

## Trashapalooza to coincide with Earth Day

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STAFF WRITER

Guilford will celebrate Earth Day on Saturday, April 25, with a festival by the lake featuring live music, food—and lots of trash. The event, dubbed Trashapalooza, aims to get people thinking about trash, recycling and sustainability.

"The purpose is, of course,

that people have," said first-year Courtney Mandeville. "You take people's actions and make them more conscious of what they're doing."

The group found that 20 percent of what had been put into the trash was recyclable materials and 37.5 percent of what had been put in the recycling was actually trash.

"I wasn't surprised but (the

there are recycling cans around does not mean we are good at recycling. It does matter what you put in there."

Trashapalooza is just one of Guilford's recycling awareness events. In January, Dees and Spang began a ten-week project to measure Guilford's trash and recycling output as a part of RecycleMania, a national recycling competition.

They inventoried campus dumpsters, accumulated the data and submitted it to the National Recycling Coalition, which will rank Guilford based on three categories: the percent of waste recycled, the pounds of recycling per person, and the total waste per person. The results of RecycleMania will be released on April 17.

Dees is not optimistic about Guilford's ranking.

"I don't think it will be very favorable," he said. "We would like to be a whole lot higher than where we actually are with this."

The purpose of events such as RecycleMania and Trashapalooza is to not only to educate people about recycling, but to empower them. Dees believes this activism is the first step towards reducing and reversing environmental damage.

"A healthy community equals a healthy earth," said Dees. "If you're vested in your community, you're going to care what happens in it, not turn a blind eye to the problems. Things like global warming become things you work on rather than worry about."



		Grand Champion	Per Capita Classic	Waste Minimization
		% of waste recycled	Lbs per person recycled	Total waste per person
January				
Week 1	Tons recycled / Tons of trash			
1-7	1.9 / 15.8	11%	1.3	11.6
Week 2	Tons recycled / Tons of trash			
8-14	2.5 / 16.5	13%	1.7	12.5
February				
Week 3	Tons recycled / Tons of trash			
15-21	3.1 / 13.4	19%	2.0	10.8
Week 4	Tons recycled / Tons of trash			
22-28	3.7 / 21.9	14%	2.4	16.8
Week 5	Tons recycled / Tons of trash			
29-3	2.9 / 13.0	18%	1.9	10.4
Week 6	Tons recycled / Tons of trash			
4-10	3.3 / 16.9	16%	2.2	13.3
March				
Week 7	Tons recycled / Tons of trash			
11-17	3.0 / 18.2	14%	2.0	13.9
Week 8	Tons recycled / Tons of trash			
18-24		SPRING BREAK - NO DATA COLLECTED		
Week 9	Tons recycled / Tons of trash			
25-31	2.7 / 14.9	15%	1.7	11.5
Week 10	Tons recycled / Tons of trash			
1-7	3.8 / 19.0	17%	2.5	15.0

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Jim Dees, environmental sustainability coordinator

to raise awareness," said Environmental Sustainability Coordinator Jim Dees. "It's also kind of a gut-check thing; we think we're pretty green around here but when we go around and check up on ourselves, there's still room for improvement."

The event was originally scheduled for March 25 but was cancelled due to rain. In preparation for Trashapalooza, in February a group of staff and students gathered 486 pounds of waste from trash and recycling dumpsters on Guilford's campus and amassed it on Founder's Lawn to weigh and sort.

"Sorting through gives you such a feel of the carelessness

results) are significant when you consider how we think we are doing as a campus," said Gabriela Spang, a senior and sustainability intern. "I wasn't surprised because I'd been looking in the trash and recycling dumpsters for the past couple weeks and I saw that we recycle a lot of things that aren't recyclable and trash a lot of things that could be recycled."

Dees agrees that the results of the waste audit point to a misperception about Guilford's actual recycling habits and highlight the need for improvement.

"The basic message ... is that we still have to pay attention to all this," said Dees. "Just because

## MARKETING

### Advancement Office seeks community input for marketing plan

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Another objective of the plan is to raise the college's visibility in comparison to competitors and aspirants.

However, Buckner emphasized that a key goal is making sure that the image that Guilford presents to the world is authentic.

"It has to ring true," said Gibbs. "Some people come to Guilford and find that the reality hadn't lined up to their expectations."

Sophomore and Senate treasurer-elect Jordan Auleb said that she thought Guilford would be more academically rigorous and considered transferring at one point.

"I decided to get involved and have found strong allies in the faculty, the staff and student leaders who cared about my concern," said Auleb. "Guilford ignited in me a passion for learning and community learning. Instead of hating Guilford I learned to link the two."

At a meeting concerning the positioning process with Buckner, Dean for Campus Life Aaron Fetrow and a number of student senators, Inter-club Council chair sophomore Alex Knox asked Fetrow about the marketing

plan's role in student retention.

Fetrow said that, historically, academic dismissals have always been the leading cause for students leaving Guilford.

"The two other leading causes are medical issues and problems with fit," said Fetrow. "Fit is a generic term that can mean 'my girlfriend is at home but I had to tell mom that I don't like Guilford,' or 'I decided that

questionnaire asks students to identify words and phrases that "capture the essence of the college."

"We need to survey effectively and in a timely manner," said Buckner. "We need to gather as many voices in the community as possible."

The group created the survey with specificity and clarity in mind. It lists

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Lynn Gibbs, vice president of the Design Group

I want an engineering degree and I need to transfer.' We try to drill down so we can find out if students leave because they thought Guilford would be different. But we don't get a lot of 'you lied to us'."

The Ad Hoc Marketing Group has developed an online survey that students can currently access on The Buzz. This

statements that students rank from 1-5 (strongly disagree- strongly agree), such as: "Guilford is academically challenging," "Guilford supports each individual student," "Guilford creates leaders," and "Guilford prepares students for social responsibility."

Focus groups that include students have already met and Buckner and Gibbs met

with Fetrow, as well as officers from the current and upcoming Senate including Auleb, Knox, and Pelcher, in order to discuss the positioning process and to determine the best way to phrase the survey questions and what questions to highlight when they are brought to students.

In order to determine the primary unique qualities of Guilford that will be addressed in the survey, philanthropic studies were administered by Campbell and Company, and online surveys were conducted.

According to an announcement on the Beacon, "Analysis of survey results highlighted Guilford's competitive advantages: Quaker heritage, politically active campus, liberal environment, academic excellence, social responsibility, small classes, practical liberal arts education, community and meaningful faculty/student relationships."

"It's great that Advancement has started a dialogue with students on how their school is marketed to the world," said Community Senate community and student concerns chair senior Chris Pugliese. "Asking students about how to market the school opens up a conversation on what Guilford means to people individually and collectively."