

UThrift: Campus Resale Program Manual

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Context:

Every year, college students move into their new dorms and apartments bringing all of their new stuff along with them. When time comes for them to move out at the end of the semester, tons of usable goods end up in the trash. This wasteful consumer practice puts a strain on the environment and the wallets of students and their families. The back-to-college market continues to flourish, in 2020 U.S. consumers planned to spend \$67.7 billion on back-to-college expenses. It is natural to want to purchase new items to mark a new beginning, however we must alter our way of thinking and consumption to prioritize sustainable living.

Fortunately this shift has already started, as colleges across the nation have begun approaching ways to tackle end-of-year waste through partnerships, donation drives, and resale events. They have found plenty of success in diverting hundreds of tons of waste, raising money for student organizations, and keeping students happy with a cheaper and environmentally healthier option when shopping for dorm items. It would be beneficial for the University of Miami to join this growing list of colleges handling end-of-year waste. Implementing the UThrift: Campus Resale program will divert the plentiful waste of gently used items left by outgoing students from landfill. Not only will it be better for the environment and gain the University of Miami some visibility for its sustainability ambitions, but also alleviate some of the financial burden that attending college can bring upon students and families.

Additionally, this program addresses the United Nations Sustainable Development Goals (SDGs), which were drafted by the United Nations to serve as a blueprint to specifically goals 11, 12 and 17. SDG 11 address the need for sustainable cities and communities to “provide opportunities for all, with access to basic services, energy, housing, transportation, and more.” The University of Miami is a well established community and could even be considered a small city, this program would break the wasteful cycle that is embedded in the back-to-college market and grant access to a sustainable and cheaper alternative to residents. SDG 12 is about doing more and better with less through responsible consumption and production. The UThrift: Campus Resale Program contributes to our goal of decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles. Additionally, this program will educate students through education and outreach efforts on sustainable methods when moving into a new space such as a dorm or apartment, providing skills that they will take with them after they graduate. Lastly, with your cooperation, this program will also address SDG 17: Partnerships. The United Nations recognizes that, “a successful development agenda requires inclusive partnerships — at the global, regional, national and local

levels — built upon principles and values, and upon a shared vision and shared goals placing people and the planet at the centre.” A partnership between ECO Board, UThrift, and the students of this campus will push us towards a more sustainable future.

Purpose/Mission:

UThrift: Campus Resale aims to divert preventable waste from landfills and promote sustainable practices through direct action. By implementing a dorm item resale program as a sub-organization under UThrift, students at the University of Miami will be enabled to rethink their consumer habits when searching for new additions to their living space.

Target Audience: This program is targeted towards University of Miami students living on or near the Coral Gables campus and families of these students.

Stakeholders: Those that will play a role in the success of this program include University of Miami administration, staff, and students, as well as leaders of sustainability and members of the Coral Gables community.

The Structure:

The UThrift: Campus Resale program will be a sub-organization of the already established student-run organization, UThrift. It will operate under the direction of an Executive Board and member class that will accept donations year round and host two Green Move-Out Collection Drives and two Green Move-In sales annually while educating the greater student body on sustainable practices. The UThrift: Campus Resale Program will continuously accept feedback to improve and refine operations to maximize its positive impact at the University of Miami and surrounding community.

Donations & Event Logistics:

The UThrift: Campus Resale team will accept furniture, appliances, storage, decor, and anything in good condition. For a detailed list of acceptable donations refer to the “Additional Materials” section. All donations will be deemed ready for sale or donation after being thoroughly sanitized and checked for quality.

Students will have the opportunity to donate items throughout the year at UThrift Pop-up events, however our energy will be focused on collecting items during our **Green Move-Out Collection Drives** which will be held at the end of each semester. Collection bins will be placed in the lobby of each residential community (Stanford, Hecht, Mahoney Pearson, Eaton, Lakeside Village, and

University Village) two weeks before the determined housing close date. After the university students have moved out, the UThrift: Campus Resale team will make their rounds collecting all of the donations. Next, items will be processed as student volunteers sort, sanitize, and log each donation before moving them to a storage space where they will be held over the break period.

At the beginning of each semester the UThrift: Campus Resale Team will host a **Green Move-In Sale**. All of the stored donated items will be moved to a central location, such as the Watsco Center, for items to be priced and ready for students to purchase at discounted rates. Attendance will be recorded along with diverted waste measurements to determine success of the event. All remaining items will be held in storage or donated to local charities.

Aims and Objectives:

We aim for the UThrift: Campus Resale program to become part of the move-in culture here at the University of Miami by enabling students to rethink their consumer habits when searching for new additions to their living space and promoting shopping second-hand.

Measurable Goals:

Within the first year of the program our goal is to:

1. Recruit a team of 50 members and volunteers to be a part of the UThrift: Campus Resale program and its hosted events.
2. Attract 400 attendees at the Green Move-In Sale.
3. To divert 10 tons of waste from landfill.

Creative Assets & Materials:

Creative materials will be produced in-house by the UThrift team. There is always the option for outsourcing to freelance students for additional work. The creative assets necessary to adequately promote UThrift: Campus Resale will include: Adobe InDesign, Adobe Illustrator, and images and video footage of UThrift activities and student involvement.

Creative Media:

- Online Advertising & Social Media: a Facebook, Twitter, and Instagram page will be created to communicate information, post content and connect with students and parents. Team members will reach out to student & parent groups to announce events on platforms such as Facebook, GroupMe, and Whatsapp.

- Email will be used as the primary communication channel for members, staff, and volunteers of the program. Meeting information and event details will be sent out as needed.
- PR materials will be produced to cover event information and results. Press releases and feature stories will be provided to student publications such as The Miami Hurricane or Distraction Magazine.
- A website will be developed to serve as a central location for years to come and showcase information regarding events and educational materials regarding sustainable practices.

Media Metrics:

To track the success of the UThrift: Campus Resale marketing materials, various elements will be reviewed.

- Interaction on social media will be observed through Google Analytics and application internal analytic data.
- Student involvement will be recorded through meeting attendance and traffic at on campus events (QR code survey upon entry).
- Success will be measured by sale revenue and donations.
- Data on donations will be measured through quantity of items and waste diversion will be measured by weight of objects.

Budget:

Overall it is our goal to have this program become self sustaining through profits gained from our Green Move-In sales. However, funding will be necessary to properly establish this program during its first couple of years in order to fund our events, storage, and transportation costs. Additional funding and/or services will be sought after from community donors as well. If awarded a \$7,000 budget, we would be able to launch this program and get it off the ground. Below is an outline of our tentative initial budget:

	Cost	Details
Transportation	164.85	
Storage	632.70	3 months of storage at \$210.90/month.
Cleaning Supplies	90.09	Needed for sanitizing items and ensuring the safety of our volunteers and customers.
Collection Bins	2,569.50	Ten 110 gallon collection bins at \$256.95 per bin.
Banner	65.23	
T-Shirts	397.00	50 shirts for volunteer staff.

Price Tags

8.99

1000 sticker price tags.

Total:	\$3,928.36
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Challenge Question Response:

Provided with \$1M, our team would utilize these funds to bring this program to universities across the nation. These funds would allow for storage and transportation security, aid in advertising efforts, increase event staff, and open doors to develop partnerships with major retailers. By providing the resources of funding and program outline, this program can virtually be replicated at any college campus and be successful. The demand for sustainable and cheaper alternatives on college campuses already exists, it is just a matter of willingness to take action and being equipped to follow through.

Timeline & Media Plan:

Fall Semester	Spring Semester
July	January
Team members finalize details of logistics and planning of the Green Move-In event. Advertising begins for the Green Move-In event.	Team members, staff, and volunteers arrive on campus to prepare and set up for the event. Donations are retrieved from storage space. Host Green Move-In event! Collect data on attendance, purchases, and diverted waste. Remaining items will be returned to storage or donated to local charities.
August	February
Advertising continues for the Green Move-In event. Team members, staff, and volunteers arrive on campus to prepare and set up for the event. Host Green Move-In event! Collect data on attendance, purchases, and diverted waste.	Disperse information and statistics of the success of the Green Move-in event through all media channels. Accept donations from students.

September	March
<p>Disperse information and statistics of the success of the Green Move-in event through all media channels.</p> <p>Provide students information on where to deliver donations and begin accepting donations.</p>	<p>Team members, staff, and volunteers begin planning for Green Move-Out Collection Drive.</p> <p>Accept donations from students.</p> <p>Develop and promote sustainability education materials.</p>
October	April
<p>Team members, staff, and volunteers begin planning for Green Move-Out Collection Drive.</p> <p>Accept donations from students.</p> <p>Develop and promote sustainability education materials.</p>	<p>Planning for Green Move-Out Collection Drive continues.</p> <p>Accept donations from students.</p> <p>Advertising for the Green Move-Out Collection Drive begins.</p>
November	May
<p>Planning for Green Move-Out Collection Drive continues.</p> <p>Accept donations from students.</p> <p>Advertising for the Green Move-Out Collection Drive begins.</p>	<p>Host Green Move-Out Collection Drive! Collect data on donations after sorting and sanitizing. Transport items to storage over summer break.</p> <p>Disperse information and statistics of the success of the Green Move-Out Collection Drive through all media channels.</p>
December	June
<p>Host Green Move-Out Collection Drive! Collect data on donations after sorting and sanitizing. Transport items to storage over winter break.</p> <p>Advertising begins for the spring Green Move-In event.</p>	<p>Team members connect with campus staff in anticipation of the Green Move-In event.</p>

Additional Materials:

Tentative List of Acceptable Donations:

- Furniture: storage cube/bin, futon, couch, chairs, rugs, headboards, bed risers, stools, tables, chairs, etc
- School Supplies: pens, pencils, textbooks, journals/notebooks, notebook paper, lab coats, white boards, paper clips, sticky notes, etc.
- Closet: hanging storage, hangers, laundry bin, towel hanger/rack, etc.
- Desk & Storage: lamps, organizers, small storage, baskets, bins, carts, etc.
- Appliances: Microwave, Mini-fridge, toaster oven, toaster, keurig, blender, etc.
- Bathroom & Cleaning Equipment: shower caddy, trash cans, broom and dust pan, swiffer/mop, vacuum, etc.
- Decor & Miscellaneous: art, lights, mirrors, pillows, planters, workout equipment, pad lock, umbrella, etc.
- Electronics: extension cords, fans, batteries, charging cables, TVs, monitors, etc.

Data References:

Gelder, K. (2020, November 24). U.S. consumer planned expenditure Back-to-college dorm/apartment furnishings 2020. Retrieved March 23, 2021, from <https://www.statista.com/statistics/319677/us-consumer-expenditure-on-back-to-college-dorm-or-apartment-furnishings/>

This page on Statista provides data from 2007 to 2020 of the total planned U.S. consumer expenditures on back-to-college dorm or apartment furniture. In 2020, U.S. consumers planned to spend about 8.3 billion U.S. dollars on back-to-college dorm or apartment furnishings. The survey was performed by Prosper Insights & Analytics and was published by the National Retail Federation.

Department, P., & 30, N. (2020, November 30). Total BACK-TO-COLLEGE spending in the U.S. 2020. Retrieved March 30, 2021, from <https://www.statista.com/statistics/592826/back-to-college-spending-in-the-us/>

This page on Statista provides data from 2009 to 2020 of the total back-to-college spending in the United States. In 2020, total planned U.S. back-to-college expenditure amounted to about \$67.7 billion dollars. The survey was performed by Prosper Insights & Analytics and was published by the National Retail Federation.

Examples of Dorm Resale Programs on Other Campuses in the United States:

Hess, N. (2019, October 01). EcoReps move-in resale diverts 15 tons of waste. Retrieved March 23, 2021, from <https://www.dailyprincetonian.com/article/2019/10/ecoreps-move-in-resale-diverts-15-tons-of-waste>

This article addresses the third annual EcoReps Move-In Resale at Princeton in 2019. The EcoReps collected items left behind after spring move-out and stored them over the summer in preparation for the Move-In Resale. First pick of the collected items went to first-generation students and low-income students and some donations were made to charities like Goodwill. The cost of items was based on the prices of similar products found online and discounted by 20-50% based on the quality and condition of the item. The resale was very successful as 2000 items were sold raising \$11,400 to be put back into the program from an attendance of over 500 students. It is estimated that the sale diverted 15 tons of waste from landfills.

Nesbit, J. (2018, October 07). One student's junk is another student's treasure. Retrieved March 23, 2021, from https://www.washingtonpost.com/local/education/one-students-junk-is-another-students-treasure/2018/09/30/40990f86-c333-11e8-97a5-ab1e46bb3bc7_story.html

This article covered the Trash2Treasure Sale at Northeastern University. Since its founding in 2011, the program has diverted over 200 tons of waste and saved families more than \$500,000. Their sale in 2018 successfully earned \$18,000 which was rolled back into the program. It went into discussing how it may be difficult to find whether these sales are occurring for students in the plentiful orientation literature and campus websites. The Trash2Treasure program hosts two collections and two sales per year. It also touched on Rochester Institute of Technology's "Goodbye, Goodbuy!" program and American University's Project Move-in sale.

Yovetich, S. (2016, May 09). Um campus thrift store provides convenient place for students to dump unwanted items during move-out. Retrieved March 23, 2021, from <https://newstalkkgvo.com/um-campus-thrift-store-provides-convenient-place-for-students-to-dump-unwanted-items-during-move-out/>

This article discussed the major thrift sale hosted by the University of Montana in 2016. Taking advantage of graduation coming up they called for students to donate their unneeded college belongings for the thrift sale that will benefit the university's recycling program. They noted receiving a lot of useful furniture and appliances. "A lot of it is only gently used, only used for a year," said director Katherine Auge.

Sloan, W. (2018, July 30). Conquering the Trash mountain after College move-out. Retrieved March 23, 2021, from <https://www.waste360.com/waste-reduction/conquering-trash-mountain-after-college-move-out>

This article focuses on the various ways college campuses are tackling the end-of-year excessive waste that occurs after students move out. The University of Virginia runs Hoos ReUse, a move-out donation

drive where they collect materials from both on- and off-campus housing and donate to major and local charities. The University of Oregon also has a donation drive program in place for dorm items, however students don't have to stress about throwing items away during chaotic finals season because they are generously offered free storage over the summer. It's recommended to incoming or returning students to start off with fewer items and make purchases as you need them instead of buying as many supplies as possible upon move-in. Another tip is to bring unwanted items home or donate them throughout the year to avoid the end of the semester build up.

RecyclingWorksMa. (2018, December 26). Colleges & universities take creative approaches to reducing End-of-Year Waste. Retrieved March 23, 2021, from <https://recyclingworksma.com/colleges-universities-take-creative-approaches-to-reducing-end-of-year-waste/>

This article examines and features several Massachusetts higher education institutions that are responsibly managing the substantial accumulations of reusable materials on campus. They do a great job of tackling the issue that is end-of-year waste which occurs when university students leave campus at the end of the school year collectively leaving behind large quantities of furniture, appliances, clothing, and more. Tufts University collects items across campus every spring to sell to students at the back-to-school sale in the fall. Emerson College hosts temporary on-campus thrift shops at the end of each school year. Harvard has a large Recycling and Surplus Center that accepts unwanted furniture, supplies, and equipment from nearly 500 campus buildings. Every week they designate 2 hours where they welcome the public to come and take items free of cost. Boston University has a partnership with Morgan Memorial Goodwill Industries where they have donated over 600 tons of items through collection bins placed across campus.