

## Appalachian State University, Boone, North Carolina

### Campus Conservation Nationals 2014 Case Study



#### WHAT TYPE OF COMPETITION DID YOU DO?

Electricity

#### DID YOU PARTICIPATE IN A GROUP COMPETITION?

Yes. Western Carolina University Catamounts – The Battle of the Plug\*

#### SCHOOL

Appalachian State University, public, 4-year, 17,838, Boone, NC

#### ABSTRACT

During the CCN competition, students at Appalachian reduced energy consumption by 17.5%. Every residence hall on campus, 20 buildings and 5727 students total, participated. A total of 107 Appalachian staff joined in the competition with the rallying cry, “Crush the Catamounts!” In all fairness, though, the WCU Catamounts did a wonderful job in the competition as well with a total energy reduction of 13.7%.

#### GOALS AND OUTCOMES

##### Goals

Appalachian’s MAIN goal was to beat WCU – A known rival. We did not set quantitative goals, but did aspire to raise student engagement and awareness about energy consumption.

##### Accomplishments and Outcomes

CCN helped Appalachian to effectively educate students living in residence halls. The supplied activities and marketing templates were very successfully used in almost every dorm. With nearly a 20% reduction in energy for the 3-week competition period, almost every student had to make some effort to reduce.

##### Challenges and Responses

The primary challenge for App was that the person in charge of managing the competition and disseminating the information was a new employee with no prior knowledge of CCN or how it would work on our campus.

##### Commentary and Reflection

In the 11<sup>th</sup> hour, App’s Office of Sustainability communications manager, Donna Presnell, placed a call to Lauren Bishop, Chief Sustainability Officer at Western Carolina – *the competition!* Donna explained that the competition was coming up in two weeks and that she had no idea about how to manage it. Lauren graciously and generously spent over an hour of her time, describing the competition in detail, sharing the website, activities documents, WCU’s plans for t-shirts, tabling and activities around the competition and everything she could think of to help Appalachian successfully compete. It was a show of true character and devotedness to the cause not the competition. Donna was shocked at how well Appalachian did (top ten) and was quite pleased to learn that WCU had also placed in the top ten. If every university in the nation had a sustainability director like Lauren Bishop, our energy troubles could very well be on the mend.

## **ENGAGEMENT AND SUPPORT**

### **Leaders and Supporters**

See answer 6e

### **Funding and Resources**

A small amount of App's marketing budget went toward CCN. The budget to support and promote CCN increased for the 2014-15 academic year.

### **Education and Community Outreach**

Outreach included disseminating CCN's activities to each residence director and printing 4 posters for each dorm using the CCN templates. We designed, printed and hung door hangers on every residence hall door, touting the Battle of the Plug\* and that App would "Crush the Catamounts." We incentivized the program by offering free ice cream to everyone in the dorm that reduced the most.

\*Battle of the Plug – Until Appalachian changed conferences, we have played against WCU in football. And since both schools are in the Appalachian mountains where a little brown jug is an icon, historically, App and WCU have played each football game for both bragging rights AND to win possession of the jug – it is the Battle for the Jug. Therefore, when App competes against WCU in CCN, we compete in the Battle of the Plug.

## **CONTACT INFORMATION**

### **Contacts**

Donna Presnell

Office of Sustainability Communications Manager

828-262-2664

presnelldc@appstate.edu

## **MORE ABOUT YOUR SCHOOL**

### **Campus Sustainability History**

In 2009, The Office of Sustainability was created in order to guide and support the university toward its sustainability commitment. In 2013, Appalachian released its strategic plan for the next five years, [The Appalachian Experience: Envisioning a Just and Sustainable Future](#) which is centered around sustainability. The REI, Renewable Energy Initiative, is the university's green fund and develops and implements renewable energy projects on campus each year. For complete information on sustainability at Appalachian visit [sustain.appstate.edu](http://sustain.appstate.edu).