



Greek Goes Green: A Partnership Between Sustainable Campus and the Office of Fraternity and Sorority Life

Sarah Gibson, Sustainability Fellow



Introduction

- The Greek Goes Green project at Florida State University aims to bring elements of sustainability to the forefront of Greek Life
- Sustainable Campus believes that “institutions of higher education are responsible for preparing graduates who can solve the complex problems of our time,” and that it is important to “incorporate sustainable practices into all University activities”
- Since around 20% of FSU’s student population is involved in Greek Life, and many chapters have housing facilities, this is a good place to affect large-scale sustainable action and educate a variety of organizations across campus
- GGG was reinstated in Spring 2022, making this the second year

Research Goal

- The goals for this project are to establish a functioning Greek Goes Green program, including hosting monthly events and meetings, and to create an inclusive Sustainability Guide for Greek chapters
- The Sustainability Guide will explain the purpose of the GGG program and the importance of sustainability in Greek Life, as well as provide an outline of point opportunities, potential house initiatives and suggestions, and descriptions of existing Sustainable Campus programs
- Additionally, I aimed to survey and assess barriers to entry of sustainability initiatives within Greek Life and on campus



Figure 1: QR Code to Access Sustainability Guide

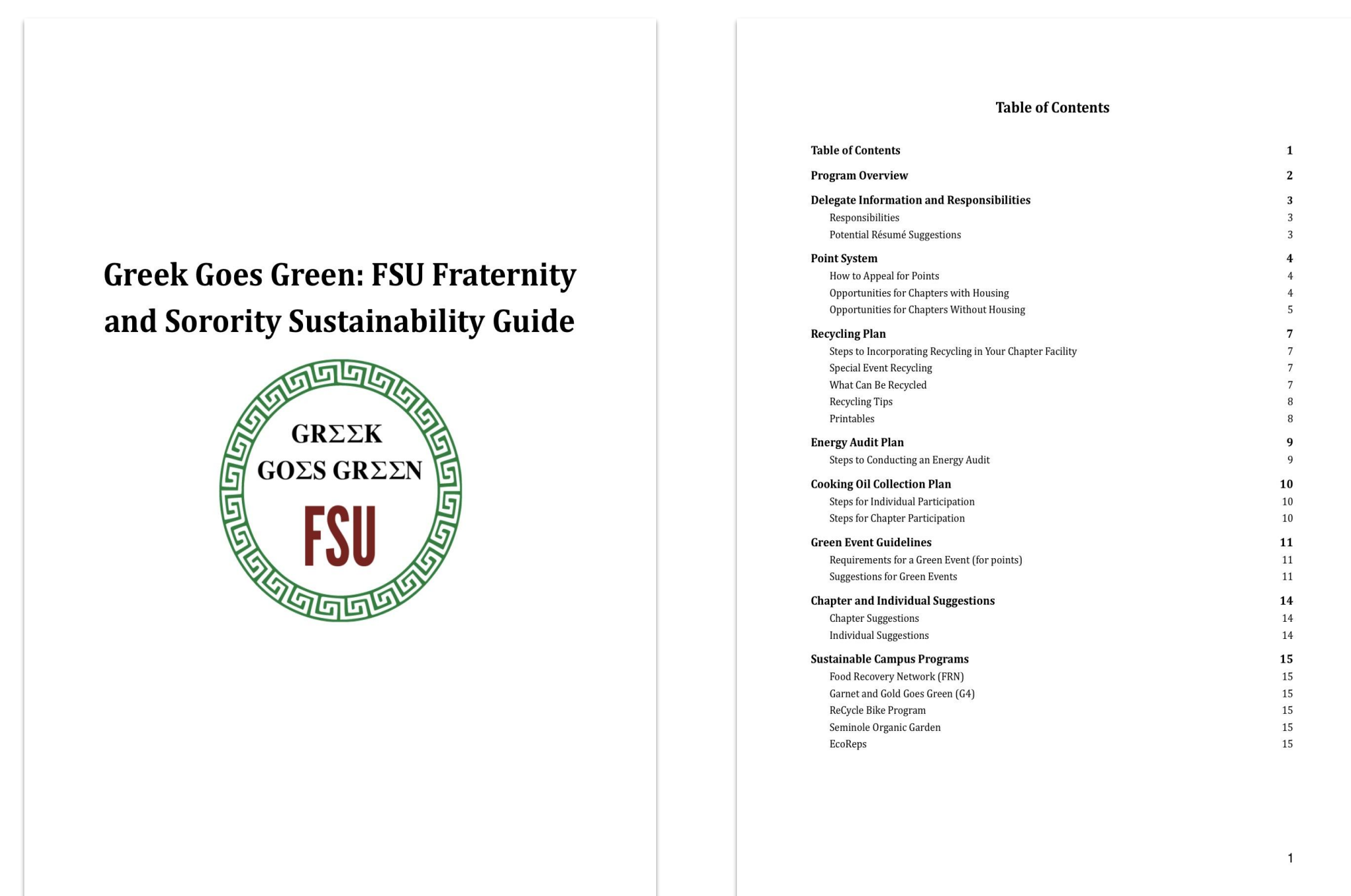


Figure 2: Sample Pages of Greek Goes Green Sustainability Guide



Figure 3: Photos from GGG Garden Volunteering Event

Methodology

- First I completed research on existing Greek Life sustainability initiatives at other universities and assessed which recruitment tactics and project implementations were successful
- Then I edited the GGG Sustainability Guide to include non-OFSL Greek-lettered organizations and updated assessment standards
- Next I used various methods of communication to reach all council/chapter presidents as well as past delegates to recruit chapters into the 2023 cohort
- Then I planned and executed monthly meetings and events for opted-in Greek organizations. I also maintained constant communication with delegates, provided weekly point updates, as well as supplied templates for Green Events, Sustainability Committees, and chapter presentation topics
- Finally, I conducted a Feedback Survey to assess barriers to entry and reasons for lack of broader participation in Greek Goes Green in order to apply findings to future endeavors

Results

- Created overall successful GGG program with 12 active chapters, 2 of which have already reached “Green Chapter” status. Achieved increased council representation, with opted-in chapters from Panhellenic, MGC, IFC, and service fraternities
- Greek Goes Green meetings and events had proportionally successful turnout. Some participating chapters implemented creative, impactful sustainability initiatives in their respective chapter houses
- Some obstacles identified were in reference to participation/opting-in to the GGG program. Survey results revealed several common themes

Conclusions

- All of the goals for the Greek Goes Green program were met. Though there is still room for improvement, we did see increased participation from councils compared to 2022
- GGG events were successful in increasing involvement and exposing members to other students in Greek Life who value sustainability
- Moving forward, feedback recorded in the survey will be used to revise and improve the Sustainability Guide, recruitment tactics, and overall inclusivity of the GGG program for all councils
- Feedback from chapter delegates and chapter presidents reported that the largest barrier to entry is lack of knowledge about the GGG program. This can be translated into a greater emphasis on awareness building
- The Greek Goes Green partnership between Sustainable Campus and the OFSL was an important step taken to ensure all areas of Florida State's campus are working toward a more sustainable future



Figure 4: Major Themes Identified in GGG Feedback Survey

References

Redden, Jessica. “Going Green? Transforming Sorority Sustainability Programs at the University of California, Berkeley.” *Nature Berkeley*, 2018, https://nature.berkeley.edu/classes/es196/projects/2018final/ReddenJ_2018.pdf.

“Sustainable Campus.” *General Sustainable Campus Image*, <https://sustainablecampus.fsu.edu/>