

Office of New Student Programs

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Date: February 26, 2016

To: AASHE STARS

From: Buffy Stoll Turton, Ph.D., Director, Office of New Student Programs, Miami University

R.E.: Innovation Credit: Miami's new Welcome Week mobile app includes "Sustainability Tips"

To Whom It May Concern:

I would like to endorse Miami University's new Welcome Week mobile app project for AASHE Stars Innovation Credit.

While we are not the only large university to use a mobile app for new student orientation and welcome events, I believe we are unique in partnering with our sustainability colleagues to educate new students through sustainability tips as top-level information on our app, along with the details about our program schedules.

The Office of New Student Programs worked with Miami's director of sustainability to include a list of 10 "Its" to Love Red and Live Green on the Orientation and Welcome Week mobile app. The app contained ten sustainability tips (e.g., the tip titled, "Cut it!" reminded students to turn off lights and other electric devices when they are not in use). These ten "Its" covered a variety of topics applicable to campus life, from recycling and reusing to joining green student organizations.

Welcome Week at Miami is 12 days of more than 100 events that help over 4,000 incoming students meet new people, connect with campus resources, learn their way around, prepare for first semester, and have fun while they're at it. The inaugural Welcome Week mobile app, launched in August 2015, was installed 5,281 times by students and/or guests. In addition to connecting new students to sustainability at Miami, the mobile app also eliminated the need to print 5,000 copies of the Welcome Week guide.

For these reasons, I hope you will recognize Miami University's sustainability office with the AASHE Stars Innovation Credit.

Sincerely,



Buffy Stoll Turton, Ph.D.
Director, Office of New Student Programs