

# Strikeout the Trash and Recycle-Mania



CITY OF  

---

WEST LAFAYETTE

*A Public Relations Project for  
West Lafayette Schools and  
West Lafayette Recycling*

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# Executive Summary

## Central Goal

The purpose of the campaign is to increase the amount of recycling in West Lafayette Jr.-Sr. High School (WLHS) and Happy Hollow Elementary (HH), establish lasting recycling programs at these schools and inform students, as well as their parents, of the importance of recycling through use of interactive tactics.

## Target Audience

We are specifically targeting the students, faculty and staff at Happy Hollow Elementary and West Lafayette Jr.-Sr. High School, as well as the students' parents. Our main goal is to eliminate a lack of motivation to recycle and replace it with an interest and a drive to participate in recycling.

## Key programs and Communication Materials

Key programs include a recycling event and competition. The recycling event, "Strikeout the Trash," will be held at a West Lafayette High School baseball game on April 8. Before the game, Mayor John R. Dennis will speak about the importance of recycling in West Lafayette, and 5LPR will pass out recycling information, give away promotional items, conduct a raffle and set up numerous outdoor recycling bins around the baseball stadium. The event will be promoted two weeks in advance by means of Facebook and Twitter, and through the design and distribution of flyers around the school.

The recycling competition, "Recycle-Mania," will take place at Happy Hollow Elementary March 28 through April 8. During these two weeks, each classroom will compete to bring in the most recyclable materials, and the top two classes will receive a complimentary pizza party from Boiler Market, as well as water bottles with the Recycling Office's contact information on it. Prior to publicizing the competition, we will hang posters around the school, which are designed specifically for a younger audience. Informational packets and record sheets will also be passed out to all teachers so they are able to answer questions asked by students during the competition.

## Recommended Media

We will use new media tactics, such as Facebook and Twitter, to raise awareness about recycling and we'll also create two YouTube videos. The first video will show the WLHS ECO Club (the recycling club) recycling and include interviews with students. The second video will follow the Recycling Office as it collects and recycles the city's materials. These videos can be put on the Recycling Office's website, as well as on our social media sites. We will also develop traditional media outputs such as a press release and a fact sheet that will be sent to local media contacts at WLFI-18 and *Lafayette Journal & Courier*.

We believe that our programs and tactics will be successful in encouraging West Lafayette schools to actively participate in recycling, and we hope that the Recycling Office will see a significant change in the amount of recycling received from HH and WLHS, as well as realize the importance of using different PR efforts to reach different audiences.

## Organization Analysis

West Lafayette Recycling currently has two different ways to recycle: curbside and drop-off. David Downey, street commissioner, picks up both garbage and recyclables three times a week, Tuesday through Thursday. Each West Lafayette resident who lives in a house is given a red recycling bin for free, in which he/she can put paper, plastic, aluminum, cardboard, used car batteries, motor oil that is placed in one-gallon plastic containers, newspaper, tin cans, glass and anti-freeze. If West Lafayette residents live in multi-unit housing or an apartment complex, they must drop their own recyclables off at the West Lafayette Recycling building on South River Road.

Currently, there are no recycling programs mandated by the city in businesses or schools. It is up to each business or school to create its own. Mr. Downey does pick up at the schools on a weekly basis if all recycling is placed together by the trash.

West Lafayette Recycling works with the Wildcat Creek Solid Waste District to promote recycling efforts. They are currently on the brink of launching their first website that encompasses all information about recycling. Previously, they had recycling information placed on the Lafayette and West Lafayette websites, which created confusion for residents. West Lafayette Recycling has created few public relations or marketing programs, with the exception of a Tippecanoe Recycling Guide that went out once to all residents. They have also done some direct mail promotion, but have never engaged in new media tactics, such as social media, videos, blogging, etc.



## Environment Analysis

The environment in which we are dealing with is the West Lafayette School Corporation, but this also encompasses the neighborhoods in which the children live. West Lafayette currently has 29,835 permanent residents who make up more than 54 nationalities. Overall, the county is predominately white at 89.3 percent.

More than half of West Lafayette High School graduates receive honors diplomas and nearly 95 percent attend college. Happy Hollow Elementary and West Lafayette Jr.-Sr. High School earned four-star ratings, which is Indiana's top recognition in public education. Some other statistics that are relevant to our PR programs are:

- In 2010, only 31 percent of West Lafayette residents recycled.
- 989 students currently attend WLHS.
- 464 students currently attend HH.
- WLHS has a volunteer recycling club (ECO Club) that recycles every two weeks.
- The highest number of students is in grade nine and 10, with 177 students in both.
- The lowest number of students is in grade 12, with 150 students.

### Group Ethnography Observations

#### Description:

- 5LPR visited WLHS a total of five times.
- 5LPR also visited Happy Hollow Elementary three times.
- Informal interviews were conducted with faculty and administration.
- Observations took place during lunchtime and during the ECO Club's recycling process.

#### Findings:

- There is a lack of recycling bins the junior high hallways at WLHS.
- There are large amounts of plastic being thrown in the trash at WLHS.
- Paper and plastic are recycled most by the ECO Club, where as aluminum and glass are the least recycled items.
- WLHS does a great job recycling paper in classrooms.
- Both schools' lunch trays are made of Styrofoam, not plastic.
- Both schools use plastic silverware instead of metal silverware.
- At the high school, students are allowed to eat anywhere in the school, including hallways, corridors, classrooms and the lunchroom. They are also allowed to go outside and off campus for lunch, which causes more trash to come back into the school, and also for trash to be scattered throughout, lessening the chances of it being recycled.
- They have a lot of small recycling bins in the hallways, but to be more effective during lunchtime, they need more in central areas, such as the high school and junior high locker bays.
- Both HH and WLHS's cafeterias had no recycling bins, which caused every student eating in the lunchroom to throw their waste in the trashcan instead of walking to a recycling bin.
- At WLHS recycling bins are only emptied every two weeks, which could potentially cause less to be recycled because they are full; bins should be emptied once a week minimum.
- A few faculty members and volunteer ECO Club members, who are students, oversee all recycling efforts at WLHS; they need a more mainstream recycling campaign that is led and enforced by administration.
- There is little interest in recycling by junior high students. It might be because recycling volunteers at the high school level told us that there are no junior high faculty members to oversee any sort of recycling campaign.
- The faculty lounges at HH and WLHS lack recycling bins, which causes less paper and cardboard to be recycled.
- Both schools need more recycling regulation in the hallways and cafeteria at lunchtime to make a noticeable recycling change in the school.

## Publics Analysis

Our target audience for this is children from the ages of nine to 18, along with the parents of those children. The audience would be considered a consumer public because they are customers of a service provided to them. 989 students currently attend West Lafayette High School, and 464 students attend Happy Hollow.

## Product Category

The product category is recycling. The younger children, ages nine to 14, of this category do not recycle because they do not have enough knowledge on the subject. If we create awareness of recycling, they may pass the information onto their parents, who in return will begin to recycle. The older children, ages 15 to 18, recycle more often than younger children because they are more aware of the issue. They recycle for self-satisfaction and the environment. The parents of these children who do recycle know about the subject and also do it for the self-satisfaction and the environment. The parents of these children do not recycle enough because they also do not have enough knowledge about recycling. If children are taught about what to recycle, then they can pass the information onto their parents who will begin to recycle.

## Brand Usage

The brand usage is the West Lafayette Recycling Office. The schools in the West Lafayette area use this particular brand because it is the only recycling facility offered to them. The brand is different for each “green” organization in the community. One main goal was to find out if our audience uses or could at least recognize the brand. Below are some of the results from our survey that indicate how the Recycling Office brand resonates with students. The last two graphs tell us if students would be willing to learn more about brand and what recyclables they currently recycle, if any (which is part of our brand).

## West Lafayette Jr.-Sr. High School Survey Results

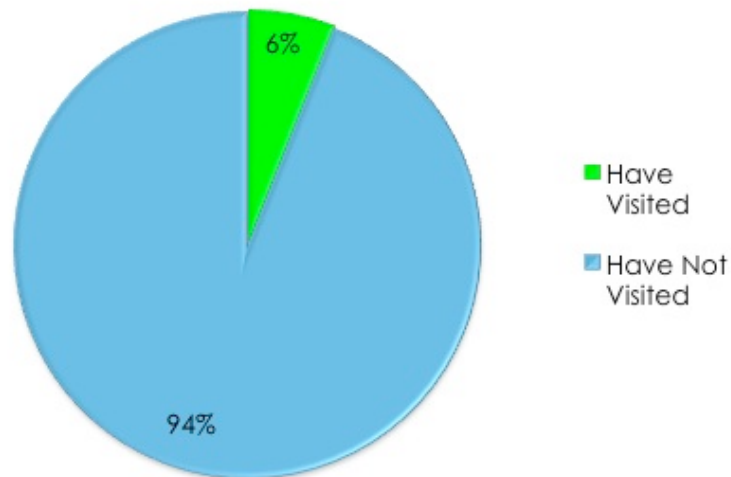
- A total of 50 students were surveyed.
- Both female and male respondents were surveyed.
- Respondents ranged from grades nine through 12.
- Sample Survey:

### Why Do You Recycle?

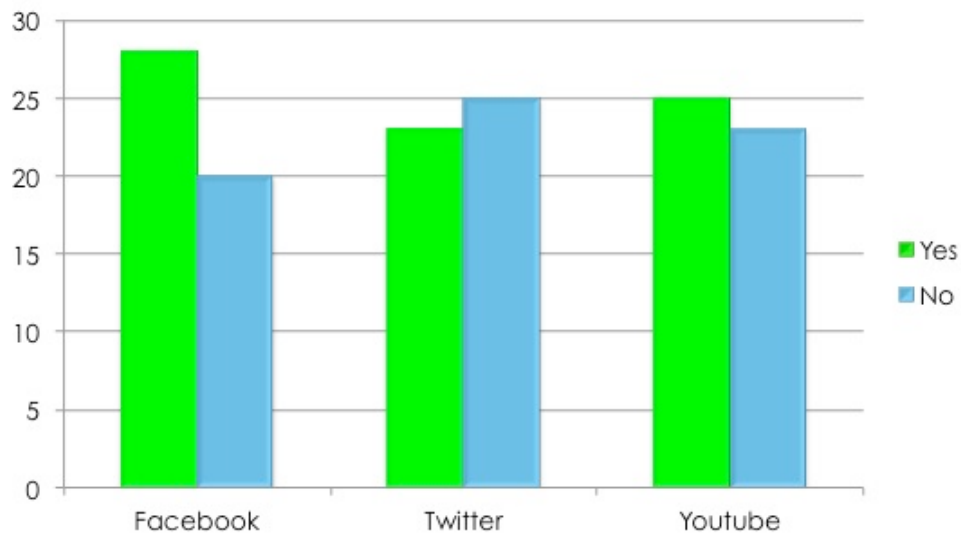
1. Grade:
2. Would you follow West Lafayette Recycling on Facebook, Twitter or YouTube?
3. Have you ever visited the City of West Lafayette Recycling’s website:
4. Do you recycle?
5. What do you recycle most (paper, plastic, cardboard, aluminum)?
6. Do you attend athletic events? Which ones?
7. What makes you want to recycle?
8. What do you think WLHS could do better to recycle?
9. What would make you want to come to an event about recycling?

# Situation Analysis

**Percentage of Students Who Have Visited the West Lafayette Recycling Website**

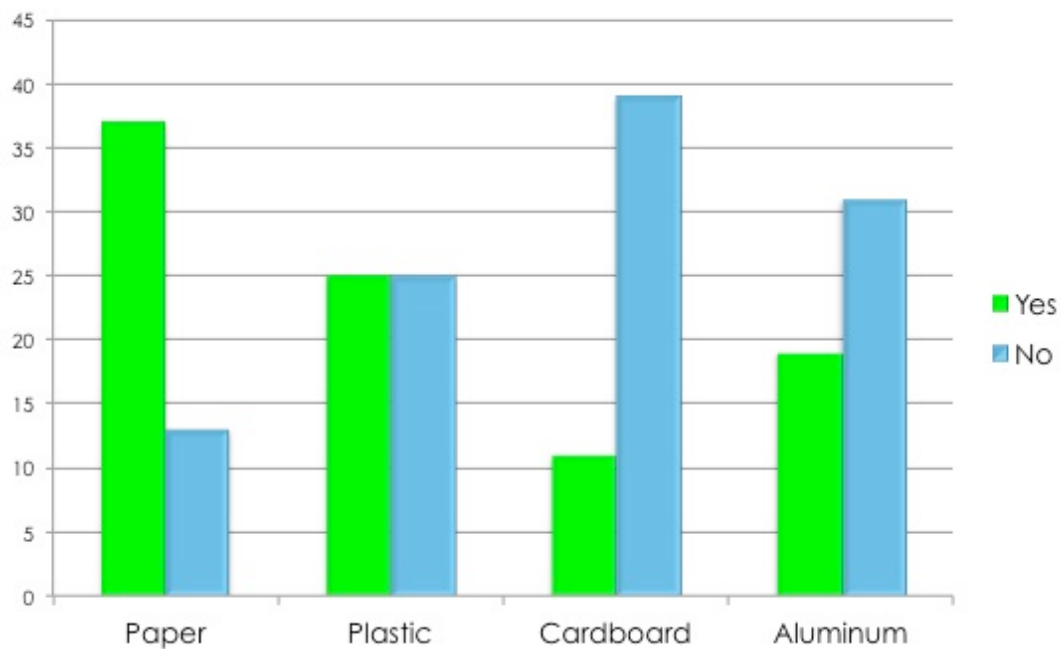


**Social Media Sites Students Would Follow West Lafayette Recycling On**

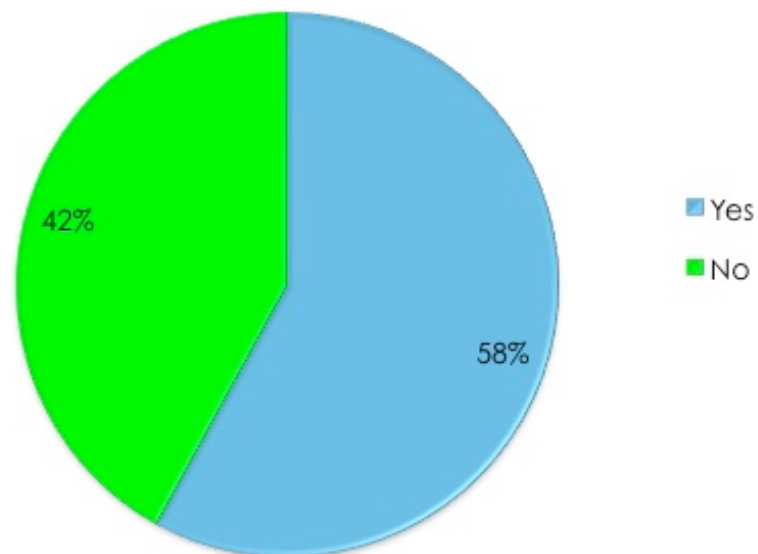


# Situation Analysis

## Materials Most Recycled by Students



## Percentage of Students Who Attend WLHS Athletic Events



### **Product/ Service Analysis**

The main issue is recycling versus throwing something into the garbage. People's perceptions of recycling are often not true to reality. Perceptions differ on what can be recycled and how it is done. The West Lafayette Recycling Department has lost thousands of dollars annually because residents are not recycling enough to keep up the actual recycling processes that go on in the city. There is currently a lack of knowledge of how important recycling is for the City of West Lafayette, and it has resulted in lack of motivation for something that does not appear to be a huge problem to the residents.

The benefits of recycling are senses of positive feelings that one is doing something good for the environment and their city. They can also lead to deeper feelings or connections to other intangible or tangible things.

### Competition Analysis

There is no specific competition between recycling offices because there is only one in West Lafayette; the struggle lies in getting the faculty and administration to create and maintain solid recycling programs that encourages students to recycle on a regular basis.

There are, however, unresolved issues between the different “green” and government organizations. The City of West Lafayette and the Recycling Office share a common goal of wanting to increase recycling intake, they, however, don’t publicize that goal well and don’t enforce it at schools. The Go Greener Commission, which does a lot in the community, seems to have different political views, which causes unrest in accomplishing a shared goal. Also, there is a lack of communication between the Recycling Office, Wildcat Creek Solid Waste District and the West Lafayette Waste Water Treatment Center. We feel all of these organizations should have similar goals and share a unified brand, since their ultimate goal is that of the city’s, which is to make the community more environmentally friendly.

# SWOT Analysis

## Strengths

- A \$500 minimum grant for the project.
- We have the ability to purchase promotional materials to engage students.
- We have the chance to begin lunchroom-recycling programs.
- We already have recycling collateral; both the Tippecanoe Recycling Guide and the direct mail brochure.
- The high school has a recycling club of students who pick up recycling in classrooms every two weeks; they have recycling bins in every classroom.

## Weaknesses

- Happy Hollow does not have bins in every classroom and does not have any type of program established.
- The junior high doesn't have any education program established and doesn't have as many recycling options as the high school.
- We only have \$500 to help both schools.
- The athletic complex has no recycling in place; and outside recycling bins are substantially more expensive than indoor recycling bins.
- West Lafayette Recycling cannot contribute any recycling bins to the schools.

## Opportunities

- We can make public relations and communications recommendations to the schools on how to establish recycling programs and better organize the way trash and recycling is handled.
- We have the ability to create social media outlets and help with website content for West Lafayette Recycling.
- Our group understands how to make videos and promote them to a younger generation via social media; this is a more interactive way to educate students on West Lafayette Recycling.
- Promote the importance of recycling and its many benefits at sporting events for free.

## Threats

- Teenagers or children not being interested in what we are doing; we must make recycling seem "cool" or appealing to our publics so that they want to recycle.
- High costs of implementing programs, purchasing promotional materials and buying outdoor recycling bins.
- Possible low attendance and lack of participation at our events.
- There are many different people that we need to be in contact with; lack of cooperation with school officials and city officials could be an issue.
- Untimely correspondence between our team and persons of authority.



### Target Audience

The target audiences for the campaigns are children, ages nine through 18, who attend Happy Hollow Elementary and the West Lafayette High School. The ethnographic findings and survey results collected through these campaigns show that the overall, the students are indeed interested and willing to recycle, but are limited by the lack of resources and knowledge they are given.

Throughout the campaigns, we intend to provide educational materials about recycling in order to allow the students to recycle more. If the children are taught about what to recycle, then they can pass the information on to their parents who will begin to recycle as well. By making change within the schools, it will have an overall effect on the target market.

### Target Market

The target market that we intend the target audience to influence includes faculty within the schools, parents of the students and the administration of the schools. Based on the research and findings of what goes on inside of the schools in relation to recycling, it was found that there is a lack of motivation for recycling efforts from the administration.

At Happy Hollow Elementary, there are no recycling programs and there are not recycling bins throughout the school. There is no involvement from the faculty or administration for support and help.

At West Lafayette High School, the only recycling activity is through the ECO Club, which is led and maintained solely by students. There is no involvement from the faculty or administration for support and help throughout the recycling processes.

## Objectives

1. Increase recycling awareness at both Happy Hollow Elementary School and West Lafayette High School by making administrators, faculty and students aware of the need for recycling in their school.
2. Increase recycling intake at Happy Hollow Elementary School by giving them the tools necessary to begin a recycling program.
3. Help the West Lafayette Recycling Office use new methods to engage a younger audience to recycle.
4. Create and enhance awareness of recycling at West Lafayette High School and Happy Hollow through new media and interactive events.
5. Show the need for outdoor recycling at West Lafayette High School at an athletic event.
6. Improve communication between the schools, organizations and the West Lafayette Recycling Office.

## Strategies

1. Provide Happy Hollow and West Lafayette High School with educational materials and promotional items to inform students and faculty on recycling methods.
2. Publicize and sustain interest at Happy Hollow by holding a recycling competition and give away promotional items that are meant not to be thrown away.
3. Capitalize on social media accounts, specifically Facebook and Twitter, to reach younger audiences.
4. Use social media accounts to promote our recycling events and the importance of recycling for West Lafayette High School and Happy Hollow.
5. Create short videos to promote how the Recycling Office recycles so they can put it on their website and we can share on social media to reach younger audiences.
6. Implement a recycling event for West Lafayette High School at a baseball game and provide recycling bins to show the impact it can have on recycling at athletic events.
7. Address and improve communication issues between the school administration, “green” organizations in the community and the West Lafayette Recycling Office by relaying shared goals and conducting interviews with key personnel to ensure recycling goals are clear and in sync with one another.
8. Reinforce the importance of creating and maintaining recycling programs at the schools on their own; by educating them, showing students are actually interested in the environment and promoting the West Lafayette Recycling Office’s goals to improve recycling efforts in the city.

- **Strikeout the Trash**

- *Event Synopsis*

- Both a promotional and informational event that will be held at a West Lafayette High School baseball game on April 8, 2011.
    - Will pass out water bottles and magnets with the Recycling Office's contact information on them about where to go on the Web to learn more.
    - Hold name drawings and trivia contest during different innings and give away food coupons from Red Mango, Arby's and Bruno's Pizza.
    - Mayor John Dennis will be in attendance and speak about how recycling can be fun, the impact recycling would have at athletic events, if it was used regularly and the city's goals to increase recycling intake.
    - Will solicit outdoor recycling bins from the Go Greener Commission to use for the duration of the game and measure the recyclables of the day against the collected trash of the day.

- *Publicity and Promotion*

- Send media kit to WLFI-18 and *Journal & Courier* that includes a press release and fact sheet.
    - Design and hang up flyers throughout the high school lunchroom and hallways to promote event.
    - Post about event on Facebook and Twitter.
    - Share information about the event with the ECO Club so they can relay information to their peers.

- **Recycle-Mania**

- *Event Synopsis*

- We will host a recycling competition in each classroom. The two classes, who recycle the most in two weeks time, will receive a complimentary pizza party from Boiler Market and water bottles with the Recycling Office's contact information.
    - Prior to publicizing the competition, we will pass out West Lafayette Recycling collateral to them and posters designed specifically for a younger audience, so they understand more about the recycling process.
    - Each classroom teacher will designate a student to keep track of how much is recycled each day. Measuring will be done by number of filled red recycling bins.

- *Publicity and Promotion*

- We will design and hang up flyers throughout the lunchroom and hallways to promote event.
    - We will also compose an informational packet for each teacher and administrator that includes a letter, flyer and tracking sheet about the Recycling Office and the competition.
    - We will work to maintain contact with student council teacher and principal, who serve as liaisons for us at the school, to ensure everything goes smoothly.

## Creative Executions



### Description

One of our creative executions is a magnet that displays the Recycling Office's logo, address, contact information and social media websites. On the adjacent side, we printed the text "Make West Lafayette A Better Place" and surrounded it with all the recyclable materials accepted by the Recycling Office. This magnet can serve as a reminder to households that they have the option to recycle as well as a reminder of what to recycle.

## Creative Executions



### Description

We distributed the magnets to students and parents who attended our “Strikeout the Trash” event, faculty and staff at WLHS and HH, and the remainder will be given to the Recycling Office for further distribution. Our second promotional item is a reusable water bottle that went along with the “green” theme and displayed the Recycling Office’s logo, address, contact information and social media websites. The water bottles were passed out at “Strikeout the Trash,” given to the WLHS baseball team, awarded to the winners of Recycle-Mania, and made available to sports teams at Happy Hollow.



**America's favorite *pastime*.**



**Strikeout  
the Trash**

Joe Heath Classic  
April 8, 2011, 6:00 p.m.  
WLHS Athletic Complex

**West Lafayette's new *tradition*.**



Join us: West Lafayette Recycling



### Description

Our "Strikeout the Trash" promotional poster was designed to capture the attention of sports fans. It contains the City of West Lafayette logo, Twitter and Facebook information, and the time and date of the Joe Heath Classic where we held our event. Posters were hung in the halls of WLHS two weeks prior to the event.



### RECYCLE

✓ **Aluminum**

Soda/pop cans

✓ **Bi-metals**

fruit/vegetable cans

✓ **Plastics**

Soda/pop bottles, milk jugs, plastic cups, plastic containers

✓ **Paper**

Notebook paper, magazines, newspaper, mail

✓ **Cardboard**

Cereal boxes, shoe boxes, toilet paper rolls



CITY OF  
WEST LAFAYETTE

<http://www.city.west-lafayette.in.us/>

### RECYCLE-MANIA!

**March 28 - April 8**

*Building the future  
from the trash of the past.*

The classroom who recycles the most within the two-week period will win a prize at the end of the recycling competition.



Join us: West Lafayette Recycling

#### Description

Our second promotional poster was designed for a younger audience: the students of Happy Hollow Elementary. This poster contains a lot of color, the City of West Lafayette logo, Facebook and Twitter information; a short description of Recycle-Mania including the dates of the contest and a checklist of what recyclable materials will be accepted. The posters were distributed to HH faculty and staff and displayed throughout the school hallways one week prior to the start of the competition.

## Press Release and Fact Sheet

FOR IMMEDIATE RELEASE

Contact: Jennifer Love

Cell: 317-225-6597

E-mail: [jmlove@purdue.edu](mailto:jmlove@purdue.edu)

### **Purdue Students To Hold "Strike Out The Trash" Event At West Lafayette High School Baseball Game To Show The Need For Outdoor Recycling**

WEST LAFAYETTE, IND.- Purdue students will hold "Strikeout The Trash," a recycling event, before the West Lafayette High School (WLHS) baseball game at the Salisbury Athletic Complex from 6:00 to 7:30 p.m. on April 8, 2011 to create awareness of outdoor recycling needs at athletic events.

John R. Dennis, West Lafayette Mayor, will speak at "Strikeout The Trash" about the city's goals for recycling and going green. Purdue students will pass out promotional items, such as water bottles and magnets, and will utilize outdoor recycling bins courtesy of the Go Greener Commission, to show the measurable difference between recycling and trash compilation for the duration of the game.

A group of five Purdue students are working with the West Lafayette Recycling Office and the West Lafayette Schools to increase recycling intake and knowledge of recycling. "Strikeout The Trash" will be one of the many ways the Purdue students are reaching out to the kids of the West Lafayette area to get them more involved in the recycling process.

The event will begin at 6:00 p.m. followed by the baseball game at 6:30 p.m., which is part of the Joe Heath Classic on April 8 at the Salisbury Athletic Complex.

To learn more about the West Lafayette Recycling Office visit

<http://www.westlafayette.in.gov/departments/division.php?fDD=10-66> or call 765-775-5242 . You can also follow the West Lafayette Recycling social media:

**Facebook:** [West Lafayette Recycling](#)

**Twitter:** [WL Recycling](#)

###

## **West Lafayette Recycling Office Fact Sheet**

- Purdue students will hold "Strikeout the Trash," a recycling awareness event at the Salisbury Athletic Complex on April 8 from 5:30 to 7:30 p.m. on behalf of the City of West Lafayette.

The purpose of the event is to encourage outdoor recycling, increase recycling intake, and raise awareness of the importance of recycling in Tippecanoe County.

- Purdue students will utilize outdoor recycling bins courtesy of the Go Greener Commission to show the measurable difference between recycling and trash compilation for the duration of the game.
- The event will coincide with the West Lafayette High School baseball game against Joe Heath Classic.
- Guest speakers include David Downey, Street Commissioner of West Lafayette Sanitation and Mayor John R. Dennis of West Lafayette.
- Purdue students will pass out promotional water bottles and magnets and informational packets on what can be recycled and where in Tippecanoe County.

### **The West Lafayette Recycling Office:**

- The West Lafayette Recycling Office (WLRO) is located at 705 S. River Road and operates a 24/7 drop-off recycling center.
- The WLRO provides curbside recycling to residents of West Lafayette living in houses or apartments of 4 units or less for free, as long as the proper bin is set outside before 7 a.m. on Tuesday, Wednesday and Thursday.
- The City provides one free red recycling bin for each residence that receives curbside recycling.
- Mixed paper, newspaper, glass (brown, clear and green), aluminum cans, tin cans, flattened cardboard, used car batteries, plastics, anti-freeze are accepted.

To learn more about the West Lafayette Recycling Office,

### What Goes Into Recycling?

vapetrey

11 videos

Subscribe



This video is public.

### Description

Two videos were created during both programs. The one above is specifically for the West Lafayette Recycling Office to interactively show residents how the office goes about recycling. The second video was created to increase excitement amongst the WLHS students. It showcased the ECO club recycling and had interviews with students about what they think of recycling and how they think their school can improve their efforts. Here are the two permanent links:

- <http://youtu.be/fDw0I8wqWzk>
- <http://youtu.be/ns46oou30so>

# Program & Media Planning

## Strikeout the Trash

January 31-February 11

February 14-25

February 28- March 11

March 14- March 25

March 28-April 8

April 11- April 22

Research (Ethnography)

Research (Survey)

Strategic Planning ( Meetings  
with Administration and  
Faculty)

Securing Logistics (Date,  
Time, Location)

Design Creative  
Materials

Order Promotional Items  
(Magnets and Water Bottles)

Print and hang posters at  
schools

Email ECO club students  
about event

Create video of ECO  
Club

Create video of Recycling  
Office

Begin publicizing videos on  
Facebook and Twitter

Begin Twitter account

Begin Facebook account

Prepare Media Kit (Press  
Release and Fact Sheet

Send out Media Kit  
Event: April 8

## Recycle Mania

January 31-February 11

February 14-25

February 28- March 11

March 14- March 25

March 28-April 8

April 11- April 22

Research (Ethnography)

Strategic Planning ( Meetings  
with Administration and  
Faculty)

Fundraising (Securing  
pizza donations as prizes  
for winning classes)

Design Creative  
Materials

Print and hang posters at  
schools

Create and pass out  
informational packets for  
faculty

Begin Twitter account

Begin Facebook account

Event: March 28-April 8

Award Pizza Party on April  
18 and pass out  
magnets/water bottles

## Strikeout the Trash Outcome

- Held at 6 p.m. on April 8, 2011 at the WLHS athletic complex.
- Gave out 65 water bottles and magnets.
- Provided the WLHS baseball team with water bottles.
- Mayor John Dennis spoke before the game.
- Gave away coupons from Arby's, Red Mango and Bruno's.
- Handed out Tippecanoe Recycling Guides from West Lafayette Recycling.
- Brought attention to the need for more recycling bins not only inside WLHS, but also at athletic complexes.

## Strikeout the Trash Output

- Media kit with press release, fact sheet and media alert sent to the *Lafayette Journal & Courier* and WLFI-18.
- 70 flyers hung in WLHS hallways.
- Utilized Twitter & Facebook to get the message out two weeks prior to Strikeout the Trash.

## Strikeout the Trash Outgrowth

- Administrators at WLHS took note there is a strong need for outdoor recycling bins at the athletic complex and thanked us for raising awareness.
- 40 followers on both Twitter and Facebook pages.



Mayor John R. Dennis



## Recycle-Mania Outcome

- Held from March 28 to April 8 at Happy Hollow.
- Two-week competition between classes to see who could recycle the most.
- Top two classes received a pizza party from Boiler Market.
- Energized students at Happy Hollow about recycling
  - 2,681 pounds were recycled in two weeks.
- Passed out water bottles & magnets to winning students & teachers.
- Provided HH student council teacher and principal with building blocks to begin a permanent recycling program.

## Recycle-Mania Output

- 70 flyers hung in HH hallways.
- Alerted all teachers and administrators of program through an informational packet.

## Recycle-Mania Outgrowth

- Parents helped children at HH bring in recycling from home for competition.
- Teachers at HH acknowledged the lack of and need for a program in the school.
- The recycling dumpster was overflowing for the two week period.



Recycling dumpster at Happy Hollow.

## **Recommendations for the West Lafayette Recycling Office**

- Work closely with schools to mandate programs by attending parent meetings, school board meetings and other activities.
- Hire one communications intern for the fall semester (for class credit) through Purdue's School of Communication (contact: Pam Deutsch).
  - Run Twitter and Facebook accounts from home.
  - Work on getting more followers by making newsworthy tweets & reminding citizens about heavy trash pick-up days & easy ways to recycle.
  - Design posters/graphics for mailers.
  - Produce YouTube videos about how various businesses/schools are becoming more "green."
  - Use channels such as Twazzup and Google Alerts to stay updated on recycling trends & news.
  - Plan events around the community.
  - Make suggestions to office at the end of internship on how they were able to effectively gain presence in the community and how it could continue.
- Communicate better with organizations like the Go Greener Commission and the city to ensure consistent goals and messages to the community.

## **Recommendations for WLHS**

- Have the ECO Club hold a fundraiser that would allow the club to purchase six to eight outdoor recycling bins for the athletic complex.
- Arrange for groups of two students to be present at major athletic events (football, tournaments, etc.) to pick up recycling afterwards.
- Have ECO Club pick up recycling once a week, instead of once every two weeks.
- Have ECO Club design posters to remind students to recycle (especially targeting the lunch room and locker bay areas).

## **Recommendations for HH**

- Have student council arrange a recycling competition every other month (instead of having a prize such as pizza party, students could be awarded with something like an R&R day or extra time at recess).
- Continue working with to secure extra red bins for all classrooms and offices.

## Money Spent

### Promotional Items

- Magnets
  - Set Up Fee: 49.00
  - Price per Magnet: .39
    - Purchased 250
  - Shipping: 10.00
  - Total: \$163.33
- Water Bottles
  - Set Up Fee: 49.00
  - Price per Bottle: .85
    - Purchased 200
  - Shipping: 40.00
  - Total: \$270.90

### Printing

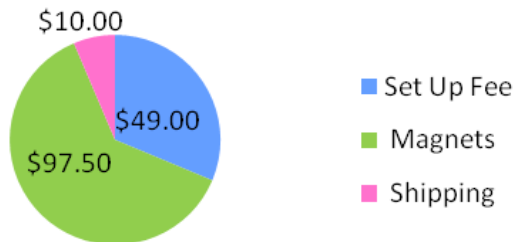
- Strikeout the Trash and Recycle-Mania Flyers
  - Price per colored flyer: .25
    - Purchased 140
  - Total: \$35.00
- Plan Books
  - Price per book: 19.00
    - Purchased 2
  - Total: \$38.00

**Total**  
**\$507.23**



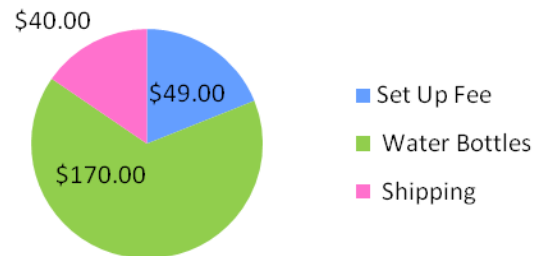
## Budget Allocation

### Magnets



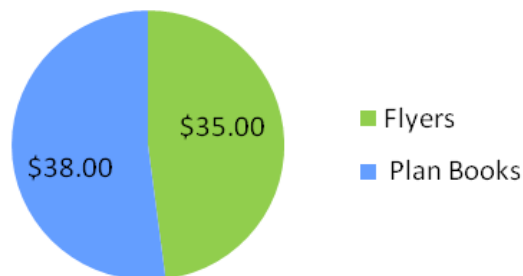
The reason we purchased magnets over other items was because they can be used as a reminder on what can be recycled. We paid for 250 magnets because it was the company's policy to purchase a certain amount.

### Water Bottles



We purchased water bottles as a promotional item because they are reusable. It reduces the use of plastic bottles of being thrown away and not recycled. We bought 200 bottles because it was the company's policy to purchase a certain amount of the product for a certain price.

### Printing



We decided to buy 70 flyers for WLHS and 70 for HH. We put flyers in teacher's mailboxes and in the hallways at Happy Hollow. At the high school we only hung up flyers in the hallways since it is a larger building. We purchased our plan books from BoilerCopy because it was the most economical. We bought two plan books, one for our professor and one for our client.

## Appendices

- <http://www.city.west-lafayette.in.us/category/subcategory.php?fCS=1-20>
- <http://www.city.west-lafayette.in.us/category/subcategory.php?fCS=1-17>
- <http://www.city.west-lafayette.in.us/category/subcategory.php?fCS=1-23>
- <http://www.westlafayette.in.gov/departments/division.php?fDD=10-66>
- [http://www.publicschoolreview.com/school\\_ov/school\\_id/29128](http://www.publicschoolreview.com/school_ov/school_id/29128)



5LPR at Strikeout the Trash. From left to right: Mallory, Andrea, Kara, Jenn and Valerie