

Hutton Honors College Sustainability and Diversity

Final Report

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# Executive Summary

## Purpose of the Report

The purpose of this report is to (1) determine optimal ways to engage Indiana University's students in activities involving sustainability (2) develop and implement sustainability programs and target group education efforts focusing on key areas identified by the Indiana University Task Force, and (3) assess programming results and develop a viable future plan.

## Who is the Audience

Students from historically underrepresented backgrounds, Hispanic and African Americans, play a key diversity role at Indiana University. The Office of Sustainability at Indiana University needs to optimize resources to engage underrepresented student in activities involving sustainability. As the university strives to create a more inclusive environment, a priority has been to become more familiar with this audience and foster relationships with various student groups to create and implement future sustainable programming. According to the fall 2008 IU Fact Book, underrepresented students comprise 7.2% of the student body and 16% of the full-time administrators, faculty and lecturers.

As new initiatives are underway to increase underrepresented student enrollment, it remains essential for the Office of Sustainability to provide opportunities that appeal to this multi-cultural student in order to further the sustainability movement and garner interest across the student spectrum.

## A Unique Opportunity

The 400+ Indiana University-Bloomington student response analysis highlighting student social issues engagement was a key component gauging student sustainability interests and attracting student participation within underrepresented campus populations.

In addition, several meetings with student leaders, professors, and active members of the community established brainstorm opportunities specifically to create activities attracting student participation. The sustainability promotion was enhanced thru Sustain IU week, which created a buzz within the IU student community and generated a stepping-stone to better engage future different student groups. Prior to Sustain IU, several activities were promoted to increase different group awareness on campus as well as collaboration for potential fall 2009 events.

## Implementation

In order to measure and achieve quantitative results an implementation procedure was designed as follows:

1. Creation of Student Community Engagement Survey with Oren Pizmony-Levy
2. Identify and Consult with key leaders of different underrepresented student groups
3. Student Focus Group
4. Activities involving and engaging underrepresented students
5. Assessment for Future

## Survey of Student Engagement with Social Issues

Oren Pizmony-Levy, Rebecca Porter, and Aimee Light

In collaboration with Hutton Honors College and a sociology course, a survey was undertaken to gauge undergraduate student sustainability interest. The harbinger for this survey was to reflect IU's current level of eco-friendliness to diverse student population segments. The information collected enabled us to pursue different social groups and integrate sustainability aspects into student group culture.

The potential for bias among responses exists. Responses derived from various cross-cultural campus undergraduate student samples collected by the sociology class and myself with special thanks to Hudson and Holland, Net Impact, and La Casa. The survey's 418 total responses heavily favored junior and senior campus involvement (75%); which, perhaps, may have skewed the findings. To eliminate potential question bias a recruitment script was devised and students were instructed to locate participants on these specific criteria:

1. 1 WHITE MALE student
2. 1 WHITE FEMALE student
3. 1 Minority (NON-WHITE) MALE student
4. 1 Minority (NON-WHITE) FEMALE student
5. Any other student

### Demographics

**Table 1:** Survey of Student Engagement with Social Issues

Question	Response	# of Respondents	% of Respondents
Gender			
	Male	186	44.5%
	Female	232	55.5%
Race/Ethnicity			
	American Indian	7	1.67%
	Asian American	43	10.29%
	Black	64	15.31%
	White	256	61.24%
	Mexican American	27	6.46%
	Multiracial	21	5.02%

Survey participants were asked their opinions about involvement with a new organization related to a social issue. The survey was administered with four different versions framing two scenarios two different ways:

1. Framing: Diversity  
*Students on campus (Indiana University, Bloomington) are working toward establishing a new student organization / club dedicated to promoting sustainable development on campus. This organization aims to bring together {students} or {students of diverse cultural and religious backgrounds} who are interested in these issues.*

## 2. Framing: Sustainable Development or Environmentalism

*Sustainable development is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs."*

*Environmentalism is defined as "concern for the conservation and improvement of the environment, natural resources and ecosystems."*

The responses indicated students of color were more likely to join organizations with the framing of diversity or environmentalism than white students. Once the framing of sustainability or diversity was introduced the gap between the two groups closed considerably. There are several points of interest to be observed, one example being sustainability and diversity and their recent use through media to create hype. Experience has taught me not to over use "key" terms but devise an advertising strategy that implies their use. Partnering with organizations is one route to achieve this or advertising through underrepresented student groups, such as National Black Accounting Association, would be an effective manner.

Respondents were asked their opinions covering a number of different topics ranging from social networking to social issues. Most students participated in activities with their respective networks. An interesting observation noted was the social networking chart illustrating organizations relating to culture and environmental groups as outliers in the student activity sphere represented in Appendix A.

Current issue awareness or lack thereof was evident as many students unknowingly contributed the green house effect causing the ozone layer hole. Therefore, encouraging additional education sustainability is crucial for proper understanding of the bigger picture. Activities were initiated after results tabulated to conjure a cohesive understanding of sustainability broad term and its daily life application through events such as the Hudson and Holland Freshmen Conference and Sustain IU.

Conclusion, to attract students, survey results identified sustainability focus needs to institute a physical presence at established respected organizations, constant contact and smaller events to attract specific groups. My biggest concern with the survey implicated its length due to time constraints and printing restrictions. In the future, I believe an online survey should be created and administered to not only save paper but increase time efficiency.

### **Focus Groups Analysis**

A group was formed to help administer surveys throughout campus and brainstorm new ideas. Having no official club, the assembly did not last long but ideas were fashioned. One of the participants produced the idea of an interfaith event relating to sustainability--combining environmental consciousness with the Biblical Earth stewardship concept.

In addition, a significant number of responses received identified environmental endeavors interest. Students are paying attention by the heightened awareness on campus through establishing volunteer outlets.

One opportunity to take advantage of is through the Hutton Honors Council. Mandating a dedicated sustainability and diversity segment or position would encourage a larger student mass to attend events under an established group's presence.

## **Projects and Future Recommendations**

For all projects it was important to advertise foreseeable student benefits and define their involvement. Most student groups favored hands-on projects to supplement educational components to rally interest amongst club members. Serving as a bridge between sustainability and underrepresented minorities I developed a variety of projects over the semester to encourage greater student involvement/awareness.

### Hudson and Holland Conference

The conference was a trial run directly partnering the Office of Sustainability and Hudson and Holland to promote sustainability and highlight its importance. Bill Brown served as the keynote speaker of our presentation as well as Michael Hamburger. McKenzie Beverage and I reported on a student level with respect to the conference themed, "Sustainability and You."

After the presentation, a booth was setup for interested students to learn more about participating with "green" activities. Elizabeth Beeler, intern for the Clearing House, joined me to advertise sustainable organizations on campus, how sustainability compliments any major, and places to volunteer. (HHSP students are required to complete 40 hours of community service)

A survey was required of all student attendees by Hudson and Holland to evaluate the presentation for future conference use. Beverly Malone, graduate assistant to the program director, compiled the results and determined the students enjoyed and benefited from the sustainability component.

To insure the addition of a sustainability component to the HHSP conference agenda, it is important to keep in contact with organizers Elizabeth Sandbothe and Mimi Attenoukon. Currently, plans to add a sustainability section to the conference are in place; however, their commitment was hesitant.

### Theta Nu Xi – Multicultural Sorority

Partnering with Multicultural Fraternities is an outlet to become more involved with the underrepresented student population. Each fraternity and sorority member is required to provide one week of service yearly. One of the events must pertain to a volunteer activity and most organizations are delighted to collaborate with different organizations.

Our event was held at the Monroe County Library, where the sorority sisters and I taught children the importance of "greener" living. Activities were organized from recycling, planting seeds, coloring pictures to a poster competition teaching children about sustainability. The event ran smoothly and the sisters agreed to collaborate next year as well.

Furthermore, I recommend more than one intern be present for any meeting with all the sorority sisters prior to an event. I only communicated with two sisterhood members making it difficult to explain the purpose of the children's educational activities.

### Sustain IU

Students Taking Action: The goal is to meet with student groups to uncover what students are currently doing and what students can do to become more involved. Students were encouraged to discuss their roles as advocates for sustainability at IU and provide examples of sustainable activities for other groups to become involved with. The panel was followed by a

meet and greets which generated the opportunity to meet Bill Brown and other interns from the Office of Sustainability.

#### Making Food Sustainable and Accessible:

Rational: This Panel discussion is designed to introduce a familiar concept and how it relates to sustainability in a holistic approach. The objective is to come full circle with food from the social costs to the nutritional loss of processed foods. An open forum discussion allowed the audience to take a part and share their views and ask questions to the panel.

Overview: *IU Prof. Valerie Grim, Amy Raj (La Casa), Lucille Bertuccio (Center for Sustainable Living), Maggie Sullivan (Local Growers Guild), and Kim Kanney (Hoosier Hills Food Bank) discussed access to and the affordability of nutritional, local, and organic food with an emphasis on barriers to access in minority and lower socioeconomic communities. Speakers were challenged to provide suggestions on how students can participate in improving this situation.*

#### Future Events

##### Majora Carter

As an active member in the Kelley School Diversity Council, faculty advisor Dr. Malik McCluskey, recommended an impactful diversity event, which would involve and engage underrepresented students.

Inviting Majora Carter to address Indiana University would require a campus wide initiative to publicize her presence and to inform students about the issue of environmental injustice. A prominent figure, who is African American, would provide a role model for students of color.

The passion she demonstrates through her speeches is phenomenal and would educate the student body and motivate students to take action. The weeks leading to Majora Carter's keynote address, student organizations across campus would be asked to host an event relating to environmental justice.

##### Interfaith

This intriguing idea has potential to attract diversified representative students. Similar to the event held in honor of MLK Day, it would link students together to discuss the "...growing consciousnesses of our role in the stewardship of the environment. Each of us, through the inspiration of our own religious teachings, is finding ways to work together across faith lines" as stated by Peter Adriance, a Baha'i and co-chair of the Faith Sector Team for the U.S. Partnership for the Decade of Education for Sustainable Development.

Discussing the event with Eric Love on several occasions, he agreed to help coordinate the activity. Rebeca Laracuente, focus group member, headed contacting the interfaith student group; and other organizations; however, late timing and lack of availability postponed this event till the fall semester.

##### Weatherization

A great way for students to experience how weatherizing your home can help conserve energy and save money is to invite someone from Sherlock Homes to demonstrate areas of La Casa where improvement could be made. The purpose is to inspire students to take these tips home with aid of tip sheet, locate and repair problem areas in their own homes.

The event is scheduled to occur in conjunction with the La Casa Lock In. After attending various La Casa events and asking fellow members if they would be interested in attending, an overwhelming number showed enthusiasm.

### Sustainable Living on a Budget

Meeting with Professor Edwardo Rhodes and Professor Diane Henshel we discussed optimal events to attract students from across campus focusing on sustainability and how it can save money.

We developed a list of potential faculty and schools that could possibly contribute to the event as well as panelists.

Panelists:

- ◆ Professor Diane Henshel
- ◆ Professor Benjamin Schultz
- ◆ Professor Michael Hamburger
- ◆ Lucille Bertuccio, Center of Sustainable Living
- ◆ Professor Terry Usrey

### **Future Notice**

One of the most important internship lessons I gained has been quickly establishing relationships with different group leaders to expedite communication and follow-up to create activities. Most underrepresented groups are smaller and receive multiple daily e-mails from organizations across campus soliciting partnership in different activities. Building strong relationships and networking with an entire legion of organizations permits your name to be heard and student leaders' interest in working with you. My work was greatly affected by Rebecca Porter, Diversity Outreach and Recruitment Coordinator & Advisor for Hutton Honors College, and Oren Pizmony Levy, Doctoral Candidate for Sociology. With their guidance, I was better able to connect with different organizations and distribute sustainable events information to the masses.

Table 2 includes a contact resource list I have assembled throughout the school year. The chart includes contact name, affiliation and contact information for future communications useful to any future intern.

**Table 2:** Outreach Contacts

<b>Name</b>	<b>Affiliation</b>	<b>Contact Information</b>
Dr. Edwin Marshall	Vice President for Diversity, Equity, & Multicultural Affairs	marshall@indiana.edu
Dr. Malik McCluskey	Kelley School of Business	812-322-1563 mmclusk@indiana.edu
Dr. Richard Wilk	Professor of Anthropology and Gender Studies	wilkr@indiana.edu
Dr. Virginia LeBlanc	Hudson and Holland Scholarship Program	812-219-3842 vleblanc@indiana.edu
Dr. Edwardo Rhodes	SPEA	rhodes@indiana.edu
Eric Love	School of Education/Neal Marshall	812-219-3989 elove@indiana.edu
John Galuska	Foster International	jgaluska@indiana.edu
Lillian Casillas	La Casa	mlcasill@indiana.edu
Sherlock Homes	Sherlock Homes	812-339-5828 sherlockhomesinspectors@comcast.net
Valerie Grim	Chair of the IU Department of African American and African Diaspora Studies	vgrim@indiana.edu

### Suggestions for Future

Building upon IU's current initiatives to diversify campus, education is fundamental to engage the underrepresented student audience. The survey results indicate interest in sustainability by diverse populations – to capture these students **more** educational components are needed. Additional classes combining African or Hispanic Studies with sustainability is instrumental for future participation.

The Office of Sustainability includes a list of sustainable related classes on its website; however, the content is rarely visited by students, especially students of color. A partnership between the Office of Sustainability or Hutton Honors College with the Center for Latin American and Caribbean Studies, African American and African Diaspora Studies, or Latino Studies would relate sustainability to issues directly facing the underrepresented populations.

After implementation of educational components, advertising extracurricular and academic activities should follow to retain interest and encourage active student involvement. Creating case competitions to help identify solutions to environmental issues would further expose students to sustainability apart from climate change and saving the rainforest. The case, if centered on issues facing African Americans and Hispanics, introduces students to an array of topics ranging from health care, politics, to urban renewal.

Participation from the case competition will later be evaluated and future planning will commence. The case competition(s) will act as a guide for future student engagement showing a vision of sustainability linked to diversity. Another future outcome is the opportunity to develop additional “green” classes generated from the students’ interest in the competition.

Hutton Honor's College has the first mover advantage of introducing honors classes focused on popular issues to attract a broader range of students.

### Closing Remark

A key objective of my internship was establishing a sustainability linkage between campus groups that serve to educate and promote such concepts highlighted within the Sustainability Report. After completing my internship I assessed it is mutually beneficial to stay in close contact with leaders of different underrepresented organizations to coordinate future events. From experience, organizations preferred hands on activities instead of strictly educational components. Partnering with sustainable groups such as Net Impact or Volunteers in Sustainability would be the course of action recommended. Also, many organizations within the community promote sustainable volunteer projects allowing for student participation.

Success for the future is attainable. Over the course of the summer, or at the beginning of school, would be prime timeframes to establish and build connections with student leaders to plan school year events. In addition, the Office of Sustainability has the opportunity to advertise the internship program to the different groups provided a fall internship program is available. Henceforth, sustainability and diversity form a unique collaborative juxtaposition.

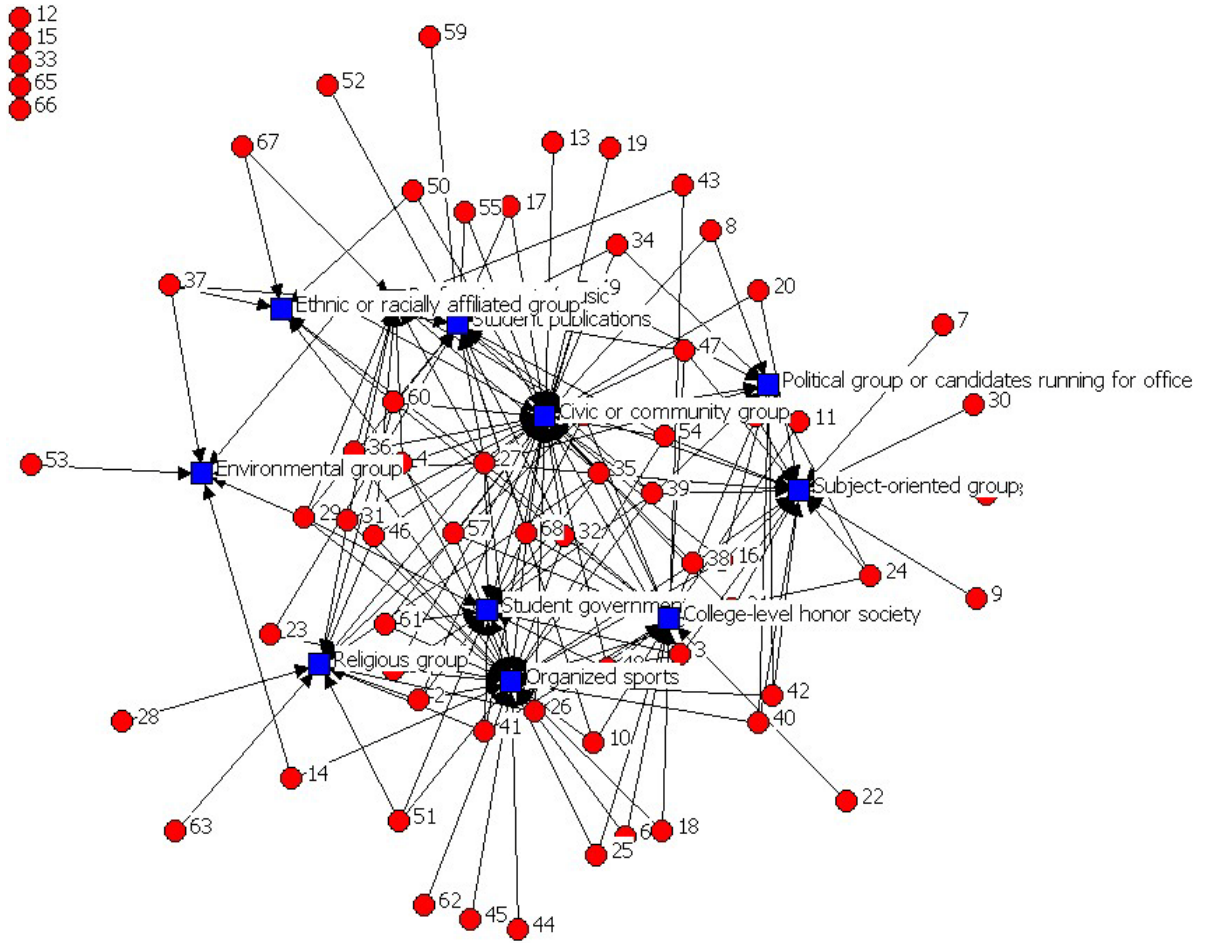
### **References**

"Interfaith environmental gathering creates climate of sharing." Bahai Faith. 27 Oct. 2007. 9 May 2009 <<http://www.bahai.us/interfaith-environmental-gathering>>.

IU Fact Book

Survey of Student Engagement with Social Issues

# Appendix A: Social Networking



## Appendix B: Helpful Links

**African Student Association:** <http://www.indiana.edu/~iuasa/>

**Asian Student Union:** <http://www.indiana.edu/~asu/>

**Bloomington Volunteer Network:** <http://bloomington.in.gov/volunteer/>

**Bloomington Community Gardens:** [drakeb@bloomington.in.gov](mailto:drakeb@bloomington.in.gov)

**College Sustainability Report Card:** <http://www.greenreportcard.org/report-card-2009/schools/indiana-university-bloomington>

**Groups:** <http://www.indiana.edu/~groups/>

**Hoosier Hills Food Bank:** <http://www.hhfoodbank.org>

**Hudson and Holland Scholarship Program:** <http://www.iub.edu/~hhsp/>

**IU Career Development Center:** <http://www.indiana.edu/~career/>

**IU Greeks Go Green:** <http://mypage.iu.edu/~lwehking/pages/contacts.html>

**IU Office of Service-Learning:** <http://www.indiana.edu/~copsl/>

**IU Office of Sustainability:** <https://www.indiana.edu/~sustain/>

**IU Student Association:** <http://www.indiana.edu/~iuasa/>

**IU Student Foundation:** <http://iusf.indiana.edu/>

**IU Volunteers in Sustainability:** <https://www.indiana.edu/~sustain/vis.html>

**Indiana Living Green:** <http://www.indianalivinggreen.com/>

**Indiana Public Interest Research Group:** <http://www.inpirg.org/>

**Local Growers Guild:** <http://www.localgrowers.org>

**Middle Way House:** <http://www.middlewayhouse.org/>

**Monroe County Parks & Recreation:**  
<http://www.co.monroe.in.us/parksandrecreation/index.htm>

**Mother Hubbard's Cupboard:** <http://www.mhcfoodpantry.org/>

**Multi-Cultural Greek Council:** <http://www.indiana.edu/~mcgc/>

**Muslim Student Union:** <http://www.indiana.edu/~msuweb/msu.htm>

**Net Impact: The Sustainable Business Club:** <http://www.kelley.iu.edu/ebc/members.html>