



Profile of Three-Time RecycleMania Winner:

Miami University

Recycling 101



If schools were graded in recycling, Miami University—located in Oxford, Ohio—would pass with flying colors. The school has a solid program supported by dedicated students and staff members.

Miami University is a force to be reckoned with during the 10 weeks of RecycleMania, when the school consistently steps above the competition to claim the title of RecycleMania champion.

Miami University's recycling program owes most of its success to students, especially those living in residence halls. Recycling education at Miami begins months before the RecycleMania competition even starts—every dorm room has a recycling bin in it when the students move in for the year. Students are responsible for collecting

recyclables in the bin and emptying the cans, bottles, and paper at a recycling station centrally

located on each residence hall floor. In addition, student recycling coordinators from the

Recycling Office work like a team of worker bees, buzzing around each residence hall on campus to spread the word about recycling.

Wearing the RecycleMania Crown

Miami University is a seasoned veteran when it comes to the RecycleMania competition. Throughout the years, the school has employed many creative tactics to get students excited about RecycleMania.

In 2005, the competition received major exposure early through a newly formed relationship with the athletics department, which allowed the Recycle Dude to make an appearance during a media time-out at a highly attended basketball game. The Recycling Office rolled the Recycle

Spotlight on the "Recycle Dude"

After winning RecycleMania in 2004, Miami students embraced the bowling ball trophy that gets passed year-to-year to the winner of the Per Capita competition. It has become the unofficial mascot for recycling at the school. Students even came up with a name for the trophy, affectionately calling it the "Recycle Dude." In fact, when Miami came close to losing to the University of Oregon in 2005, Marcy Bauer—the school's Environmental Education Coordinator—worried more about how she was going to break the news to students that the Recycle Dude was going to Oregon than about losing. Fortunately, Miami pulled off the narrow victory in RecycleMania 2005, leaving the Recycle Dude in Oxford for another year.





Dude out near the court during RecycleMania announcement. The trophy's notoriety became apparent the next day, when a recycling coordinator

was carrying the weekly tracking poster into the student center. A student approached exclaiming, "That's for RecycleMania! I saw that dude at the basketball game and he's full of spirit. I'm going to recycle more to make sure we win!"

As the competition intensified between Miami and the University of Oregon during the final stretch of RecycleMania 2005, Miami channeled its creative energies into eleventh-hour efforts that helped stave off the competition. Student environmental coordinators used the possibility of losing to their advantage. They ramped up educational efforts by personally visiting each dorm room on campus to make sure that students were recycling. When they were going room-to-room, the student environmental coordinators persuaded many students to recycle paper that had been accumulating in dorm rooms for six months. This helped boost Miami's recycling numbers in the crucial last week of the competition, leading the school to victory!



Keys to RecycleMania Success



Foster Partnerships with Other School Departments

Miami University's Recycling Office has a close relationship with housing and dining services. This partnership provides the recycling program with many benefits, including the use of residence hall bulletin boards for recycling education and food donations to use as recycling incentives. As Environmental Education Coordinator Marcy Bauer explains, "Students will do almost anything for free food. Our relationship with housing and dining services has given us the opportunity to get donations and offer food, like pizza and barbecues, as prizes for recycling."



Make Recycling as Easy as Possible for Students

Miami makes recycling easier than trash disposal to encourage students to recycle. Students are responsible for throwing away trash in dumpsters located outside, while the recycling bins are located on each floor of the residence hall.



Educate Students Year-Round

Miami starts educating students about recycling the second they set foot on campus for the year. The university places flyers in residence halls letting students know what to do with all their cardboard during move-in, and student environmental coordinators circulate through the residence halls to answer recycling questions.



Be Creative

To get students excited and prepared for the RecycleMania competition, Miami gets a jump-start by holding a campus-wide competition one week prior to the beginning of the nationwide contest. Residence halls compete against one another and learn how to "recycle responsibly." This puts students in the competitive mood and serves as a seamless transition into RecycleMania.