

MEMORANDUM

DATE: January 18, 2012

TO: Cheryl Bryant, Director, Recycling Program Office of Associated Students

FROM: Alan Christopher, OAS Business Senator

SUBJECT: INCREASING PARTICIPATION IN WEST COAST COLLEGE
RECYCLING PROGRAM

Here is the report you requested December 10 about the status of West Coast College's recycling program, along with recommendations for increasing its use. The study included both primary and secondary research. The primary study focused on a survey of members of the West Coast College campus community.

Although the campus recycling program is progressing well, the information gathered shows that with some effort we should be able to increase participation and achieve our goal of setting an excellent example for both campus residents and the local community. Recommendations for increasing campus participation in the program include educating potential users about the program and making recycling on campus easy.

I am grateful to my business communication class for helping me develop a questionnaire, for pilot testing it, and for distributing it to the campus community. Their enthusiasm and support contributed greatly to the success of this OAS research project.

Please call, Ms. Bryant, if I may provide additional information or answer questions. I would be happy, at your request, to implement some of the recommendations in this report by developing promotional materials for our recycling campaign.