

Progress Report - Campus Sustainability Fund

May 2023 – Camp Cooper Open House for Enviro-Related Students, Faculty, and Staff

Email:

cwaite@arizona.edu

Project Manager Name:

who is submitting this project?

Colin Waite

Project Name:

Camp Cooper Open House

Project Subaccount Number:

2221400 22.02

Project Summary Snapshot:

Please copy and paste the "Summary Snapshot" you provided in your project application.

Response

The Cooper Center for Environmental Learning will host a University of Arizona Open House during the Spring 2022 semester (extended to Spring 2023). This event will be promoted across disciplines throughout the University and include students, faculty, and staff, with a goal of providing better connections between our campus community and the wonders of the Sonoran Desert.

Requested Metrics:

Please report your project's metrics and their most recent number or response in a list format.

Response

of attendees (if they are students/ faculty/ staff/ community members) 206 overall attendees

374 RSVPs w/ 882 views of the Eventbrite page RSVP show rate (by number of distinct orders – 130 orders, 47 shows)

36% RSVP show rate (by number of guests – 374 RSVPs, 117 shows)

31% 43% of guests did not RSVP

When asked at check-in:

- 23 guests identified as UA students
- 11 guests identified as UA faculty/staff
- 10 guests identified as UA alumni
- 162 guests were either not asked or did not identify as one of these groups

11 tabling organizations – AIR/B2, Compost Cats, Arid Lands Resources Center, Indigenous Teachers Education Project, Ecosystem Genomics, Pima County Natural Resources Parks and Recreation, Tucson Audobon Society, Santa Catalina Trails Association, Gates Pass Area Neighborhood Association, Moms Clean Air Force List of marketing channels

What marketing channels were used

- Cooper Center social media, website, e-newsletter
- College of Education social media, website, listservs
- Office of Sustainability/Campus Sustainability Fund networks, social media, contacts
- Distribution through University network of Marketing and Communications professionals
- Tucson Unified School District social media, website, listservs • KGUN-9's Tucson Morning Blend – April 17th • KAMP Student Radio
- Tucson Festival of Books patrons
- Cooper Center community partner networks
- Midtown Vegan Deli social media, website, newsletter
- Kyklo Music social media, website
- Earyn McGee social media
- Who was it marketed to?
- UA students, faculty, and staff
- Greater Tucson community

How did you hear about the event?

- Email //////////////// 13
- Cooper newsletter ////////////// 8
- Facebook ////////////// 8
- Friend /// 3
- Community Partner /// 3
- College of Education /// 3
- School // 2
- Neighborhood Promo // 2
- TV Appearance – KGUN 9 // 2
- Compost Cats // 2
- Girl Scout Troop // 2
- Family // 2
- Instagram // 2
- Community Calendar // 2
- Committee / 1
- Cooper Advisory Board / 1
- Midtown Vegan Deli / 1
- ENR2 Posting / 1
- TUSD Workshop / 1

- Festival of Books / 1
- Students for Sustainability / 1
- UA Master Calendar / 1
- Online / 1
- Social Media / 1
- During Field Trip / 1
- Cooper Website / 1 Transportation

How well used was the shuttle? The Cat Tran shuttle was used at a level that was below expectations. This is also reflected in lower-than-expected participation by students.

How many people utilized the shuttle? 20/206 event guests used the shuttle.

General report out how the process was/ share challenges here for future projects: Setting up the use of the Cat Tran shuttle was a very challenging process that involved contacting leadership and the help of Office of Sustainability Director Trevor Ledbetter. Once established, the logistics were fairly easy to manage. Cat Tran's availability as a free service is a distinct benefit. There were concerns about driver availability that led to some of the early scheduling questions, but these were ultimately addressed. However, driver availability could still be an issue for future events.

Project Accomplishments :

Please describe what aspects of the project have been accomplished. Be as descriptive and specific as possible. Examples of accomplishments could include: Held 4 public meetings totaling 130 attendees; Transitioned 300 square feet of dirt into usable garden space and signed on 14 community garden volunteers. Other examples of accomplishments could include sharing a confirmed schedule of events, the connections/contacts that have been established, etc.

Response

The event successfully reached more than 200 people and, anecdotally, guests were positive about the experience. The guest speaker, musicians, and food vendors were also happy with their response, as were the tabling organizations.

Next Steps:

Response

Project has been completed. We will review results with partners and determine plans for future Earth Day events. We anticipate Earth Day becoming a regular Cooper Center celebration.

Challenges Faced:

Please identify and describe any obstacles/roadblocks you or your team have experienced, and detail how you've managed them/ will manage them. Should your project already be completed, please note what challenges you faced and what you would do differently.

Response:

Challenges included changes in staffing at Cooper Center, logistical difficulties with Cat Tran, and less-than-expected participation from UA students, faculty, and staff. We will look for new marketing and promotion opportunities to increase participation from the UA community in future events.

Project Support:

Can the CSF support you in addressing any roadblocks you've encountered? How else can the CSF support your project?

Response:

We would like to brainstorm future Earth Week events with CSF and any who are interested.

Photo Upload:

Please upload or provide links (below) to relevant photos.

Response:

{Empty} Photo Link https://drive.google.com/drive/folders/1oJvuX4lUMcllHdYQXG_fkV5oLN7omM0G?usp=sharing

Photo Link:

Please copy hyperlinks to photos here should you not be able to individually upload photos.

Response:

https://drive.google.com/drive/folders/1oJvuX4lUMcllHdYQXG_fkV5oLN7omM0G?usp=sharing

Media/Links:

Please include links to any media coverage or events information (e.g. news, social media, websites, interviews, etc.)

Response:

<https://coopercenter.arizona.edu/news/2023/03/earth-day-celebration> <https://www.eventbrite.com/e/camp-cooper-earth-day-celebration-tickets-591586991617> <https://www.facebook.com/events/1156205625778261> <https://www.kgun9.com/the-morning-blend/cooper-center-earth-day-open-house>