

# UCLA Communications Efficacy Assessment

**An analysis of current UCLA Sustainability Communication  
Strategies to provide recommendations for improvement**



Final Pres...

Our Team



← → 🔍 Team Members

# Sustainability Communications Team

Stakeholder: Jennifer Friedman

UCLA Communications Manager



**Aastha**

Leader



**Paige**

Leader



**Jack**

Member



**Marika**

Member



**Sydney**

Member



**Tracy**

Member



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Introduction



← → 🔍 Project Introduction

# Introduction

**Project Background**

**Research Question**

**Primary Variables**



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← → 🔍 🔍 Project Background

# Background

**UCLA is undertaking impressive campaigns to be a more sustainable campus**

- **Education** is necessary for involvement
- No progress without **understanding**

**Our role: assess extent knowledge of policies among student body**

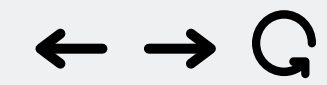
- Present findings to stakeholder with recommendations for improvement



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Q Research Question

# Research Question

How effective are current channels used by UCLA Sustainability to disseminate information regarding UCLA Sustainability initiatives/policies to the student community on campus?



# Primary Variables

1. Demographic information
2. **Knowledge** of campus sustainability campaigns
3. Performance of target **behaviors**
4. Effective **channels** of communication



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← → 🔍 Methodologies

# Methods

## Student Survey

To gain a broad understanding of student knowledge and effective channels of communication

## Informational Interviews

Conducted with professionals at multiple UCs excelling in sustainability

## Focus Groups

To gain insight into student attitudes towards current methods/channels



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← → 🔍 Student Survey

# Student Survey

Digital survey distributed through emails to clubs/orgs and online fliers.

Divided into 3 main sections:

## Knowledge

Assessing level of knowledge regarding specific campaigns **AND** which channels are most effective

## Demographics

Discerning if specific conditions influence knowledge and behavior

## Behavior

Assessing whether campaigns have altered students' actions on campus



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← → 🔍 Student Survey

# Informational Interviews

Our interview questions were designed to:

- Gauge the **structure** and **organization** of sustainability communication at other university campuses
- Learn about **challenges** of mobilizing the student community
- Obtain **advice** on successful methods of sharing information on sustainability



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← → 🔍 Student Survey

# Focus Groups

Organizing our focus group included:

- Looking at **survey responses** to identify areas that need **elaboration**
- Formulating questions to **address these gaps** & encourage group discussion
- Selecting **6-8 focus group participants**
- Conducting an in-person focus group on campus



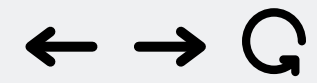
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Q Results and Findings

# Results

**I. Survey + Focus Group**

**II. Informational Interviews**



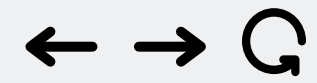
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Q Results and Findings

# Results

**I. Survey + Focus Group**

**II. Informational Interviews**



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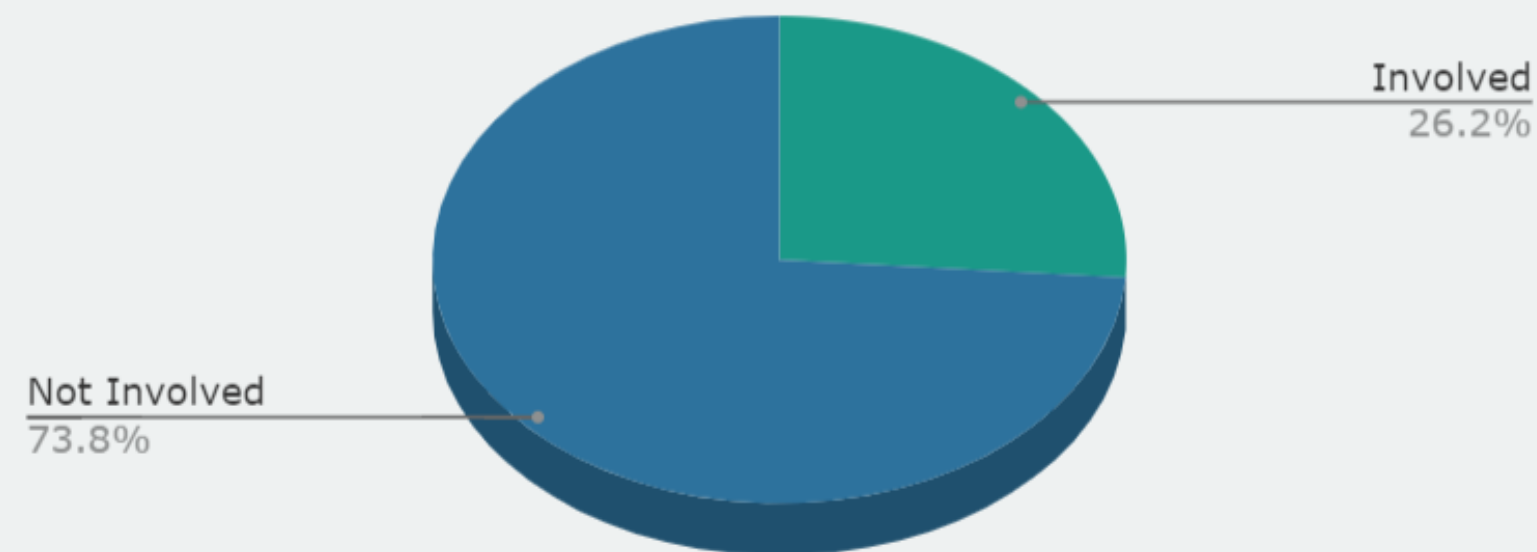
Results



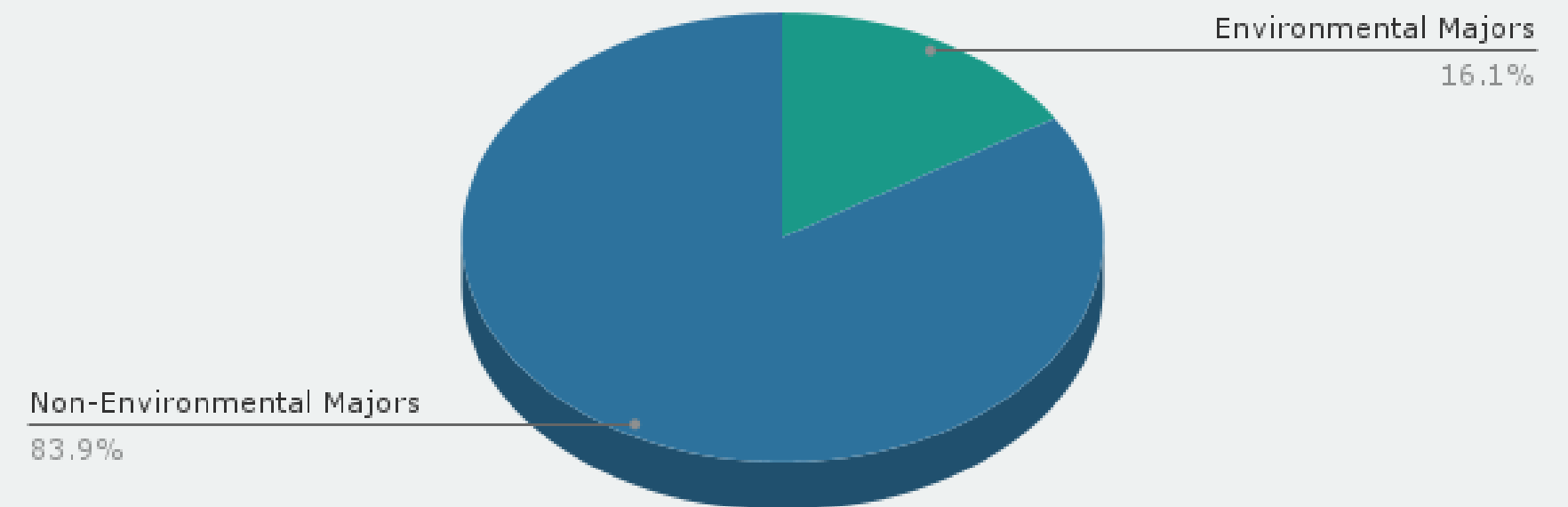
← → 🔍 I. Survey + Focus Groups

## Student Survey: 149 Responses

Percentage of Survey Respondents Based on Involvement in Campus Sustainability



Percentage of Survey Respondents Based on Major



73.8% **NOT** involved in sustainability orgs

Only 16% environmental majors

**Successful in reaching students not associated with sustainability**

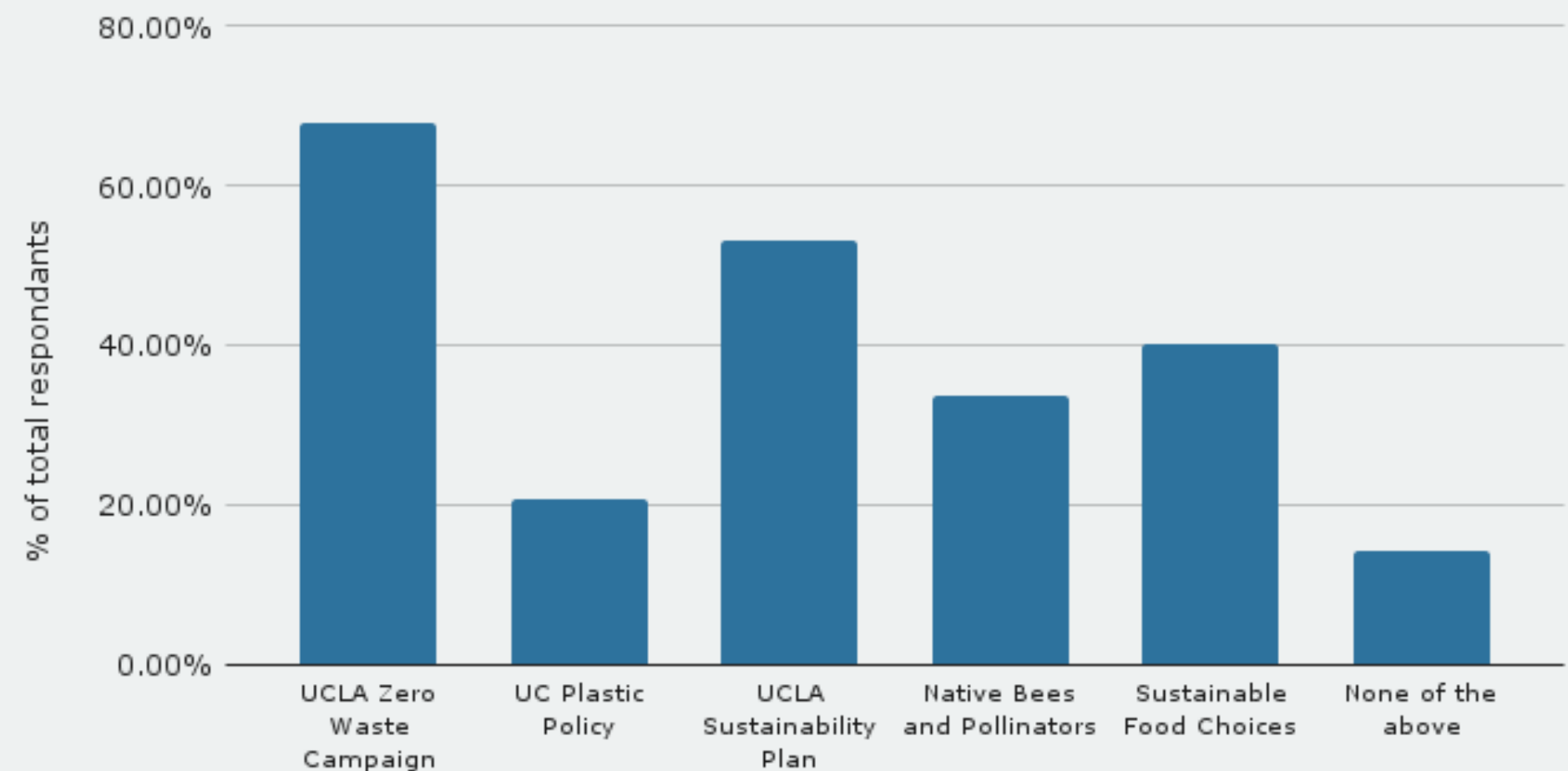


# Survey + Focus Group Knowledge

- **Survey:**
  - **86%** of students had heard of **at least one** campaign
- **Focus Group:**
  - Corroborated by focus group responses

## Knowledge of UCLA's Sustainability Initiatives

"Which of the following have you heard of? (Check all that apply)"



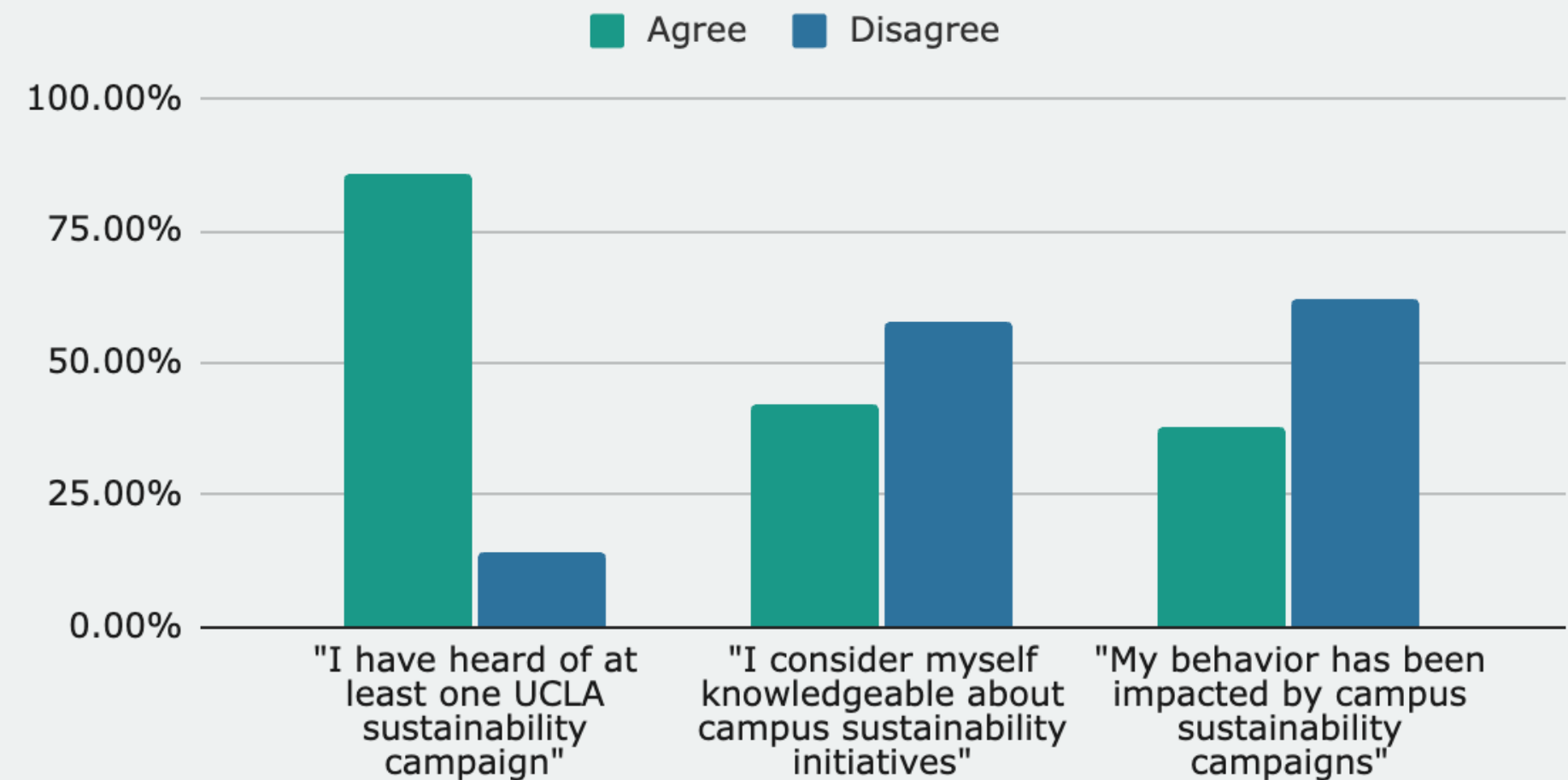


## Both survey and focus group suggest a gap between knowledge and behavior

- **Survey:**

- Only **42.3%** considered themselves **knowledgeable** about initiatives
- Only **38%** said their **behavior** had been **impacted** by these campaigns

### Student Knowledge of Campus Sustainability Initiatives and Consequent Impact in Behavior





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← → Q I. Survey + Focus Groups

## Both survey and focus group suggest a gap between knowledge and behavior

- **Focus Group:**

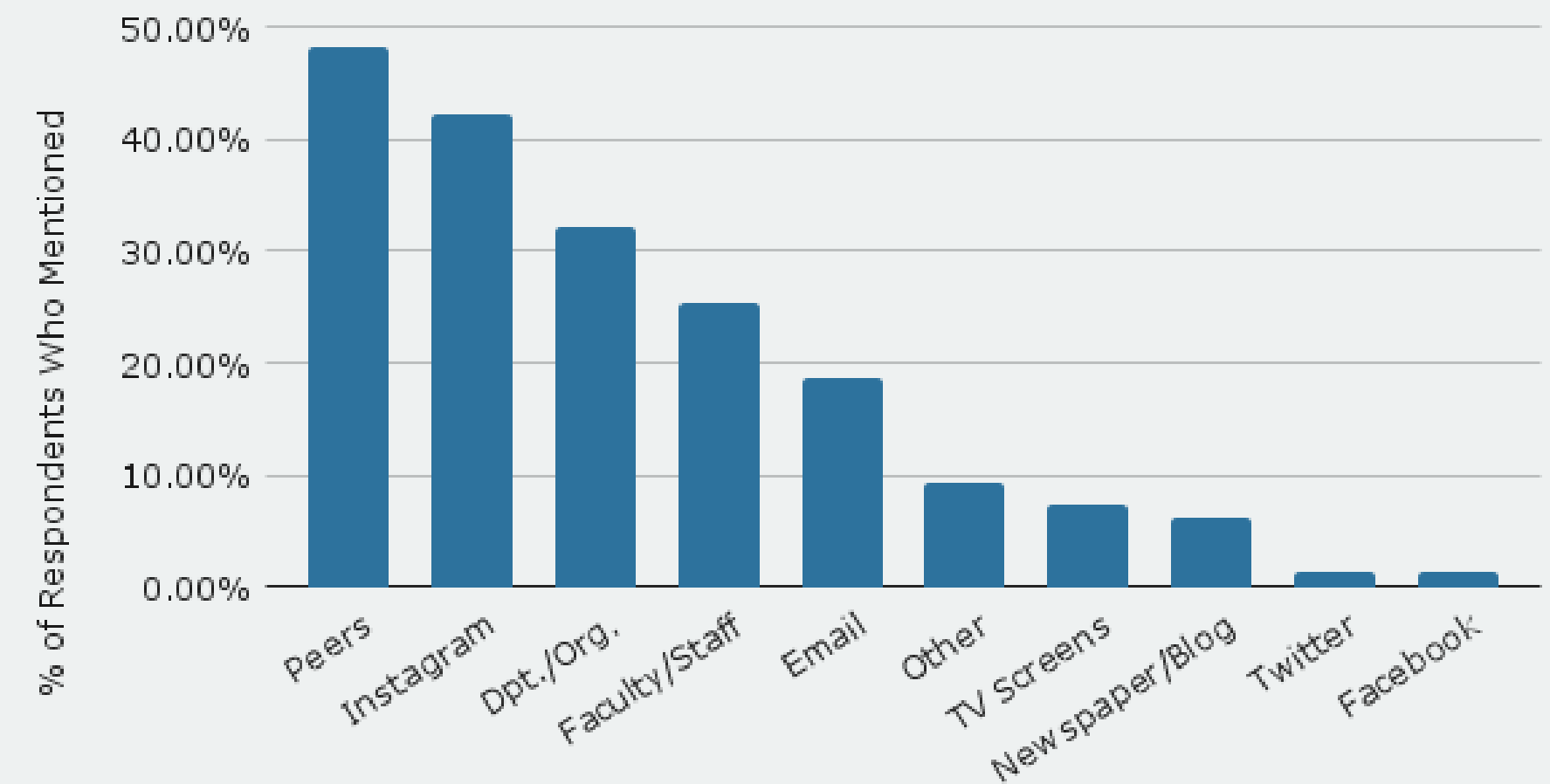
- Not an aversion to act, but lack of understanding on how to act
- Emphasis on explaining large-scale impacts to motivate behavioral changes



# Effective Channels

- **Survey:**
  - Reflected in reported preferences and source of survey link
- **Focus Group:**
  - Strategically placed fliers and TV screens
  - Emails are ineffective
  - Social media campaigns with student influencers

**Sustainability Initiative Channels of Discovery**



**Peers and Social Media most effective**



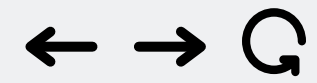
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Q Results and Findings

# Results

**I. Survey + Focus Group**

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← → 🔍 🔍 II. Informational Interviews

# II. Informational Interviews

Advice from practices at other universities:

- **Student to student distribution** can be effective
- **Reiteration** is key because of fast student turnover
- **Word of mouth** is an effective channel



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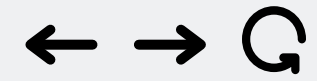
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Q Conclusions

# Conclusions

**Final Deliverable**

**Significance**

**Acknowledgements**



# Final Deliverable:

## Recommendations

- Simple, **actionable plans** that expand beyond taglines
- **Channels**
  - New student orientation as means to educate students
  - **Using students to communicate** to other students
- Student Environmental Resource Center
  - **Centralize information**: one stop shop
  - Allows environmental clubs to more easily work together



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← → 🔍 🔍 Conclusions/Significance

# Significance

- The **first** SAR Communications team
  - Our research will serve as a reference for future SAR research projects
- Future research can **focus on faculty and staff** in addition to students
- Develop an **educational approach** to sustainability communications on campus



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← → 🔍 Acknowledgements

# Acknowledgements

## THANK YOU TO

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Our faculty advisors, Dr. Carl Maida and Dr. Cully Nordby

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