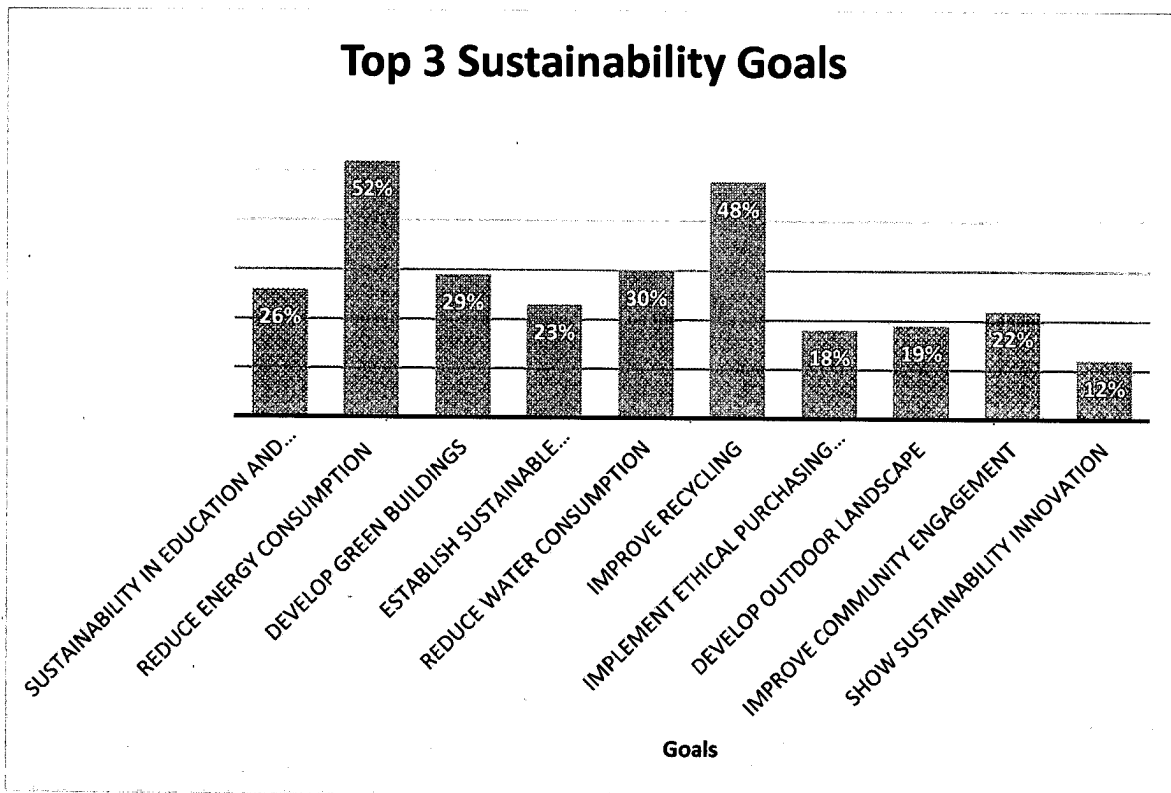


Question 7 of the Awareness Survey

The top three sustainability goals that were selected were to reduce energy consumption and increase renewable energy use, reduce water consumption, and improve recycling and waste management within the Fleming college community. Of the options provided to the applicants the top three that were selected were all things that can be done individually, and self-monitored with a collective end goal. Options that scored the lowest were options that were not specific, and that would allow applicants to see results as fast as the most popular goals. They would also require more planning, and set up, and would not be able to be monitored on a consistent basis.

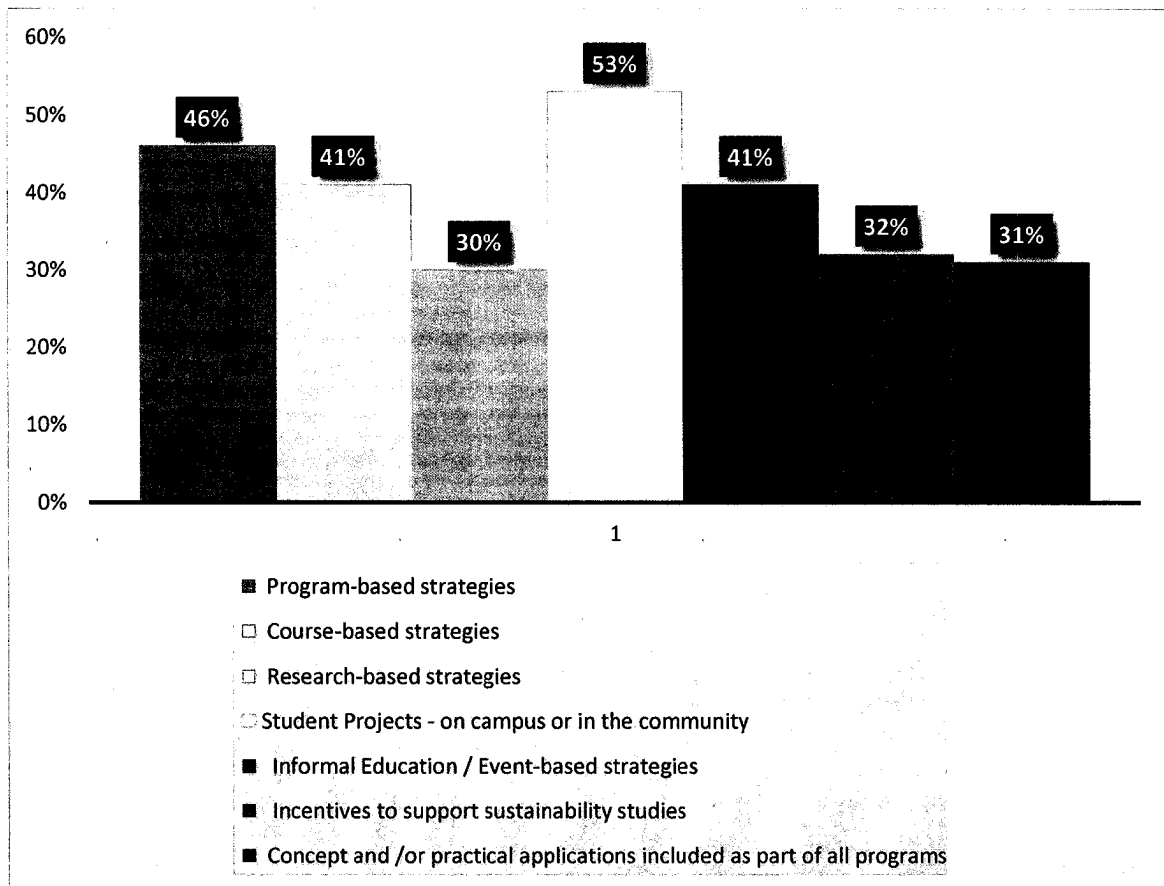
Of the 636 applicants that participated in the survey 98% do think that there is a level of importance to integrate sustainability into the Fleming College education, and research efforts. From the 98%, 67% believe that it is moderately to extremely important.

Providing a list of ten options, we asked the applicants to pick their top three sustainability goals at Fleming College. The results were broken down as follows:



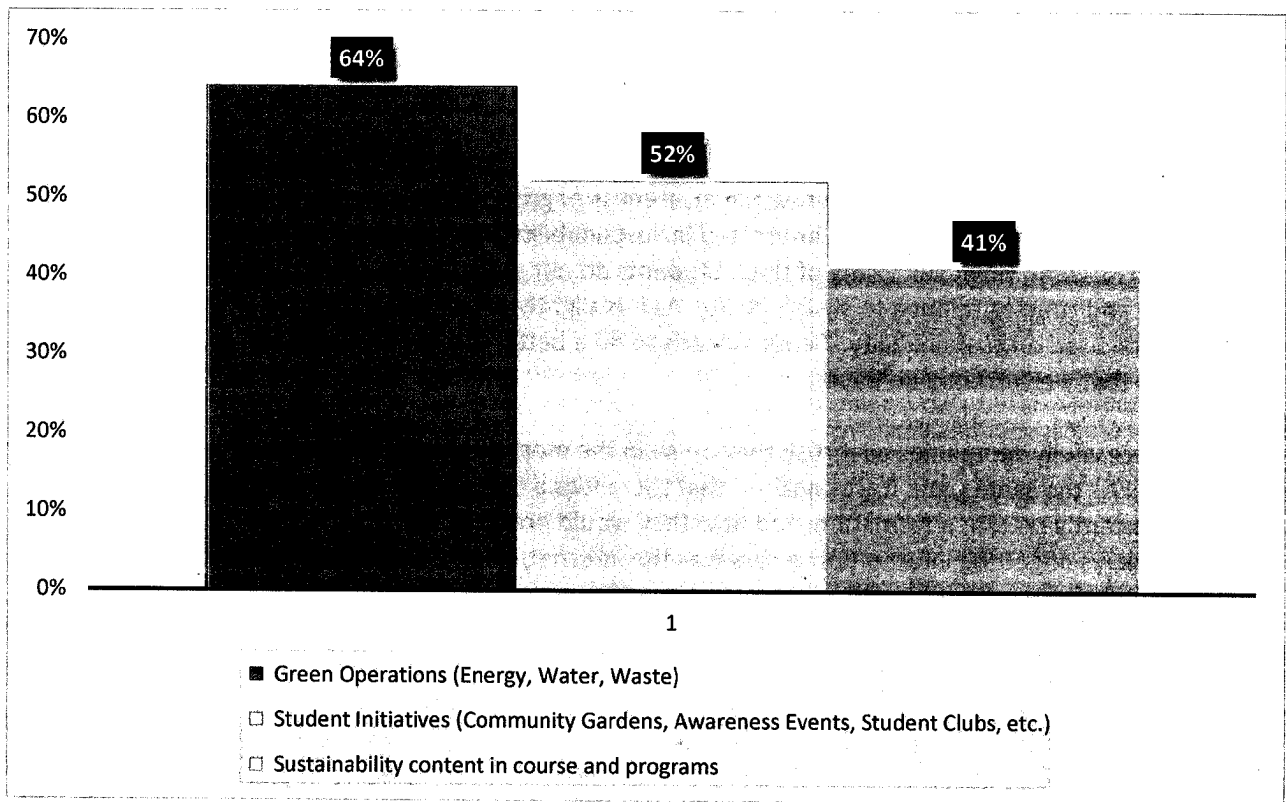
Question 10 of the Awareness Survey

An important factor when moving forward with sustainability is understanding how people prefer to integrate their knowledge into green initiatives. It was seen from the results that student projects were the most preferred way to integrate sustainability into the school, topping off at 53% of 636 people. Secondly at 46%, participants were most interested in program based strategies, where students would be able to actively support sustainability throughout their entire college career. Similarly to students preferring a program based around sustainability, students were interested 41% of the time in specific courses regarding green initiatives. Also at 41%, participants felt that it was important to hold informational events that provide education on sustainability. The bottom three results are Incentives to support sustainability, conceptual and practical applications, and research based studies all held similar results as 32%, 31% and 30% respectively.



Question 11 of the Awareness Survey

With the final question the survey team wanted to gauge the initiatives the participants are actively supporting. The most popular initiative supported was the green operations the school is participating in, such as energy, water, and waste at 64%. Whereas the second most popular result was the initiatives that the students take part in including community gardens, various awareness events, and student clubs at 52%. The lowest initiative that students are actively participating in is sustainability content in courses and programs.



Recommendations

Fleming College is in a unique position where they are able to take part, and support their own green initiatives. With that being said, it is seen that the College is trying to push various green initiatives to support the environment. However, as results show the actually college community is not actually that aware. The college needs to promote, and make these various activities more visible to the community. With more exposure, and unique placement around the college and its website, students will start becoming more and more aware of these important issues. Increased visibility is in important step forward to making the college more sustainable.

An important aspect of making people aware is the ability of engaging people within various initiatives so they can feel like they are a part of something. It would be highly recommended that the college set up seminars and events that students can take part in. Various aspects such as making the college community aware of current energy consumption, water consumption, and waste management, and the changing rates would allow students to feel involved when using everyday facilities at the College. The college could also setup challenges for students and staff, and offer incentives for individuals who perform them to an extraordinary level.

Sustainability is not only about awareness, but more importantly it is about educating people. By educating the world we are able to grow the awareness of green initiatives, and it lets people know how they can help. Students were highly interested in sustainability based programs and courses, which is a great step forward. However, many of these students do not actually know that the college already has programs and courses relating to sustainability. As it is slightly unrealistic to quickly create a whole new program focused on sustainability, Fleming needs to do a better job at promoting the courses and programs that we currently do have.

When successfully companies advertise they do so in the most popular avenues, and Fleming College should follow the same path. It was noticed that there was a high number of options when deciding how people currently receive information, and how they would prefer it. The most popular and therefore effective ways of getting information across was the internet, and through social media. The College should focus their resources on the most popular preferences so they can reach a larger target market. During the creative process of the survey and how we as a team would grab the audience's attention to fill out the survey we decided to introduce QR codes, this turned out to be a very easy and effective way for applicants to fill out the survey. Creating an app and using QR codes would be a productive way of distributing information about Sustainability initiatives.

The overall goal of the Fleming Sustainability Survey was to understand the level of awareness within the college. However, through the data received we feel that the college needs to actively promote these important green initiatives to increase awareness. The college has all of these green initiatives but send out information very sporadically, and unless someone is seeking the information out they are unaware of what is actually happening. Rather than having a sustainability week once or twice a year to promote green initiatives, the college should be sending out information on a regular basis weekly or monthly

Integrating more student led sustainability projects. We recommend that Fleming integrate more projects led by students, because there were a number of students throughout the survey that expressed interest in working on sustainability projects. This will not only increase the student

awareness, but they will be able to be part of the change, and can share that experience with friends, peers, and faculty.

Conclusion

The Fleming international business management students were handed a unique experience when we were given the sustainability Survey project. This Fleming sustainability survey project sought out to gauge the sustainability awareness of the Fleming College community. As a college, it is very important to Fleming to integrate sustainability initiatives. By integrating various initiatives, Fleming is looking to play their part in making the world a better place.

As important as all of the initiatives Fleming are taking, to make it truly successful it is more important for people to be aware and take part in them. As a team, we collected data from 636 students, staff, and faculty. The various data gathered hit on main points of how aware they were, how they currently gathered their information, how they prefer to receive information, and what sustainability issues they thought were most important. All of these questions provided much needed insight into understanding our College community.

Not surprisingly, it was seen that the Fleming College sustainability awareness was quite low, where most respondents were only slightly aware of the initiatives taken by the college. More predictably, recycling, reducing waste and water consumption were the most popular initiatives people thought were important. In terms of actually initiatives people were aware of, it was noted that the greater majority were only aware of the Fleming Farmers Market, which is clearly visible when entering the college. Another important question asked was how people prefer to receive their information about sustainability, and how they currently get it. We were able to conclude that most people preferred to get their information through internet resources such as the Fleming website, and through social media. All of these questions are important to ask, and play a big role in Fleming successfully moving forward as a whole with sustainability

Overall, this was a baseline survey and should be treated as such. As a group we were pleasantly surprised with the overwhelming support of the survey created. The number of respondents provided us with the avenue to draw valid conclusions. Fleming College now knows that even though they are currently participating in a number of green initiatives, that the greater majority of the college community are actually unaware of these steps being taking. From responses in the comments, combined with the data we collected, we feel that it is important to make a continuous effort in making the college community more aware of these initiatives. Once the college community as a whole because more aware, gauged through surveys going into the future, Fleming will know that they are making a bigger impact on sustaining our environment.

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