

MEDAILLE 100
APPA EFFECTIVE & INNOVATIVE PRACTICES AWARD SUBMISSION - 2011

Brief Statement of Program and Results

Medaille College successfully integrated Energy Management with Student Engagement and Education to create the **Medaille 100**, a highly interactive 6-week energy competition leveraging social media and other engaging activities to produce results far beyond simple consumption reduction.

Medaille adopted a holistic approach to the energy competition, with the goals of educating students, engaging them in the process, and ultimately modifying student behavior. The result was a level of participation, engagement, and excitement that has redefined the term *Student Energy Engagement* in Higher Education.



Medaille 100 Screen Shot

Medaille 100 was modeled using the theme of a Formula 1 race. A dedicated website tracked real-time performance, communicated energy-saving tips, encouraged competition, and engaged students. Facebook pages and YouTube videos further extended the competition's influence. Computer monitors in residence halls displayed real-time savings, allowing students to see immediate results from their actions.

Equally important, each residence hall had a "Pit Crew" of student volunteers to motivate, educate, and engage students during the competition. This crew managed a Facebook page, developed specialized programming to raise awareness, and motivated residents to reduce consumption.

Program Highlights include:

- Engagement: Campus Housing Population of 420 students; 18% of this student body joined the Medaille 100 facebook page
 - Over 100 students, faculty and staff participated in the Kick-off Event
 - 68 (16% of the 420 students) signed the Sustainability Pledge
 - Five (5) T-shirt designs submitted by students
- Education: Eighteen (18) students participated in videos
- Awareness: Six (6) student-developed videos shot and posted on You Tube
 - News coverage by local newspapers, regional television news affiliates and national radio news programs
- Energy: 7% consumption and carbon reduction achieved (in addition to 17% savings from the current energy management program)

Institutional Benefits

This engaging program provided numerous benefits to Medaille College.

CAMPUS COMMUNITY

- **Medaille 100** facebook group page was developed and managed by students and used to promote environmental discussions and raise awareness
- Residence Hall camaraderie – the competition generated healthy banter on-line and around campus. The buzz also generated interest from non-resident students
- Campus activity led to a full-page article in the campus newspaper

ENVIRONMENTAL

- Achieved a 7% carbon footprint reduction in the residence halls
- Medaille used this student engagement activity as an opportunity to showcase other recent campus sustainable achievements
- Event served as a forum to elevate visibility of their Campus Sustainability Committee.

EDUCATION AND ENGAGEMENT

- Extended the classroom by providing “experiential” learning relative to energy, climate, sustainability, and personal behavior
- Pit Crew hosted “Energy Awareness” booths to educate students on energy efficient technology
- Integrated the experience into the Sustainability Committee’s overall agenda

FACILITIES MANAGEMENT

- Leveraged the energy expertise of the facilities management team to educate the students
- Provided opportunity to invest in the purchase of various tools and sustainable technologies for student-to-student teaching
- Elevated the public perception and image of the facilities management department by giving it a more visual and engaging role with the students
- Expanded energy management and sustainability *Best Practices* to other levels of the facilities organization

RECRUITMENT

- The **Medaille 100** race kiosks now have become a stop on the Campus Tour. Medaille uses the kiosks as an opportunity to discuss its campus sustainability initiatives.

FINANCIAL

- Achieved additional financial savings to an already successful energy program.

ENERGY MANAGEMENT

- Achieved a 7% consumption reduction
- Elevated an already-successful comprehensive energy program (17% savings to date) by adding a student engagement component
- Allowed the facilities department to bridge the gap between them and the students in the area of energy conservation, and transferred a level of ownership of the overall Program’s success to the student

Innovative, Creativity and Originality

The “race themed” competition is the first to integrate a formal social media package, while designing strategic processes and programs that offered a strong connection with students.

TECHNOLOGY INNOVATIONS

- Dedicated website with animated racecars to indicate “laps” completed and relative residence hall performance.
- Software programming tied directly to the acceleration and deceleration of the racecars based on energy real-time usage.



Energy Dashboard

The cars accelerated/decelerated based on the level of instantaneous savings compared to previous year’s energy performance for the same period. Each car could reach a maximum speed of 270 MPH if a 15% savings was achieved. Similar to an actual race when the caution flag is waived, the racecar would be slowed to a constant 70 MPH when no energy savings was being achieved.

- “Dashboard” of performance converted into readily understood measurements (trees planted, gallons saved, emissions reduced)
- The main screen automatically updated to track real-time savings. Automating this process was a technology feat in itself, given the excessive number of real-time data points that were continuously being collected and calculated.
- Groups of students encouraged others to shut-off unneeded energy consuming-devices to see the instantaneous acceleration of the vehicle as more devices were shut-off. The goal for some students was to see how fast they could get the car to accelerate.

ENGAGEMENT INNOVATIONS

- Branded “Pit Crews” of volunteers extended the Formula 1 racecar theme.
- Integrated Social Media into competition by creating a Facebook page, which could be accessed through the **Medaille 100** website. Group Page Link: <http://bit.ly/medaille100>
- Developed Pledge Posters, which students signed to show they were committed to making small changes in their behavior to save energy.
- Awarded additional laps to residence halls that completed supplemental student engagement events, such as Dark Dorm Events, energy education booths, etc.
- YouTube video contest encouraged students to create and post their own videos and show peers the actions they were taking towards saving energy and the environment. See the winning video at <http://www.youtube.com/watch?v=uedLgKrbqo>
- T-shirt design competition that allowed students to develop a *Green* slogan. Winning T-Shirt given out to Students who lived in the winning residence hall.
- Twelve students directed a 2 ½ minute informational video to inform their peers on strategies to help win the race. Video Link: <http://www.youtube.com/watch?v=S9D6Ua8qqeY>
- Weekly trivia contests on Facebook that had a sustainability focus.
- Integrated dark-dorm with Dorm Halloween Party.



Residence Hall Pit Crews



Signed Pledge Posters

Portability and Sustainability

Energy competitions are not new. However, other institutions can leverage the education and engagement aspects of the **Medaille 100** to strengthen their own competitions. Elements of the **Medaille 100** that can be easily leveraged by other institutions:

- **Website** - Dedicate a website to report performance, educate the community with energy-saving tips, and engage the students in the Program.
- **Interactive Kick-Off Event** – Turn the Kick-off event into a student interactive experience by asking trivia questions, brain teasers, and use props that allow students to become active participants in the experience. Develop a pep rally-type atmosphere using popular top-40 music and interactions to create an exciting environment. Purchase event decorations that align with the contest theme. Hold the event in a public place on campus during meal times to maximize attendance.
- **Branding** - Brand the student volunteers based on an overall competition theme
- **Supplemental Competitions** – Develop smaller sub-competitions to support the overall contest. Medaille challenged students with a video contest, weekly sustainable trivia, and a T-shirt design contest to further engage them and sustain momentum.



Winning T-Shirt Design

(Front)

The race is on.....are you in it?

(Back)

Medaille 100 Campus Energy Conservation Nationals

- **Use Student-to-Student Teams to Promote Awareness Activities** – Conduct Dark Dorm events, Cereal Parties, and Energy Awareness booths and campaigns to raise awareness and educate students.
- **Marketing Material** – Program marketing posters highlight energy-saving opportunities and can be used as teaching tools and revised as needed for other future programs.



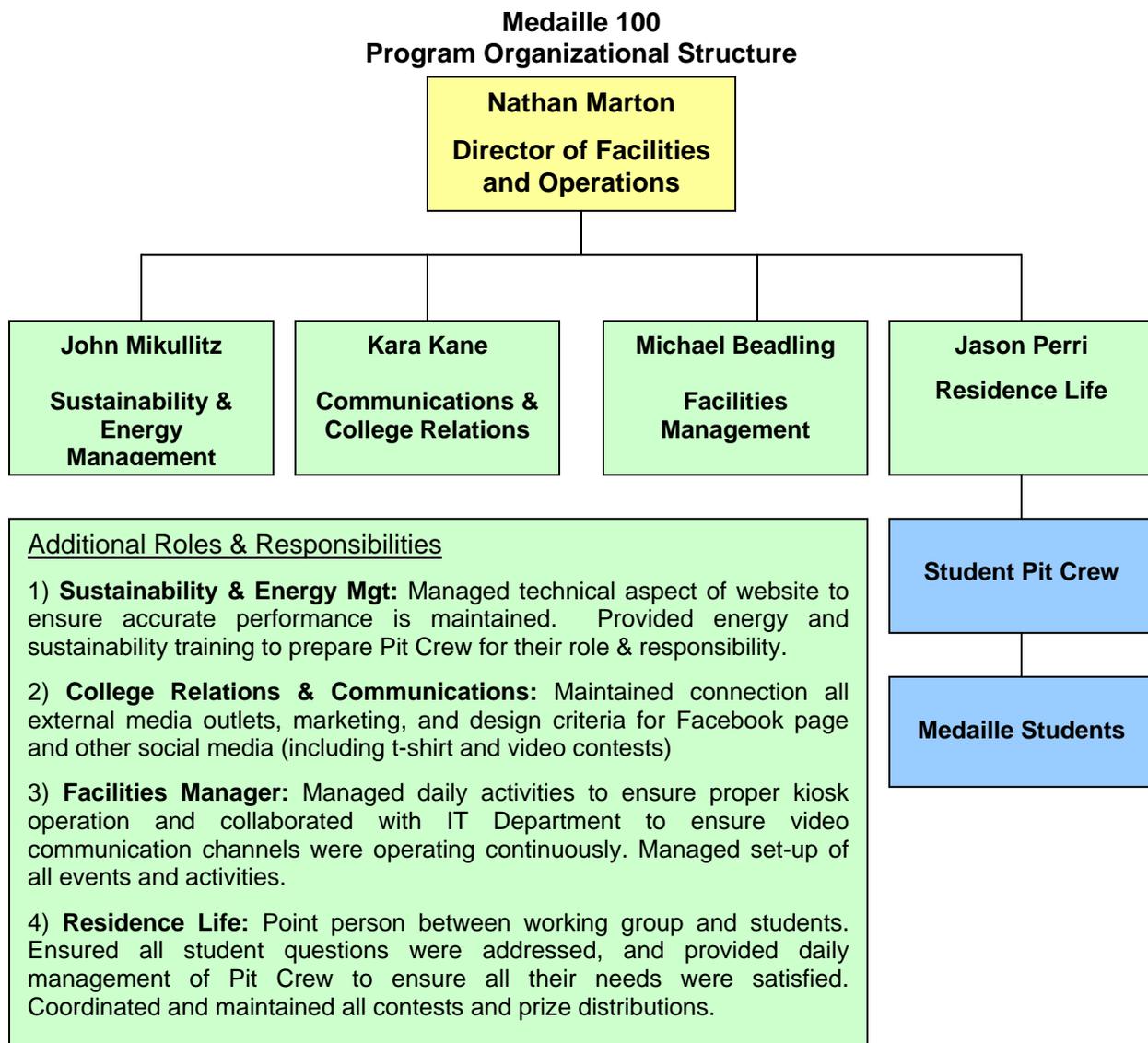
Example of Marketing Campaign: How to Win the Race

Management Involvement and Employee Involvement

Medaille 100 was truly a team effort. Extensive planning and development was involved, which began 4 months prior to the launch of the event. Overall, the event was conceived, proposed, and executed by the Facilities Management department, with input and support by a number of other campus functions.

Facilities Management Office

The Facilities Department initiated the concept of a residence hall energy competition and integrating a social media aspect with a competitive race theme. Nathan Marton, Medaille's Director of Facilities and Operations, and John Mikullitz, responsible for energy management, were instrumental at identifying and managing all aspects of the creative concept, design, development, and implementation process. Mr. Marton identified the appropriate internal staff resources required and successful strategic plan to take this from concept to reality within 4 months. In his role, Mr. Marton managed staff resources to ensure program success and maintained consistent collaboration across all College constituents. This was accomplished through the scheduling of weekly meetings and conference calls with staff and students leading up to and throughout the 6-week event. During these meetings, the group reviewed proposed and upcoming activities, while actively resolving program issues.



Documentation of Results, Analysis, Customer Feedback and Benchmarking

PROGRAM RESULTS

ENGAGEMENT & EDUCATION

- 100 students attended opening event (25% of resident body)
- 85 Facebook Members (18% of student resident body)
- 232 posts to Facebook during 6-week contest
- 6 student-developed YouTube videos
- 5 T-shirt designs submitted
- 5 lead changes provided for a very competitive race.
- 10 student-focused sub-events (*Avg. of 1 every 4 days*) *Kick-Off Rally, Dark Dorm, Awareness Booth, Sustainable Halloween Party, Pledge Poster Sign-ups, Celebration Event, etc)*
- 68 (16%) students signed a Sustainability Pledge to change their behavior



Medaille 100 Facebook Page

AWARENESS & STUDENT FEEDBACK

- 3 press mentions (YNN Television News, *Business First* Newspaper, CBS Radio)
- 1 TV news feature (1:42 clip) http://buffalo.ynn.com/content/all_news/519695-medaille-100-race-drives-students-to-go-green
- 2 visits to Facebook page by students from other universities

Andy P. This looks super cool -- I'm from the University of Minnesota.... Here's hoping this works well and spreads to other campuses... *October 24, 2010 at 3:04pm*

Mike A. Hey, I'm a UB student and I'm curious to know what it took to make this happen! My email is xxxx@buffalo.edu, if anyone could contact me with more information, this would be amazing! *October 6, 2010 at 2:40am*

ENERGY AND CLIMATE

- 7% reduction in energy consumption
- 158 metric tons of carbon emissions reduced

LESSONS LEARNED & PROGRAM ENHANCEMENTS

- **Upperclass Volunteers** - Engage upperclass as volunteers. First-year students may become too overwhelmed in the college experience to properly fulfill their duties.
- **Diversity of Volunteers** - Selecting a foreign exchange student as a pit crew member can elevate the experience for everyone involved.
- **Duration & Timing** - Reduce event time to 4-weeks. Event lost a level of interest as it hit the 5th week. Avoid overlapping the event with mid-terms or final exam studies.
- **Volunteer Team Size** - Identify 4 or 5 student volunteers to represent each hall. Smaller volunteer teams can pose challenges.
- **Planning** - Be prepared prior to the kick-off event to avoid loss of time 1) Educate and Train the Pit Crew on their roles and responsibilities. 2) Plan all supplemental activities over the entire event timeline. Use an *Events tab* in Facebook as an announcement board 3) Assign specific program tasks to each volunteer as it relates to competition management, posting updates to Facebook, and managing engagement activities. 4) Use all campus resources to market the event to ensure maximum attendance and provide a preliminary education for the students.