Experiential learning: Reaching beyond the “sustainability choir” through engaging, fun activities

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• Who are we already connecting with?

• How do we connect with more students?
The game changer...

Fish, Learn, Win!
Who are we already connecting with?

The “sustainability choir”

How do we connect with more students?

- Possible student barriers:
  - $$$
  - Time
  - Convenience
  - Fun
  - Jargon
  - Not hearing about event
Desired outcomes

• Enable campus and community connections
• Attract more than the “sustainability choir”
• WWU having a clearer definition of sustainability
The Fair

- Scavenger hunt ➔ interact with tables ➔ play games ➔ prizes
- Volunteers
- Food
- Survey
Scavenger Hunt

Welcome to the Fair

Co-op: What are three ways that the Co-op supports sustainability?

Women in Energy Mentoring Network: Why is empowering women in the energy industry important?

Sustainability

- Environment
- Economy
- Society
Games & Prizes

• Played games to earn prize tickets
• 12 local businesses donated raffle prizes
• Also had trade-in prizes
Food & attention grabbers
• 532 people attended and 137 completed survey

After attending this event, I am more motivated to work with campus sustainability organizations.

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>31</td>
<td>23.5%</td>
</tr>
<tr>
<td>Agree</td>
<td>71</td>
<td>53.8%</td>
</tr>
<tr>
<td>Undecided</td>
<td>27</td>
<td>20.5%</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>1.5%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

77.3%

After attending this event, I have a clearer definition of the term "Sustainability".

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Strongly Agree</td>
<td>37</td>
<td>28.2%</td>
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<tr>
<td>Agree</td>
<td>68</td>
<td>51.9%</td>
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<tr>
<td>Undecided</td>
<td>18</td>
<td>13.7%</td>
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<tr>
<td>Disagree</td>
<td>7</td>
<td>5.3%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
<td>0.8%</td>
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</tbody>
</table>

80.1%
<table>
<thead>
<tr>
<th>Possible student barriers</th>
<th>Solutions</th>
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<tbody>
<tr>
<td>$$$$$</td>
<td>• Free event</td>
</tr>
<tr>
<td></td>
<td>• Prizes</td>
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<tr>
<td>Time</td>
<td>• During the day</td>
</tr>
<tr>
<td></td>
<td>• Beginning of quarter</td>
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<tr>
<td>Convenience</td>
<td>• Food</td>
</tr>
<tr>
<td></td>
<td>• On campus midday</td>
</tr>
<tr>
<td>Fun</td>
<td>• Scavenger hunt</td>
</tr>
<tr>
<td></td>
<td>• Games &amp; prizes</td>
</tr>
<tr>
<td>Jargon</td>
<td>• Green words</td>
</tr>
<tr>
<td>Not hearing about event</td>
<td>• Outside hooks</td>
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</tbody>
</table>
Today @ Lunch – Try Fish, Learn, Win!

Funding

[Logos of Western Sustainability and Sustainable Action Fund]
Your turn!

• Groups of 2 – 3
• What are three possible barriers to engaging students at your institutions?
• Some ideas to overcome them?
• Plan some event or game that would be educational and fun?
Funding

- Total $3,932.78
- Grant $3,301.11
- OS paid $631.67
- Total per person $7.39
Volunteers

- Engagedsports
- Know more abo

SUSTAINABILITY

society

environment
economy
Scavenger Hunt

**WELCOME TO THE FAIR**

- **Co-op**
  What are three ways that the Co-op supports sustainability?

- **Women in Energy Mentoring Network**
  Why is empowering women in the energy industry important?
Prizes

- Played games to earn prize tickets
- 12 local businesses donated raffle prizes
- Also had trade-in prizes
Outside Hooks
Volunteers

- Needed 75 volunteers
- Reached out to sports teams:
  - Rowing
  - Tennis
  - Climbing