18 CAMPUS EARTH DAY PROGRAMMING

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18.1 INTRODUCTION

18.1.1 Earth Day History

The first Earth Day was on April 22, 1970. It was one of the largest civil protests in U.S. history, with an estimated 20 million Americans in attendance at several marches and rallies held around the country. Every year since, people all over the world have celebrated the Earth on this day. Earth Week is a chance for citizens, and students in particular, to learn about environmental issues and come together as a community to make strides towards sustainability. While there has been some effort in planning Earth Day/Earth Week events on campus in the past few years, the number of events provided at Chapman University is relatively low in comparison to Earth Week programing at other of Chapman’s peer and aspirational universities. The structure of Earth Week on Chapman’s campus provides an avenue through which environmental sustainability can be taught to students, staff, and faculty in a venue external to the classroom.

18.1.2 Chapter Objectives

This chapter is aimed at comparing Earth Week events on Chapman’s campus to larger-scale Earth Week programing at other peer and aspirational universities. Doing so would generate some new ideas to evaluate in feasibility of bringing them to our own campus. This chapter also has the potential to provide analysis of past student, staff, and faculty interest in programing, as well as attendance data from previous years Earth Week events. This analysis will serve as a catalyst in creating effective programing for Earth Week at Chapman in the future. Having a strong Earth Week tradition in which all members of the Chapman community are engaged in events that promote environmental sustainability makes a statement about the University’s prioritization of the environment and future generations. In President Daniele Struppa’s Spring Sizzle announcement, he states that tradition is “the foundation of a university [with] the power to connect students, faculty, staff, and alumni together,” (Struppa, 2017) The growth of Earth Week as a tradition will allow Chapman to become a stronger campus.

Figure 18.2.1. “No Impact Week” Schedule of Events. Source: Justin Koppelman, Department of Civic Engagement.
18.2  **HISTORY OF EARTH WEEK AT CHAPMAN UNIVERSITY**

18.2.1  “No Impact Week” and “Sustainability Week”

Beginning in 2010, events were planned for a “No Impact Week,” which fell during Earth Week. This week of events was termed and planned by the previous Student Sustainability Initiative (SSI), under the department of Student & Campus Life (Figure 18.2.1). In 2011 and 2012, events were put on during Earth Week that was then named “Sustainability Week.” Many of these events fit into the theme and spirit of Earth week, centered around sustainable food choices and discussions regarding climate change (see Appendix, Figure 18.8.1 and Figure 18.8.2). During this three-year period the Student Sustainability Initiative thwarted the movement, partnering with other departments including Facilities, Sodexo, and Residential Life.

18.2.2  “Earth Week”

![Earth Week Schedule](image)

*Figure 18.2.2. Schedule of events, 2014. Source: Mackenzie Crigger, Department of Sustainability.*

In 2014, the Student Sustainability Initiative was dissolved, leaving the task of planning during Earth Week in part on student workers through the Department of Civic Engagement. Following this event, there seemed to be a substantial decrease in the number of events during Earth Week. However, in 2013, a template was created for Earth Week that put on a set structure, which has been used each year since, which consisted of about one event per day. The first day included a speaker; in 2013 it was the president of Chevron’s Clean Energy Solutions. In later years, a panel discussion was added following the speaker. Another day included a screening of an environmental documentary. One day of the week in the cafeteria, “Weigh the Waste” was performed, profiling the volume of food waste in Randall Dining Commons. The Wednesday of Earth Week, although not explicitly related to the mission of Earth Day, is generally Spring Sizzle, involving the entire campus. In previous years there was the “Super Swap” event, originally coined, “The Great Exchange,” later renamed to “Swap not Shop,” as it is currently known. The week concluded with Roots, a volunteer native habitat restoration event. This is the structure that has been utilized through 2017 (Figure 18.4.1). See an entire compilation of events occurring during Earth Week dating from 2010-2017 in the Appendix, Table 18.8.1.
18.3 **Current Status of Earth Week**

18.3.1 **Comparison to Peer Universities**

Chapman University often compares itself to other benchmark and peer universities, often of similar size and with similar goals, to ensure its own relative success. In this way, Chapman can look to what other schools put on for Earth Week and how they complete this process, in order to set and meet goals for what it wants to achieve.

18.3.1.a **Claremont McKenna College**

Claremont McKenna College (CMC) is a nearby liberal arts college 30 miles east of Los Angeles with a student population, when combined with the other Claremont Colleges, comparable to Chapman’s. Not only did Claremont McKenna College alone put together a strong Earth Week in 2016 that culminated in a Climate Leadership Summit, but in 2017 they also collaborated with the other Claremont Colleges to create an Earth Month with many diverse events for all their students (See Appendix, Table 18.8.1). Collaboratively in 2016, the five schools participated in the “Claremont Colleges PowerDown,” a conservation competition that saved a total of 33,170 kWh (Table 18.3.2).

**Table 18.3.1 - Schedule of events, 2016. Source: cmcforum.com**

<table>
<thead>
<tr>
<th>Claremont McKenna College</th>
<th>Event</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>*Documentary Screening: Dimming the Sun</td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Documentary Screening: What's Outside Your Front Door?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2016 Climate Leadership Summit</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Claremont Colleges PowerDown</td>
<td>saved 33170 KWH</td>
</tr>
<tr>
<td></td>
<td>Designing a Path to a Carbon-Free Campus</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Earth Day Celebration (city of Claremont)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Earth Day Farm Fest</td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Other environmental were movies screened as part of a series in the weeks leading up to Earth Week</td>
<td></td>
</tr>
</tbody>
</table>

In addition, many of the Claremont Colleges have organizations that participate in the City of Claremont’s annual Earth Day Celebration, as well as encourage students to attend. The public organization “Sustainable Claremont’s” active group, the “Schools Action Group”, plans this large scale Earth Day event. The Mission Statement of Sustainable Claremont reads: “Sustainable Claremont engages people in education and action to create a more sustainable community – environmentally, socially, and economically – in Claremont and beyond.” The continual success of this particular event is attributed to the collaboration with community partners, including the Claremont Colleges, Cal Poly Pomona, the Claremont Unified School District (CUSD), the Interfaith Sustainability Council, and non-profit organizations like the
Rancho Santa Ana Botanic Garden, Uncommon Good, and Kiwanis. See the 2017 Earth Day Celebration “Seeds of Hope” program of events in the Appendix (Figure 18.8.3).

18.3.2 Comparison to Aspirational Universities

Aspirational Universities are those that Chapman University aims to raise itself to in the future. It takes into consideration the successful practices of these Universities in order to make recommendations and set goals it its own flourishing the coming years. Several of Chapman’s asprirational schools have successful large scale Earth Weeks and whole Earth Months that Chapman can assess in the feasibility of embodying here.

18.3.2.a Tufts University

Tufts University is a moderately sized university just outside of Boston, Massachusetts that prides itself on research and providing its students with a personal experience. Dating at least back to 2006, Tufts’ organizations have had long-term success in planning events for Earth Week to celebrate and promote environmental sustainability. Student religious and outreach groups work together with their Department of Sustainability, Environmental Studies Program, and even some Greek chapters to plan events for the entire month of April. See Appendix Table 18.8.3. for Tufts’ Earth Month schedule of events 2017.

18.3.2.b University of Southern California

The University of Southern California (USC) is a private research university in the heart of Los Angeles; a historic rival and aspirational university to Chapman University. This university in particular puts on an Earth Month that spans the entire month of April, additionally spilling into March and May as well. See the Appendix Figure 18.8.4 for the flyer listing the vast number of events put on in 2014, printed on compostable seed paper.

18.3.3 At Chapman University

This year’s Earth Week consisted of a total of nine events (including Spring Sizzle) put on by several campus departments including the Department of Civic Engagement, the Department of Sustainability, the University Program Board (UPB), Schmid College of Science and Technology, and Mission Environment (Figure 18.3.1 and see Appendix Figure 18.8.5). At several of these events, attendance was recorded and evaluations were given to attendees to assess their perception of how 2017 Earth Week events were or were not effective in promoting environmental sustainability. This information can be used to assess how students, staff, and faculty felt about the program, which is useful in planning future successful, and even larger-scale Earth Week events with the end

Figure 18.3.1 - Schedule of Events, 2017. Source: Lotus Thai, University Program Board Marketing Director.
goal of creating programs that will increase campus awareness of environmental sustainability. They will also ideally bring many members of the campus together, including students, staff, faculty, and alumni to learn and converse about issues related to intersectional sustainability. These events also have the potential to bring together surrounding community members as well with the Chapman community, to create a campus and city-wide climate that emphasizes and prioritizes environmental sustainability in each stakeholder’s everyday lives.

18.3.3.a Attendance Data

Although Chapman University has held several Earth Weeks with a broad range of events overall, it is difficult retrospectively decide which of these events have been most well received without adequate attendance or evaluation data from each. Therefore, attendance data was compiled and in 2017 collected for as many campus Earth Week events as possible.

![Figure 18.3.2: Attendance recorded at two annual Earth Week events over the past four years.](image)

Figure 18.3.2. shows the uptick in attendance for two consistently run events during Earth Week in the past five years. Swap not Shop and Roots Native Habitat Restoration are both put on by the Department of Civic Engagement.

Overall, events that occur during Earth Week bring together a large number of Chapman’s students, as well as staff, faculty, and alumni. Chapman’s campus-wide event Spring Sizzle, put on by the University Program Board brings thousands to the Attalah Piazza each year for a celebration. Large scale events like this one during Earth Week provides the opportunity to reach a large portion of the Chapman Community. This year’s Earth week brought out a total of about 4700 people (Figure 18.3.3.), including students, staff, and faculty. These events should be utilized in teaching Chapman community members about environmental sustainability, and aspects of programming should be ensured to minimize environmental impact as well.
Table 18.3.2 - Gross attendance recorded at Earth Week 2017 campus events.

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science Forum Series</td>
<td>25</td>
</tr>
<tr>
<td>Be the Change Workshop</td>
<td>8</td>
</tr>
<tr>
<td>Tie Dye Party</td>
<td>22</td>
</tr>
<tr>
<td>Swap not Shop</td>
<td>28</td>
</tr>
<tr>
<td>Roots Native Habitat Restoration</td>
<td>16</td>
</tr>
<tr>
<td>Spring sizzle</td>
<td>3700</td>
</tr>
<tr>
<td>Bee Aware</td>
<td>52</td>
</tr>
<tr>
<td>Weigh the Waste</td>
<td>938</td>
</tr>
<tr>
<td><strong>Gross attendance</strong></td>
<td><strong>4789</strong></td>
</tr>
</tbody>
</table>

18.3.3.b Survey Data

The Chapman University 2017 Environmental Audit put out a survey to current students, staff, and faculty asking questions on curriculum and transportation topics. Despite now running for five years, Figure 18.3.3 shows that not even a majority of students and faculty are aware of Earth Week events that have happened on campus.

![Survey Data Chart]

**Figure 18.3.3 - Survey Question:** “Are you aware of earth day/week events that have occurred at Chapman?” Students n=375 (does not include freshman standing); Faculty n=40; Staff n=68

Due to a campus climate that does not necessarily prioritize environmental sustainability, 66% of students, staff, and faculty (n=750) believe that past events have either been neutral or ineffective in promoting environmental sustainability (Figure 18.3.4.). It is possible that some answered this way due to not being aware of events that exist that do promote this.
### 18.3.3 Evaluation Data

Students, staff, and faculty who attended 2017 Campus Earth Week Events were asked to fill out short evaluations (Appendix Figure 18.8.6.). Figure 18.3.5 charts demonstrate that a majority those who attended Earth Week programing, found the events to be successful in promoting environmental sustainability, and no respondents found programs to be ineffective in doing so, counter to the findings from the general survey.

In event evaluations, attendees were also asked the question, “Are there any Earth Week events you would like to see in the future? Responses are listed in the table below.

![Figure 18.3.4](image-url)

**Figure 18.3.4 - Responses given by surveyed students, staff, and faculty to the question “In your opinion, how effective have previous Chapman programing events and campaigns been in increasing environmental awareness on campus?”**

![Figure 18.3.5](image-url)

**Figure 18.3.5 - Percentage of respective 2017 Earth Week event attendees in response to the question “In your opinion, how effective was this event in promoting environmental sustainability?”**
Table 18.3.3 - Suggestions for future Earth Week Events given by attendees to 2017 Earth Week events.

| Are there any Earth Week Events you would like to see in the future? (n=99) | Recycling events/challenges | Roots Native Habitat Restoration | Smoothie workshop | Sustainability workshops | Vegan and vegetarian food | Swap not Shop (more often) | Upcycling workshop | Waste demonstration - carry your waste for a day | Water conservation workshop | Yoga on the lawn |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Beach clean ups | Indoor activities |  |  |  |  |  |  |  |  |  |
| Bee awareness | Interactive Activities |  |  |  |  |  |  |  |  |  |
| Bike fair | Interactive/fun events |  |  |  |  |  |  |  |  |  |
| Camping | Littering event |  |  |  |  |  |  |  |  |  |
| Campus blackout - energy conservation | March for Science |  |  |  |  |  |  |  |  |  |
| Community outreach - elementary education | Marches/Demonstrations |  |  |  |  |  |  |  |  |  |
| Concert | Meatless Monday |  |  |  |  |  |  |  |  |  |
| Documentary Screenings | Native planting events |  |  |  |  |  |  |  |  |  |
| Events with dogs | Panel discussions |  |  |  |  |  |  |  |  |  |
| Food waste sessions Gardening workshops | Park Brunch Piazza Tabling |  |  |  |  |  |  |  |  |  |
| Giveaways | Plastic Alternative giveaways (grocery bags, water bottles, straws, etc.) |  |  |  |  |  |  |  |  |  |

It appears those who attend Earth Week events find them successful in promoting environmental sustainability on campus and would either attend the events again (Appendix Figure 18.8.7.), or new ones of the many suggested.

18.3.3.d Interviews
Megan Sawyer, Special Projects Manager, Schmid College of Science and Technology

Within the Office of Dean Lyons, Megan Sawyer has had a hands on role in planning one aspect of Earth Week that has been relatively consistently run over the past few years: an event bringing in an outside speaker on a topic related to the Earth Week theme. Sawyer shared a bit about how the speaker series over the whole year is planned within Schmid. Starting as early as June, faculty and staff members come together to brainstorm a “wish list” of speakers, those whose work best fits within the disciplines in Schmid, they would like to invite to speak at some point in the upcoming school year. When the speakers accept this invitation, then the process of scheduling begins. Due to the nature of how busy people’s schedules are today, conflicts sometimes exist. Because of this, the date that each speaker comes is largely determined by when they have time in their own schedule to speak. Given this, there has not actually been a concerted
effort to bring a speaker specifically related to the themes of Earth Week to the forums at this time over the past few years, but it has been a rather “happy coincidence.” In the future, Sawyer shared that environmentally conscious speakers are desired, but not necessarily guaranteed as a part of the Science Forum in future Earth Weeks.

Justin Koppelman, Civic Engagement Coordinator, Department of Student and Campus Life, Chapman University

Justin Koppelman gave insight into how Civic Engagement structures event planning. A separate department on campus, they utilize a different timeline when planning events, including Earth Week events. The ideation for each event is generally set one semester in advance. The minimum timespan to allow for planning is 6 weeks, which allows their marketing team to spend 2 weeks on design, and another week to actually advertise events to the Chapman community.

In addition, Koppelman was asked how he felt the campus climate has shifted, if at all, towards an emphasis on environmental sustainability in his time here. In response, he cited the prevalence of the student organization Mission Environment on campus. “It was not that student interest in the topic was nonexistent before, but it is now a consistent presence.” Koppelman also expressed that hiring Mackenzie Crigger as the sustainability manager was a way for the University to make a statement about it belief in environmental sustainability. Another way Chapman shows its support indirectly through its support of Civic Engagement, a department of the university. Thus, the University monetarily funds the events that come out of Civic Engagement.

Finally, Koppelman called attention to the transition that occurred in changing the title to “Earth Week” from “Sustainability Week” when the Student Sustainability Initiative was no more. In his opinion, “Sustainability Week” may actually be more reflective in the programming that exists during Earth Week. It is true that the language used may affect a different group of people so word choice should be carefully considered in order to maximize the number of people able to latch onto the concept of sustainability. And this topic is an extremely interdisciplinary one with far reaching implications that affect people across all walks of life.

Jack Raubolt, Vice President of Community Relations, Chapman University

As a large presence within a small historical city, the relationship between Chapman University and the City of Orange is a critical one moving forward. Jack Raubolt was asked “What methods have been successful in creating a partnership between Chapman University and the City of Orange?” Raubolt shared that he has seen the most success in inviting community members and advertising to them existing events on campus. The Office of Community Relations is more than willing to aid in this, in sending out postcards to residents and advertising on their blog. Through these methods, the Orange community is actually learning how open and receptive Chapman University really is, inquiring how they can become more involved. One idea proposed would be to offer a nature-based campus tour to community members to show the measure that Chapman has already taken towards environmental sustainability. Raubolt sees potential in bridging relations with the community during Earth Week in perhaps partnering in a local restorative event, such as Roots Native Habitat Restoration. He noted how we all live in
one city, on one planet, together. Thus, all of our social issues are highly correlated with how well our habitat is taken care of.

18.4 CONCLUDING ASSESSMENTS

Prior to 2010, an Earth Week on Chapman’s campus was essentially nonexistent. However, in the past few years since, there have been several events run consistently each year in honor of Earth Day. Events like Roots Native Habitat Restoration, Swap not Shop, and panel/guest speaker series, have been initially successful in increasing the scope of awareness of environmental sustainability for Chapman’s students, staff, and faculty. Since Chapman has only put on a few Earth Weeks, there has been a trial-and-error type process to put on new events and measure their relative successes, to decide whether or not to run them again each year. This methodology has actually proved to be effective in bringing a relatively diverse range of programming, put on by several different departments, which hopefully has promoted interdisciplinary participation and involvement in sustainability.

This being said, Chapman University could definitely show improvement in increasing both the diversity and scale of future Earth Week events. While it may be true that the University offers many events for its size and at times suffers with over-programing, Earth Week should be an exciting time full of engaging events, especially with the hype that is already produced for the whole campus-wide event, Spring Sizzle. This event should be reevaluated each year in its environmental footprint so that there are continual efforts to make the process as sustainable as possible. In addition, there could be events that are planned by and for interdisciplinary groups on campus. The University Program Board and Civic Engagement historically put on a large number of events. These organizations plan events mainly for students, and engaging faculty and staff in environmental sustainability could be accomplished by incorporating Earth Week events that engage this population of the campus as well. A good place to start with this may be the Faculty Sustainability Committee.

18.5 RECOMMENDATIONS

There has not been a lack of interest from the Chapman community to see Earth day programming. In the past, events during Earth Week have been planned in a rather disjointed effort, by several different departments without communication flow between one another.

18.5.1 Low Cost and/or Effort

- Increase publicity of existing events
- Assess environmental impact of existing events (ie Spring Sizzle)
- Record attendance and evaluation data at future events
- Utilize attendance and evaluative data to inform future planning

18.5.2 Medium Cost and/or Effort

- Add more events to Earth Week
  - CMC’s Environmental Documentary Screening Series
  - College Power Down Challenge
  - Sustainability Fair

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- Add incentives like food and extra credit
- Hire Civic Engagement student workers to fulfill the roles the SSI members held 2010-2012

18.5.3 High Cost and/or Effort
- Add larger-scale events to Earth Week
  - Tufts’ Earth Month
  - USC’s Earth Month
- Creation of “Sustainable Orange” (and improved community relations)
  - Modeled off of “Sustainable Claremont”
  - Interdisciplinary with representatives from
    - Interfaith Council
    - Department of Sustainability
    - Faculty Sustainability Committee
    - Civic Engagement
    - University Program Board
    - Office of Housing and Residential Life
    - City of Orange residents
    - Parks and Recreation Department
    - Greek Life

18.5.4 Future Areas of Research
Ideas for future research, which did not fit the scope of this audit, but would be of interest in future audits, include:
- Psychology behind motivations to attend Earth Day events
- How to raise funds specifically to be allocated to a committee for Earth Week
- How will creating a unique and successful Earth Week better shape Chapman students into global citizens?

18.6 Contacts
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Lotus Thai, University Program Board Marketing Director, Chapman University, (thai106@chapman.edu, 714-697-3211)

18.7 REFERENCES
Dr. Daniele C. Struppa. “23rd Annual Spring Sizzle.” Email from the Office of the President. 17 April 2017.
https://www.cmc.edu/about
http://www.sustainableclaremont.org/actionareas/schools
https://www.tufts.edu/
http://usc.edu

18.8 APPENDICES

Figure 18.8.1 - “Sustainability Week” 2011 Schedule of Events.
Source: Justin Koppelman, Department of Civic Engagement.

Figure 18.8.2 - “Sustainability Week” 2012 Schedule of Events.
Source: Justin Koppelman, Department of ~ ~