



Successes & Lessons Learned: A Community College Perspective

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Central New Mexico Community College (CNM)**



About CNM

- Established in 1965 with 155 students
- Now the largest in New Mexico with **28,000** students

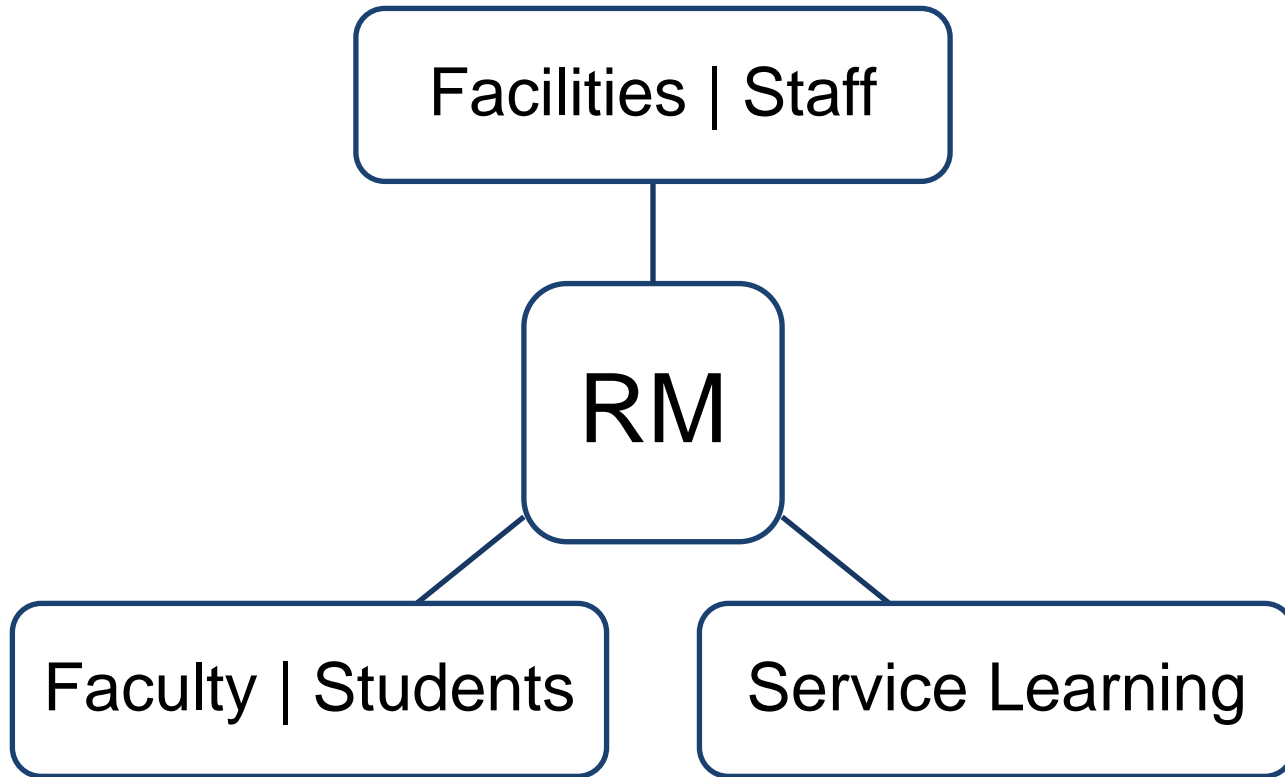


Recycling Efforts ~2013

- American College and University President's Climate Commitment signed in **2008**
- Contracted with Waste Management in 2009
- Previously no formal recycling at CNM



RecycleMania 14: Organization



RecycleMania 14: Planning

- Established a broad coalition
- Recruited team members
- Communicated to faculty
- Publicized school-wide
- Developed learning opportunities
- Coordinated with our waste disposal provider



RecycleMania 14: Activities



Adopt-A-Recycling-Bin

Mount Trashmore



RecycleMania 14: Results

- Tournament results
 - Placed **25th** out of 256 schools
 - **11%** increase in recycling rate (to 51%)
- Estimation of Participation
 - 8 faculty members offered SL or Extra Credit
 - 29 service learning students
 - 97 student volunteers at Mount Trashmore



Challenges and Strategies

- Funding
- Signage of recycling bins
- Promotion and publicity for students



Lessons Learned

- More cross-departmental **collaboration**
- More use of **social media**
- More short-term **volunteering** opportunities
- More strategies for **financial** support
- More collaborations with local **businesses**



Thank you!

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