

Cougs Go Green



Initiative

**Market Research Case Study for
Washington State University's
Environmental Science Club**

Theresa Meyers

April 27, 2018

Washington State University, COMSTRAT565

Professional Marketing Communications Management and Campaigns



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Summary of Market Research



Washington State University graduate student Theresa Meyers conducted two focus groups on the Washington State University camps in Pullman, Washington on Thursday, April 5, 2018. Both focus groups were housed in the Elmina White Honors Hall fourth floor study lounge. The first focus group, conducted from 4:00-5:00 pm, included six participants. The second focus group, conducted from 6:00-7:00 pm, included seven participants. All participants were current students at Washington State University's Pullman campus. The focus groups were done in the late afternoon and early evening to avoid conflicts with scheduled classes and make it easier for students to attend. Similarly, the focus groups were held during the week, instead of over a weekend, to not interfere with social activities planned by students or the university.

Both groups were shown a press release and website designed to promote and engage WSU Pullman campus students in the Cougs Go Green campaign. The campaign was developed when the Environmental Science Club on campus expressed interest in applying for Green Fund grants by presenting a sustainability campaign to the university's Environmental Task Force. The idea behind the campaign was to create a program which could accomplish three main goals:

1. Increase student awareness of the Environmental Science Club.
2. Increase student awareness of the need for sustainable/responsible use of everyday products on campus.
3. Get students to participate in a campus activity that was easy, and could increase the sustainability of the Pullman campus without demanding a great deal of their time, effort or money.

The campaign also had to have a large potential for university support and potential financial backing. The Cougs Go Green campaign focused on generating greater levels of awareness of the Environmental Science Club, their goal of increasing sustainability of the Pullman campus and participation in a sustainability campaign by WSU students, by switching out the type of toilet paper being supplied by the university in the Pullman restrooms across campus to that provided by the Who Gives a Crap Toilet Paper company. The company has a mission to donate a full half of all their profits to non-profit organizations which build toilets and sanitation facilities in areas of the world without proper sanitation facilities. Through this switch, there was the potential for the university to make a major donation annually toward the improvement of world health via use of sustainable products, which are produced without using timber resources and with reduced water consumption.

Research into the possibility of the switch included finding out the number of toilets on campus, the annual university budget for toilet paper, and the type of toilet paper being currently used by the university. Interviews were conducted via telephone and email to the three different Facility Departments at the Pullman campus which separately manage the coliseum, stadium and recreation facilities, the dorms, and the main college buildings, such as the classrooms, offices and the CUB. While the Facilities Departments do not track an actual number of toilets on campus, reviews of the dorm floor plans online and individual counting done in the main buildings on campus, helped determine that there are in excess of 1,200 toilets on campus. The annual aggregate budget spent by the university on toilet paper fluctuated somewhat, but was consistently in excess of \$150,000.00. The toilet paper currently purchased by the university is a recycled 1 and 2 ply products which are available in both household sized rolls and larger "jumbo" rolls of 1000 ft. and green label certified for sustainability.

Based on this research, it was determined that the ability to change the money being literally flushed down the toilet by the students at the university every year on toilet paper into something that could be used to benefit global health was the best marketing option for the project.

Participants in the focus groups were asked to review both the press release and website and give feedback on what they liked, didn't like or a thought could be improved about each item. The studies ran for approximately one hour each, and notes were taken on key insights each group had on the basic elements of the pieces and how they could specifically be improved for the WSU student audience.

Details of feedback can be found in pages 23-26 of this report, but the general consensus on advised changes for the pieces were as follows:

- Put statistical information about impact this change could have towards the top of the press release so there is more attention paid to the problem and then talk about how this change addresses the problem.
- Fix typos – missing comma, and misspelled last name in press release.
- Get additional quotes from students or professor for press release instead of just one individual.
- Change the color of the “U” on the front page of the website. It is too difficult to read. Alternatives are to make the “YOU” the same color, or to change all the lettering to white. Consider outlining the letters to make them easier to read against the background image.
- Select different main photo on the landing page of the website that showcases Pullman to make it more specifically targeted to WSU Pullman students.
- Change the photos of the Environmental Science Club representatives to be more similar in style with one another. They are too different in style and it is jarring.
- Add a Calendar of Events to the website to allow for more information and action.
- Create a static link bar that moves along with the site so people can get to any location on the site without having to scroll back to the top of the page to the links.
- Add links to the Green Fund.
- Add links to the static statement boxes on the front page of the website. Make them clickable content instead.
- Create survey and add a QR code for it to the press release.
- Create a flyer that has less information on it than the press release and put the QR code on it for hanging around campus to engage students.

Feedback on the press release and website were used to make changes to and create new products that were more useful, relatable and specific to WSU students. The edited versions of the press release and website, as well as a flyer and survey with QR code access, will be provided to the Environmental Science Club and shown at the Green Fund campaign presentation to the Environmental Task Force on April 26, 2018. The Environmental Task Force approved the project for the Green Fund and will be looking into getting funding for the project as well as investigating what it will take to pull together university departments and resources to implement a test of the product on the Pullman campus in the fall of 2018.



Press release Development Plan

PURPOSE: To showcase information about the Cougs Go Green campaign on the Pullman Campus and gain recognition for both the Environmental Science Club and Washington State University, as well as community good-will for taking action to protect the environment and contribute to global health. Secondly, it may act as a platform to show how Washington State University is working to improve health since starting the new medical school.

KEY AUDIENCE: The key audience is student publications like the *Daily Evergreen*, local media such as the Moscow-Pullman Daily News and *The Spokesman Review*, and television stations in Spokane, WA such as KHQ, channel 6 (NBC) and KREM, channel 2, state media such as *The Seattle Times*.

BASIC INFORMATION: More people own a cell phone than have access to a working toilet. 800,000 children die yearly from diseases directly related to poor sanitation. Washington State University spends over \$150,000 a year on toilet paper and has over 1,200 toilets just on the Pullman campus. Cougs Go Green is a plan to replace the toilet paper used on the Pullman campus with toilet paper by Who Gives a Crap toilet paper company. The company gives half its profits to non-profit organizations including WaterAid and Sanergy to create toilets and sanitation facilities world-wide to improve public health. Jennifer Beyer is the co-president of the Environmental Science Club at WSU backing this proposal to the Green Fund and Environmental Task Force on the WSU Pullman campus.

CLIENT BUCKET LIST: The Environmental Science Club wants a press release that will draw media and university attention to their Cougs Go Green campaign and gain support for a switch in toilet paper suppliers to a company that provides sustainable products and donates half their profits to creating better sanitation around the world to improve global health. Secondly, they would like this project to gain recognition for the club and a recruiting tool for new membership.



Who Gives a Crap? Cougs Do!

WSU Changes Up TP for Big Environmental and Public Health Gains

FOR IMMEDIATE RELEASE

Contact: Theresa Meyers
360-620-4500
Theresa.Meyers@wsu.edu

Pullman, WA – April 28, 2018 – If you’ve ever been to the Washington State University campus in Pullman, WA, you know it’s a large place. What you might not know is that it has over 1200 toilets and spends close to \$150,000 on toilet paper every year. Now, thanks to an initiative sponsored by the ASWSU Environmental Science Club and the university’s Green Fund, all that toilet paper will be making a bigger difference.

“We’re always looking for ways to improve the sustainability of our campus,” explained Jennifer Bryer, president of the Environmental Science Club. “This is a seemingly small change – just switching out brands of toilet paper we use on campus – that could have a huge impact.”

What’s the big deal with TP? Most manufacturers of toilet paper use new paper pulp created from harvested trees. That means trees are being cut down just to make something that’ll be flushed down the toilet. The new vendor selected by the Environmental Science Club, Who Gives a Crap toilet paper company, uses 100% recycled paper or 100% bamboo fibers in their 3-ply product depending on which version you buy. “Because bamboo is actually a grass it grows much quicker and is a sustainable harvest that takes less water to grow than an entire tree,” Bryer stated. “It just makes sense that if we’re going to use a product on this campus, that it should be the most environmentally responsible one we can find.”

In addition to the toilet paper from Who Gives a Crap being recycled or sustainably sourced, the company gives a full 50% of their profits to organizations such as WaterAid and Sanergy, which build toilets and sanitation services in under-developed parts of the world to improve public health. Currently over 800,000 children die-that’s two every hour-annually across the globe due to disease related to poor sanitation.

With a simple switch in product choice the university is now donating close to \$75,000 a year to help improve public health globally through improved sanitation all while making the WSU campus more sustainable. “It’s a win-win situation we’d like to see happen at universities and corporations all over Washington,” Bryer added. “When it comes to sustainability, it’s always about making small changes in what you buy or how you dispose of it. Just think of all the difference we could make if we just choose the right TP.”

For more information on this initiative, go to www.blumooncomm.wixsite.com/cougsogreen

#



Website Development Plan

WEBSITE: Cougs Go Green

HOST: Wix.com

PURPOSE: While designed to showcase information about the Cougs Go Green campaign on the Pullman Campus as a landing page, the true purpose of this website is to act as a new home online for the Environmental Science Club at Washington State University. To that end, it should include information about the leadership of the club, current activities and show case some of the activities the club is working on to benefit the students and community.

DESIGN ELEMENTS: Green is a primary color for the site to tie into the environment. Accent colors will include white (clean, pure) and crimson (for Cougs). With green and red being complimentary colors, they will pop when situated side by side. Images should include nature-based photos, the Environmental Science Club logo and photos of the club's leadership or club's members in activities. We want to emphasize how "You" can get involved in making an environmental difference on campus.

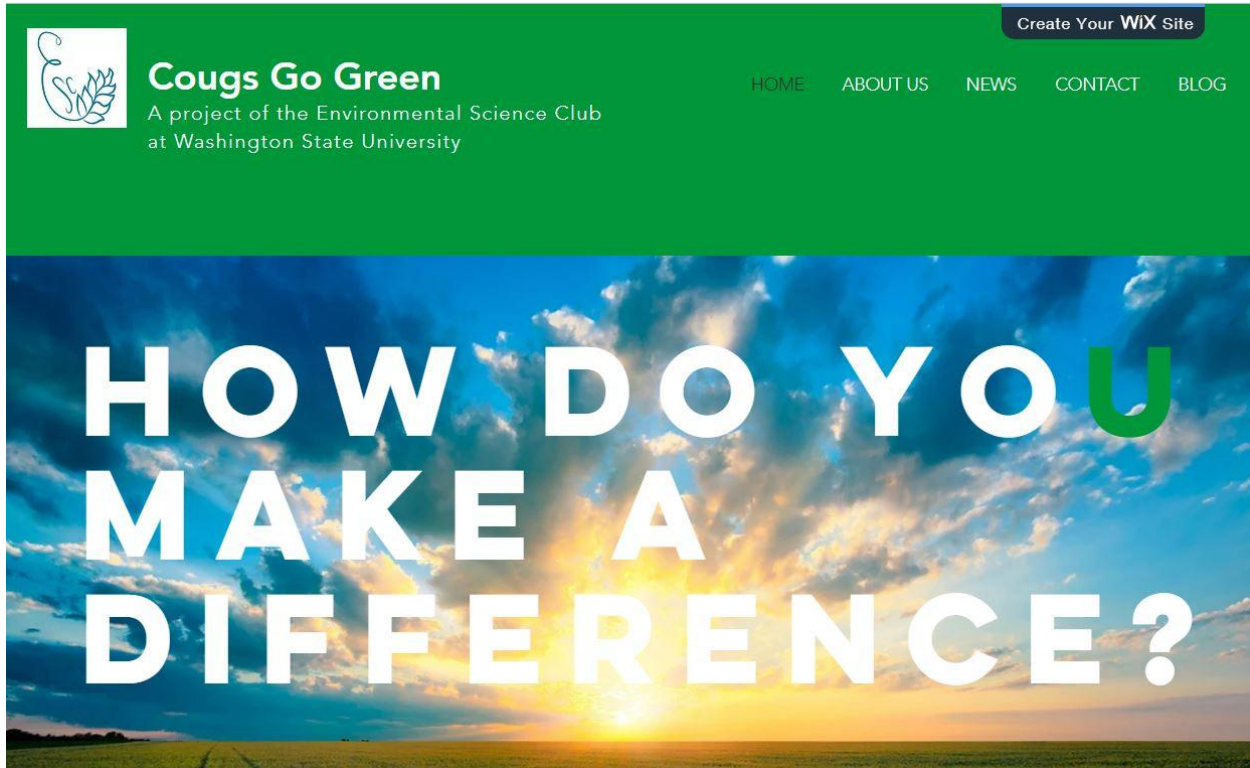
KEY FEATURES: In addition to a front landing page showcasing the Cougs Go Green campaign, the website will need an ABOUT US page, a CONTACT page, a BLOG and a NEWS page.

SEO OPTIMIZATION: Washington State University, Environmental Science, Cougs, Pullman, Nature, Green, Sustainability, Recycle.

CLIENT BUCKET LIST: The Environmental Science Club wants a website that's easy to manage, cheap to operate and can be handed down from year to year as the leadership changes. They would like the site to feature more nature-based imagery, host a space where they can talk about their events and activities to get people more involved, and to serve as evidence of their activity for the ASWSU governing body. Secondly, they would like it to act as a recruiting tool for new membership.

Website – Before Testing

FRONT LANDING PAGE



OUR LATEST PROJECT

Who gives a crap? Cougs do! And to prove it, we're conducting an experiment on campus to see if we should make a switch. Do you know that 40% of the world's population doesn't have access to a working toilet and that over 800,000 children a year die from diseases related to poor sanitation? It's true, more people have cell phones than a working toilet!

What do we need from you? Just use the bathrooms in the CUB and give us your feedback on the new toilet paper being used by clicking on the survey [HERE](#).

The toilet paper is made by [Who Gives A Crap](#), a company that uses 100% recycled paper (saving trees for things like providing shade and making oxygen instead), and gives 50% of their profits to build toilets and sanitation services in under developed countries (giving toilets to those who need them). It's that simple. Use the bathrooms at the CUB and fill out a survey. Hey, you may even find you prefer it!

F E A R L E S S I N V E N T I V E S U S T A I N A B L E



WHY HELP THE ESC?

**WE LOOK FOR WAYS
TO IMPROVE THE
WORLD**

**WE ARE A STUDENT
DRIVEN
ORGANIZATION AT
WSU**

**WE ARE FEARLESS
ABOUT PROTECTING
OUR ENVIRONMENT**

**WE OFFER
VOLUNTEER
OPPORTUNITIES**

**WHAT WE DO MAKES
A DIFFERENCE.
HOW ABOUT YOU?**

**WE LOOK FOR
SUSTAINABLE
OPTIONS**

RECENT NEWS

GOING FOR THE GREEN FUND

JOIN US AT OUR NEXT MEETING

JANUARY 21, 2018

RESTORING MISSOURI FLAT CREEK

**GO FOR THE ZERO - PULLMAN WASTE
WATCHERS HELPS REDUCE WASTE**

JANUARY 28, 2018

[See More News](#)



CONTACT US

**FOR ANY INQUIRIES,
PLEASE CALL OR EMAIL US:**

360-620-4500 | environmentalscienceclub.wsu@gmail.com

OUR ADDRESS

Environmental Science Club
Washington State University
Fulmer Hall
Pullman, WA 99163
environmentalscienceclub.wsu@gmail.com



Cougs Go Green

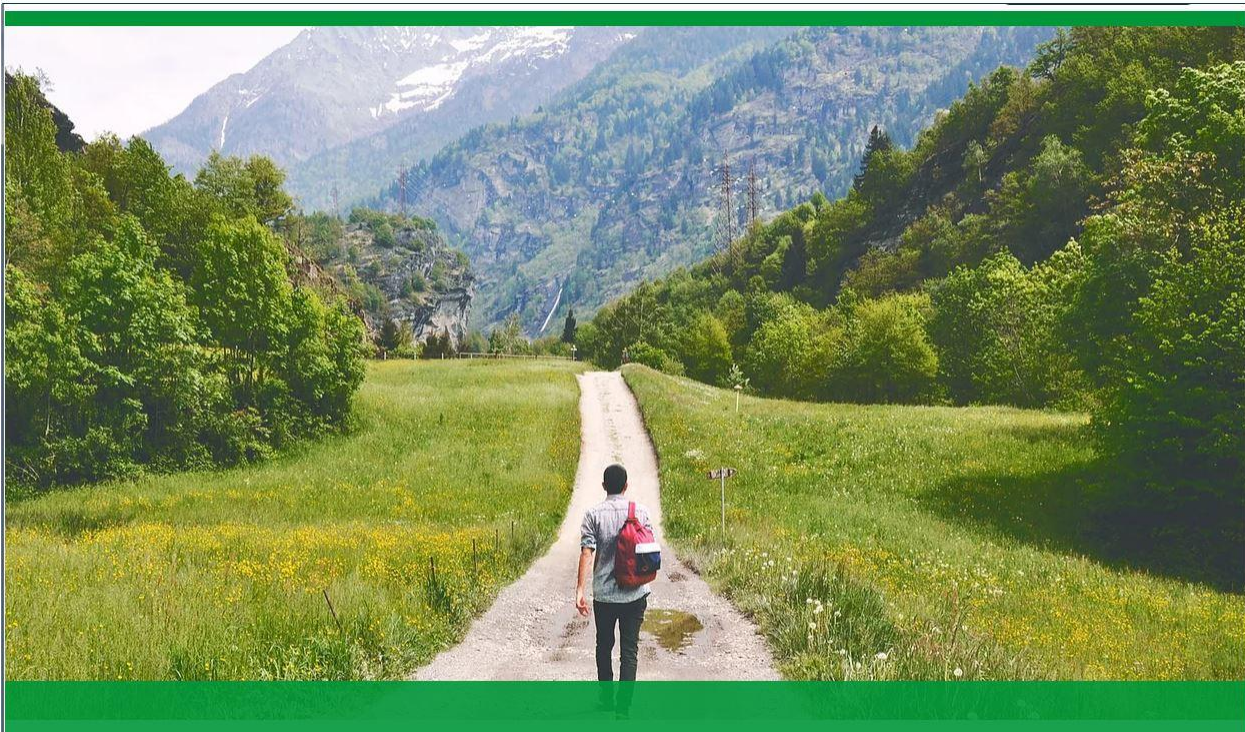
A project of the Environmental Science Club
at Washington State University

Create Your **WIX** Site

[HOME](#) [ABOUT US](#) [NEWS](#) [CONTACT](#) [BLOG](#)

CLUB PROFILE

The Environmental Science Club at Washington State University contributes to the university's sustainability programs and offers aid in promoting environmentally conscious activities on and around the WSU campus. Basically, we do our best to make the Pullman campusMembers of the club strive to provide leadership and education through these activities. Come join us!



Environmental Science Club

OUR TEAM

We're students. We're volunteers. But most of all we're human. And since we're all on this planet together, we plan to make the best of it.



President Jennifer Beyer
E-mail: jennifer.beyer@wsu.edu
Phone: 123-456-7890



Vice President Madeline Gray
E-mail: madeline.gray@wsu.edu
Phone: 123-456-7890

RECENT NEWS

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JANUARY 28, 2018


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CONTACT US

ALTERNATIVELY

you can fill in the following contact form and we'll get back to you shortly:

 Name

 +1  Phone Number

 Email Address

Subscribe Now

Environmental Science Club
Washington State University, Fulmer Hall, Pullman, WA 99163
environmentalscienceclub.wsu@gmail.com | 360-620-4500





Cougs Go Green

A project of the Environmental Science Club at Washington State University

Create Your WIX Site


HOME ABOUT US NEWS CONTACT BLOG

All Posts



Login / Sign up



Admin 
Jan 26 · 1 min



Going for the Green Fund

We want money, yes we do, we want money so we can help you! One of the main goals of the Environmental Science Club is to find and support projects that increase the sustainability of the WSU campus. Our TP Initiative, would not only switch t...

0 views Write a comment



Admin 
Jan 26 · 1 min



Restoring Missouri Flat Creek

Science and environmental stewardship meet down by the creek. For several years students at Washington State University have been tracking what's been happening down at Missouri Flat Creek and working to restore it. The project, run by...

1 view Write a comment






**ENVIRONMENTAL
SCIENCE CLUB**


Admin  Jan 26 · 1 min

Our Next Meeting

Want to join in? Meetings happen 5 pm every Tuesday at Fulmer Hall, room 204.


1 view Write a comment 



Admin  Jan 26 · 2 min

Who Gives a Crap? Cougs Do!

Just by changing our TP on campus, we can make a big impact. If you've ever been to the Washington State University campus in Pullman, WA, you know it's a large place. What you might not know is that it has XXX toilets and spends close to \$XXXX on toil...

1 view Write a comment 

Environmental Science Club
 Washington State University, Fulmer Hall, Pullman, WA 99163
 environmentalscienceclub.wsu@gmail.com | 360-620-4500



Going for the Green Fund

Updated: Jan 28

We want money, yes we do, we want money so we can help you!



One of the main goals of the Environmental Science Club is to find and support projects that increase the sustainability of the WSU campus. Our TP Initiative, would not only switch the toilet paper used on campus to a 100% recycled paper product, thereby saving trees, it would also allow our current university budget allocation for toilet paper to have a 50% of those funds go to supporting nonprofit organizations rather than having all those funds literally flushed down the toilet. The vendor, [Who Gives a](#)

[Crap](#) toilet paper company, gives 50% of its profits to organizations such as [WaterAid](#) and [Sanergy](#), which build toilets and sanitation services in under-developed areas of the world to improve public health. The best part is this project takes no additional staff, and no changes to the grounds or buildings. It is enacted simply by selecting a different brand of a product we already consume. We believe by augmenting the budget to allow for this change, via a grant from the Green Fund, we can increase the sustainability of our campus and give the university a promotional opportunity to showcase how we are using our funds to not only improve our environmental sustainability, but also to improve world health.



Restoring Missouri Flat Creek

Updated: Jan 28

Science and environmental stewardship meet down by the creek.



For several years students at Washington State University have been tracking what's been happening down at Missouri Flat Creek and working to restore it. The project, run by graduate student Kayla Wakulich, who is an advisor to the Environmental Science Club, works to remove invasive species, pick up litter, measure and track water quality, and spread compost to assist the creek in regeneration.

The club uses the data they collect in the labs that happen for the Environmental Science 101

classes at the creek to create infographics for scientific study.

Our Next Meeting

Updated: Jan 28

Want to join in? Meetings happen 5 pm every Tuesday at Fulmer Hall, room 204.



Who Gives a Crap? Cougs Do!

Updated: a few seconds ago

Just by changing our TP on campus, we can make a big impact.



If you've ever been to the Washington State University campus in Pullman, WA, you know it's a large place. What you might not know is that it has over 1,200 toilets and spends over \$150,000 on toilet paper every year. Now, thanks to an initiative sponsored by the ASWSU Environmental Science Club and the university's Green Fund, all that toilet paper will be making a bigger difference.

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entire tree,” Beyer stated. “It just makes sense that if we’re going to use a product on this campus, that it should be the most environmentally responsible one we can find.”

In addition to the toilet paper from Who Gives a Crap being recycled or sustainably sourced, the company gives a full 50% of their profits to organizations such as WaterAid and Sanergy, which build toilets and sanitation services in under-developed parts of the world to improve public health. Currently over 800,000 children die-that’s two every hour-annually across the globe due to disease related to poor sanitation.

With a simple switch in product choice the university is now donating close to \$75,000 a year to help improve public health globally through improved sanitation all while making the WSU campus more sustainable. “It’s a win-win situation we’d like to see happen at universities and corporations all over Washington,” Beyer added. “When it comes to sustainability, it’s always about making small changes in what you buy or how you dispose of it. Just think of all the difference we could make if we just choose the right TP.”



Moderator’s Guide

The Moderator, Theresa Meyers, conducted the focus groups. Focus group participants were offered pizza, vegetable tray with dip, fruit, water and two types of cookies, as food was a primary enticement for them to attend. Participants were also offered an entry in the drawing for their participation for a \$25 Amazon Gift Card and three different items of Washington State University swag. They were asked to sign a consent form (see appendix) prior to the focus group, then were given a name tag to fill out to make it easier for participants to engage in conversation with one another.

Before recording the session the following **guidelines** were share with all members of the group:

- There are no right or wrong answers, only differing points of view.
- We’re recording, so please only one person speak at a time.
- We’re on a first name basis to protect your anonymity in the focus group recording.
- You don’t need to agree with others in the group, but we agree to listen respectfully as others share their views.
- You may comment on what other people have said.
- If you must respond to a call/text, please excuse yourself from the group quietly and return us as quickly as you can.
- My role as moderator will be to guide discussion.

Once recording had started, the Moderator provided the below **introduction** to the group:

Good evening. Thank you for being here. I really appreciate you being here. The snacks are here for you guys, that is what I brought them, so please feel free to go help yourselves during our focus group. My name is Theresa Meyers. Currently I am in the Masters for Strategic Communications course through the Edward R. Murrow College of Communications and this focus groups is part of my class that is specifically on

Marketing Communications Management. We put together a proposal for the Environmental Science Club for the Green Fund and the promotional products I'm going to have you give me opinions will be for if the Green Fund accepts it and we go forward and the Environmental Task Force accepts it. These are kind of the promotional items we'd use to send out to the media or around campus to support the campaign.

After our discussion today, what I'll do is I'll take the feedback that you give on these different products and use it to edit them, refine it, and make it better. I'll then turn it into my professor along with an audio recording and transcript of our focus group. I want to know what you like, what don't like, what you think could be improved. Anything is fair game and there are no wrong answers.

Again, I really appreciate you taking the time to do this. Are there any questions? (wait for response and answer questions if necessary)

Participants were reminded to use first names only when responding and then were asked an icebreaker question giving their name and their major.

Once introductions were established, the following **general questions** were presented to the group to gauge interest in the subject and potential to participate in further campaign activity:

- How important is it to you that the university use its resources well?
- If there were a way for the university to improve how it uses resources (time, money, energy as examples), how willing would you be to get personally involved with the effort and why?
- How do you feel about using products that are recycled or sustainable (meaning it's grown like a crop to be used over and over again). Is it important? Why or why not?

Next, the group was asked more **specific questions** about the two products for marketability to the WSU student population:

Press Release:

- What do you think of the headline?
- Does it grab your attention, why or why not?
- Are your feelings positive, negative or neutral?
- Do the facts presented in the press release interest or surprise you?
- Do they motivate you to act?
- What do you think should be different?
- What could be improved?
- If you saw this around campus, would it be of interest to you?
- Would a QR code be of use?
- Would you answer a survey if there were a link provided?

Website:

- What do you think of the pictures on the site?
- How do you feel about them?
- Do you feel there is enough information on the site to answer your questions?
- Does it make you interested enough to participate?
- How does the flow of the website feel to you?

- Is it easy to find the information you are interested in?
- What would you like to see that's different?
- How could it be improved?
- What is it missing?

To wrap up the focus group, the participants were thanked, told to please help themselves to the food and beverages provided, and drawings were held using the consent slips as drawing slips. Drawings were done by a member of the group with the slips fanned out and held upside down so they could not see the names they were drawing. Each focus group had four drawings, one for a \$25 Amazon gift card and three for items of WSU swag.

Focus Groups

Recruitment: Students were recruited using three different methods, one was direct contact using three different student representatives on campus in face-to-face invitations, another was signs being posted around dorms and in buildings on campus and a third was social media using Facebook messages on student groups and text messages and Snapchat via phone. Student representatives were told we needed a mix of majors, ages and should have both males and females in each group – with balanced numbers if possible. Several male subjects initially signed up for the focus groups, but canceled at the last moment due to unexpected conflicts with school testing resulting in uneven numbers of males to females in testing groups.

Set up: Focus groups were located in the fourth floor study lounge at Elmina White Honors Hall on the Washington State University campus in Pullman, WA. This space allowed for there to be a quiet space with adequate seating options and limited access and disruption because students had to be escorted up to the area on the elevator by a member of the dorm who had an access key card. A video camera on a tripod, with recording microphone extension, was situated behind the moderator and used to record the sessions. Name tags, sign in sheet and focus group consent forms were laid out on a table near the entrance along with pens. Student escorts ensured people signed in and received a consent form to fill out. The moderator collected all the consent forms prior to recording. The setting included lounge seating in a circular formation around a small coffee table which gave space for the laptop to view the website, the microphone for the recording device and a place for the focus group attendees to put their plates and beverages if needed. Because of the late afternoon / early evening hour of the focus groups, food and beverages included water, pizza, veggie trays, grapes and Cutie oranges were provided to remove reasons for participants not to attend the group (hunger / dinner time) and help group participants stay focused. Refreshments were situated at a table at the back of the room, behind the focus group discussion area so that it was close by, but not directly in the middle of the discussion to improve focus. Incentives to participate included the giveaway of a \$25.00 Amazon gift card at each session to a random participant and the giveaway of three additional pieces of WSU swag which included metal water bottles, cinch sacks and either an umbrella or blanket.

Focus Group Seating Area:



Focus group # 1:

Held on April 5, 2018 at 4 pm in the fourth floor study lounge at Elmina White Honors Hall on the Washington State University Campus. The group lasted approximately one hour.

Participants included:

- Kendra – education major
- Jeff – computer science major
- Rebecca “Becca” – dual political science and sociology major
- Hope – communications major
- Erin – engineering major
- Henry – environmental science major

Technical difficulties with the recording device resulted in an incomplete taping of the first focus group. Notes were taken during the recording of the session, but do not constitute the full extent of all conversation included during the session. There is no audio recording of this session available. Please see the Appendix for the full notes of this session.

SUMMARY OF FOCUS GROUP # 1 MARKET TESTING:

Focus Group # 1 had several older students (juniors and seniors) in it. This provided additional perspective on what students will and will not respond to in marketing efforts and they had several years worth of events and campaigns to compare with the Cougs Go Green campaign.

Overall this group approved of the press release and had relatively few comments on content. The only consistent comment was that they like the statistical information about the college, but would like the statistical information regarding toilets and people impacted by lack of toilets and sanitation facilities to be bumped up into the first paragraph of the press release for greater impact. They believed the quotes were well-balanced and credible and content provided sufficient information to answer their questions.

Focus Group #1 had several comments regarding the website. First and foremost the green “U” on the front of the page was decidedly not working for the majority. It was difficult to see, hard to read and seemed to melt into the background picture. The idea of “U” being offset as a design element did not come through clearly in

the design and instead caused confusion. Many suggested that it be changed to the whole word being the same color (either green or crimson) or changing it to match the white of the rest of the headline.

Second, they wanted a Calendar of Events to refer to, so people could take action by attending meetings and events held by the club.

They liked the natural theme of the site and found the information provided to be sufficient to answer their questions about the Cougs Go Green campaign and the purpose of the club, as well as news and information about the club's activities and members.

Further comments were made by more than one member of the focus group that they liked the colors, fonts and images selected for the website and considered the overall design to be "organized", "clean" and "modern" and one focus group member compared it as similar to the "Make a Wish Foundation" website, which she said meant it looked professional and gave the impression of being a non-profit or beneficial organization.

Focus Group # 2:

Held on April 5, 2018 at 6 pm in the fourth floor study lounge at Elmina White Honors Hall on the Washington State University Campus. The group lasted approximately one hour.

Participants included:

- NATE: – computer science major
- CHEY: – zoology major
- CARSON: – mechanical engineering major
- EMILY: – philosophy, pre-law major
- CHLOE: – chemistry, pre-med major
- MARIE: – animal science, pre-vet major
- CASSIE: – communications major

An audio recording of the focus group can be found here:

<https://soundcloud.com/user-632439073/focus-group-2-audio-recording-mixdown>

SUMMARY OF FOCUS GROUP # 2 MARKET TESTING:

Focus Group # 2 had few older students (juniors and seniors) and mostly was comprised of younger students (freshmen and sophomores). This provided additional perspective on what incoming students new to the campus will and will not respond to in marketing efforts when compared to other activity and event offerings competing for their attention at the college.

Overall this group approved of the press release and had relatively few comments on content. There were a few typos noticed by two members of the group. This group believed that the press release would have more punch if the statistical information regarding toilets and people impacted by lack of toilets and sanitation facilities were bumped up into the first paragraph of the press release. They believed the quotes were well-balanced and credible but wanted additional sources quoted beyond just the president of the Environmental Science Club. One person suggested perhaps having a professor from the Environmental Science department or other students make comments on why they thought this project was cool.

Overall they said the content provided sufficient information to answer their questions, but they would have liked to see a stronger call to action, such as "What can you do?" with either a bullet-pointed action guide or

clickable links, or some sort of pdf document they could open up with phone numbers and information to take action.

One thing they all agreed would be helpful to provoke quick action was to provide a QR code to a survey. They believed students would be more willing to snap and click, than to read heavy text laden flyers.

Focus Group #2 had several comments regarding the website. First and foremost the green “U” on the front of the page was decidedly not working for the majority. It was difficult to see, hard to read and seemed to melt into the background picture. The idea of “U” being offset as a design element did not come through clearly in the design and instead caused confusion. Many suggested that it be changed to the whole word being the same color (either green or crimson) or changing it to match the white of the rest of the headline.

Second, they thought replacing the main picture on the front landing page with one more related directly to the Palouse or Pullman region, or specifically to the college, would help tie it in more to the students. The overall favorite picture was the hand with the single leaf. They suggested to keep that image.

They believed adding a static links bar or buttons to the page that moves with the scrolling of the page, would be helpful and keep visitors from having to scroll up to the top of the page to switch sections. They also wanted to see the static statement boxes, three-quarters of the way down the front page changed into active, clickable links to either more information, outside information or to other sections of the website. They also suggested a Calendar of Events be added to refer to, so people could take action by attending meetings and events held by the club.

They liked the natural theme of the site and found the information provided to be sufficient to answer their questions about the Cougs Go Green campaign and the purpose of the club, as well as news and information about the club’s activities and members.

Further comments were made by more than one member of the focus group that they liked the colors, fonts and images selected for the website and considered the overall design to be “clean” and “professional”. They liked how it scrolled, how the news link went to the blog and how links took them in different areas to the same places in the website.



Press Release Log of Revision Process



Per the focus groups, these were the top suggested revisions and suggestions to make the press release more WSU student friendly and marketable:

1. Put statistical information about impact this change could have towards the top of the press release so there is more attention paid to the problem and then talk about how this change addresses the problem.
2. Fix typos – missing comma, and misspelled last name in press release.
3. Get additional quotes from students or professor for press release instead of just one individual.
4. Create survey and add a QR code for it to the press release.
5. Create a flyer that has less information on it than the press release and put the QR code on it for hanging around campus to engage students.



Who Gives a Crap? Cougs Do!

WSU Changes Up TP for Big Environmental and Public Health Gains

FOR IMMEDIATE RELEASE

Contact: Theresa Meyers
360-620-4500
Theresa.Meyers@wsu.edu

Pullman, WA – April 28, 2018 – Do you know that more people in the world have a cell phone than have access to a working toilet? It's true. There are over 40 Million people in the world who don't have access to basic sanitation facilities. Worse still, currently over 800,000 children die every year (that's 2 every hour) from diseases caused by poor sanitation. Washington State University students are committed to doing something about it and want to challenge others to do the same.

If you've ever been to the Washington State University campus in Pullman, WA, you know it's a large place. "We've got more people here than many small towns in Washington state," said Carson Kreager, an engineering student at the university. "With a population that size, you have to think about what we use and how we use it. That's part of creating a responsible and sustainable system that benefits everyone." The campus has over 1200 toilets and spends close to \$150,000 on toilet paper every year. Now, thanks to an initiative sponsored by the ASWSU Environmental Science Club and the university's Green Fund, all that toilet paper will be making a bigger difference.

"We're always looking for ways to improve the sustainability of our campus," explained Jennifer Beyer, co-president of the Environmental Science Club on campus. "This is a seemingly small change – just switching out brands of toilet paper we use on campus – that could have a huge impact."

What's the big deal with TP? Most manufacturers of toilet paper use new paper pulp created from harvested trees. That means trees are being cut down just to make something that'll be flushed down the toilet. The new vendor researched by the Environmental Science Club, Who Gives a Crap toilet paper company, uses 100% recycled paper or 100% bamboo fibers in their 3-ply product depending on which version you buy. "Because bamboo is actually a grass, it grows much quicker and is a sustainable harvest that takes less water to grow than an entire tree," Beyer stated. "It just makes sense that if we're going to use a product on this campus, that it should be the most environmentally responsible one we can find."

In addition to the toilet paper from Who Gives a Crap being recycled or sustainably sourced, the company gives a full 50% of their profits to organizations such as WaterAid and Sanergy, which build

toilets and sanitation services in under-developed parts of the world to improve public health. With a simple switch in product choice the university is now donating close to \$75,000 a year to help improve public health globally through improved sanitation all while making the WSU campus more sustainable.

“Sustainability is important because it takes everyone to contribute in order to make an impact,” added Rebecca Ackerman, a senior dual major in political science and sociology. “Even small changes such as using water bottles, reusable coffee cups, and being conscious of what’s trash and what’s recycling, can add up to create big change in environmental sustainability. While a single person’s actions may seem small, everyone doing their small actions adds up to create large change.”

And while this change may be starting small, Beyer sees huge potential for the idea to move beyond Washington State University’s Pullman campus. “It’s a win-win situation we’d like to see happen at universities and corporations all over Washington,” Beyer said. “Just think of all the difference we could make if we just choose the right TP.”

So come on other colleges in the PAC 12, is the challenge accepted?

For more information on this initiative, go to www.bluemooncomm.wixsite.com/cougsgogreen Use the QR code below to take a survey on this project or go to <https://bluemooncomm.poll daddy.com/s/cougs-go-green-toilet-paper-survey>



#



DID YOU KNOW...



More people on Earth have access to a **cell phone**, than a **working toilet**?

EVERY year, 800,000 **kids die** from diseases that could have been **prevented** with proper sanitation facilities?

HOW DO YOU MAKE A DIFFERENCE?

IT'S EASIER THAN YOU THINK.

STEP 1: Do what you normally do.

STEP 2: Try the new product.

STEP 3: Take a short survey.



Use the QR code with your phone or head to
<https://bluemooncomm.polldaddy.com/s/cougs-go-green-toilet-paper-survey>

The Environmental Task Force and Environmental Science Club at WSU are testing out a new toilet paper in this building. Not only is it 100% recycled and sustainable (meaning it doesn't use any new trees and saves water and energy in producing it), if used all over campus it could also help WSU contribute **\$75,000 a year** to non-profits building toilets in areas of the world where sanitation is needed to protect human health.

New Survey linked with QR code – After Testing

Work with the focus groups determined that a survey would be the best method to get students and staff to respond to how they felt about the change in toilet paper in the test buildings. It was suggested that a QR code (one that could link directly to the survey for use with cell phone applications that read QR codes) would be important. This new survey is linked both to the website and the QR code link to it is included on the revised press release and the new flyer. The first question on the survey (a yes or no question) helps limit respondents to those who indicate they are current WSU Pullman students or staff. Respondents who answer no are immediately exited out of the survey and thanked for their time.

Cougs Go Green Toilet Paper Survey

Thanks for helping out! Take this short survey to help the university decide if switching over to this new toilet paper is worth it to make our world a healthier place.



Q.1

Are you a student or staff member on the WSU Pullman campus? *

- Yes
- No

Continue

Q.2

Do you like the toilet paper better than what is usually offered at the University? *

- Yes. More please!
- No. I'm good.
- Meh. Don't give a crap.

Q.3

What do you like most about it? Rank your choices most important (top) to least important (bottom).

= Softer.

= Three-ply, baby!

= Awesome for the environment.

= Helps make a difference easy.

= Could boost University's reputation with big giving.

= Nothing. Where's my one-ply? I want it back.

Q.4

What things about this change in TP matter to you most?

	Agree	Sort of Agree	Neither	Sort of Disagree	Disagree
Better product (softer, 3-ply, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
100% sustainable and recycled.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Could help on a global issue.

The \$ spent could make a difference

WSU could be a leader

Q.5

If paying a little more for TP made it possible for the University to contribute \$75,000 a year to global health issues just by changing the TP we use on campus, how willing would you be to support that change?

- Completely! Count me in.
- Somewhat. It's a cool idea.
- Not so much. It's not a big priority.
- Not at all. I've got better things to do.

Q.6

How important do you think improving our sustainability as a campus is?

- Very important.
- Somewhat important.
- Neither.
- Not important.

Q.7

How much do you think improving the image of WSU globally matters?

- A lot! We need to be seen as a leader.
- Somewhat. It's a cool idea.
- Not so much. We're doing fine.
- Not at all. We have bigger issues to work on.

Q.8

Would you be willing to contribute \$5 a year to the Green Fund for projects like this?

- Yes! I think it's great.
- Maybe. Depends on the project.
- Are you kidding me? No.

Finish Survey



Website Log of Revision Process

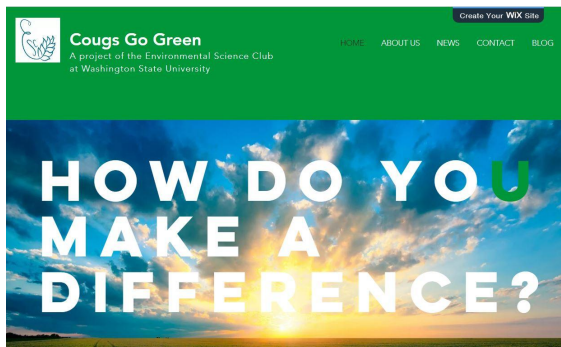


Per the focus groups, these were the top suggested revisions and suggestions to make the press release more WSU student friendly and marketable:

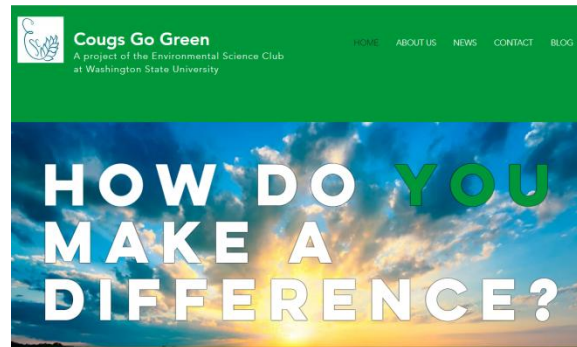
1. Change the color of the “U” on the front page of the website. It is too difficult to read. Alternatives are to make the “YOU” the same color, or to change all the lettering to white. Consider outlining the letters to make them easier to read against the background image.
2. Select different main photo on the landing page of the website that showcases Pullman to make it more specifically targeted to WSU Pullman students.
3. Change the photos of the Environmental Science Club representatives to be more similar in style with one another. They are too different in style and it is jarring.
4. Add a Calendar of Events to the website to allow for more information and action.
5. Create a static link bar or buttons that moves along with the site so people can get to any location on the site without having to scroll back to the top of the page to the links.
6. Add links to the Green Fund company.
7. Add links to the static statement boxes on the front page of the website. Make them clickable content instead.

REVISION # 1: Change the color of the “U” on the front page of the website. It is too difficult to read. Alternatives are to make the “YOU” the same color (green or crimson), or to change all the lettering to white. Consider outlining the letters to make them easier to read against the background image. Changing the color to all green just made the word YOU disappear completely. Crimson made a bigger impact. Outlining the letters in thin black lines made them look crisper against the background.

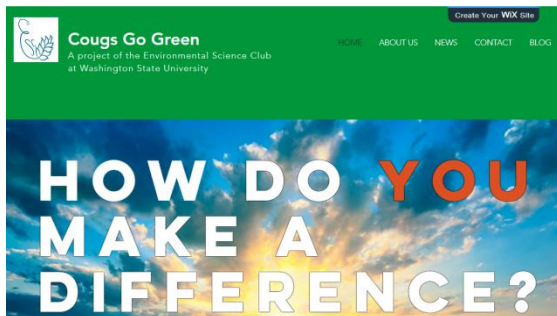
BEFORE:



EDIT # 1:

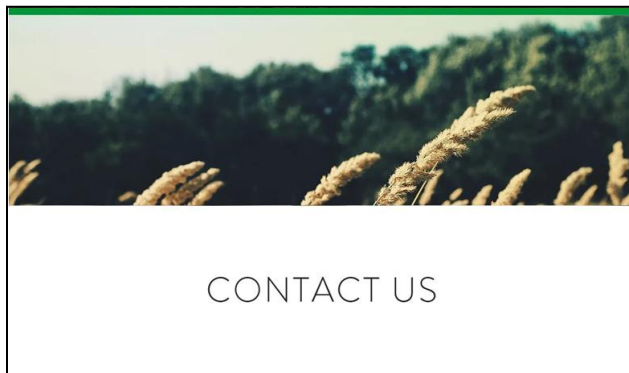


EDIT # 2:

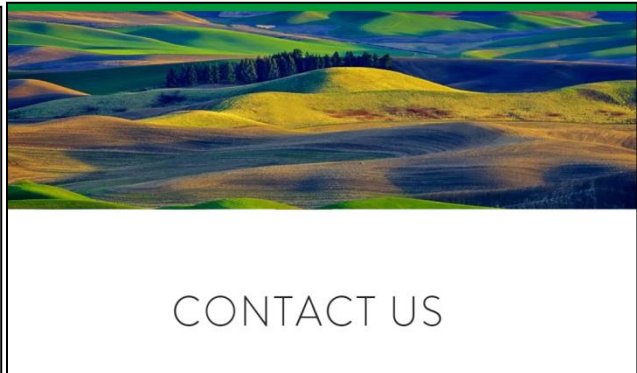
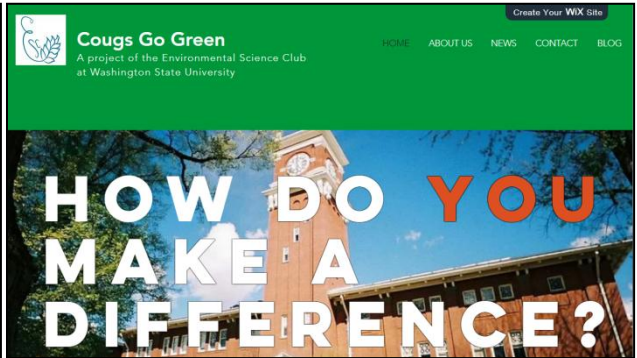


REVISION # 2: Select different main photo on the landing page of the website that showcases Pullman to make it more specifically targeted to WSU Pullman students.

BEFORE:



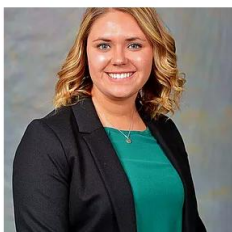
AFTER:



REVISION # 3: Change the photos of the Environmental Science Club representatives to be more similar in style with one another. They are too different in style and it is jarring.



President Jennifer Beyer
E-mail: jennifer.beyer@wsu.edu
Phone: 123-456-7890



Vice President Madeline Gray
E-mail: madeline.gray@wsu.edu
Phone: 123-456-7890

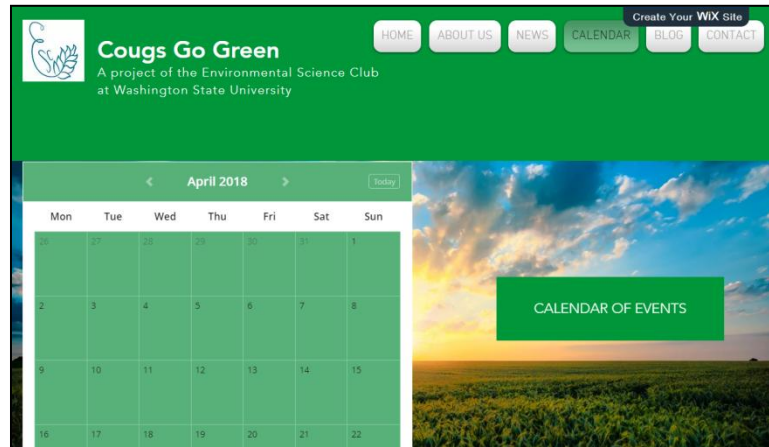


Co-President Jennifer Beyer
E-mail: jennifer.beyer@wsu.edu



Co-President Laila Reimanis
E-mail: laila.reimanis@wsu.edu

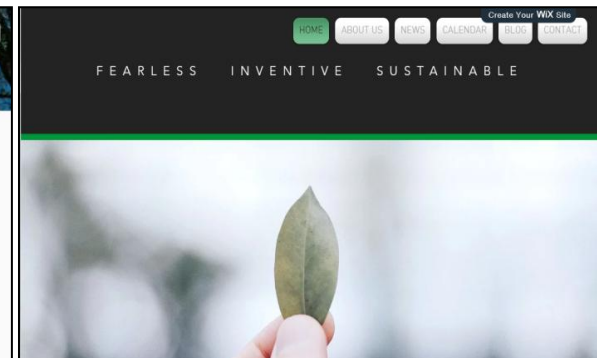
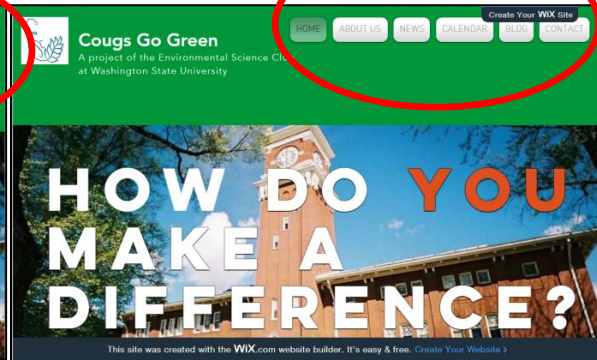
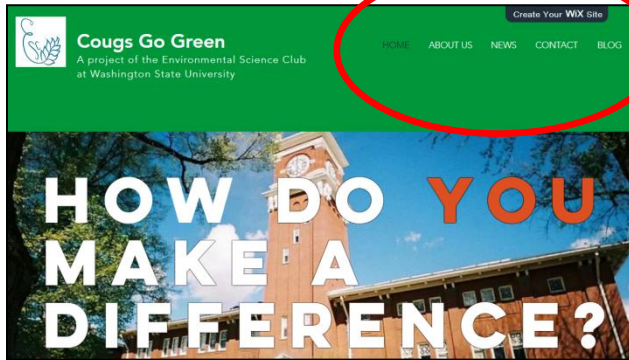
REVISION # 4: Add a Calendar of Events to the website to allow for more information and action.



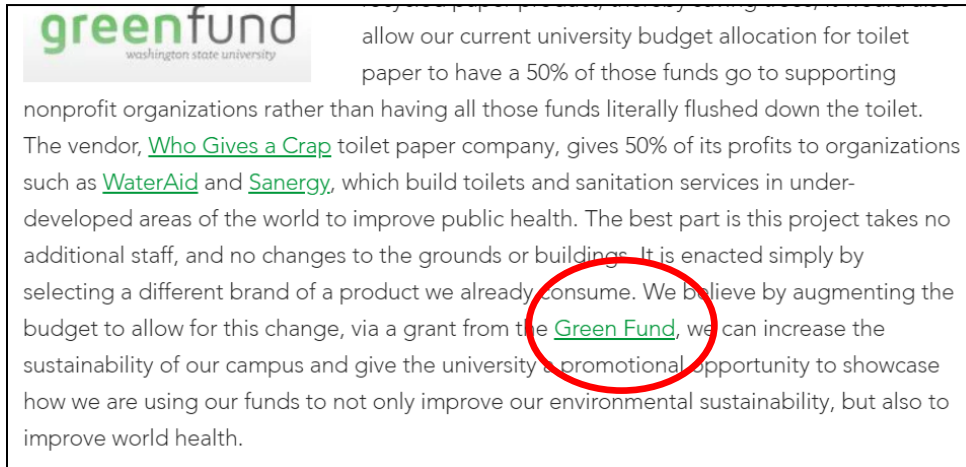
REVISION # 5: Create a static link bar that moves along with the site so people can get to any location on the site without having to scroll back to the top of the page to the links. I changed the word links at the top of the page into buttons that are fixed to the top of the page or “float” over the page so as the pages on the website scroll, those link buttons for navigation remain constant no matter where you scroll to or which page you select.

ORIGINAL LINKS

REVISED LINKS

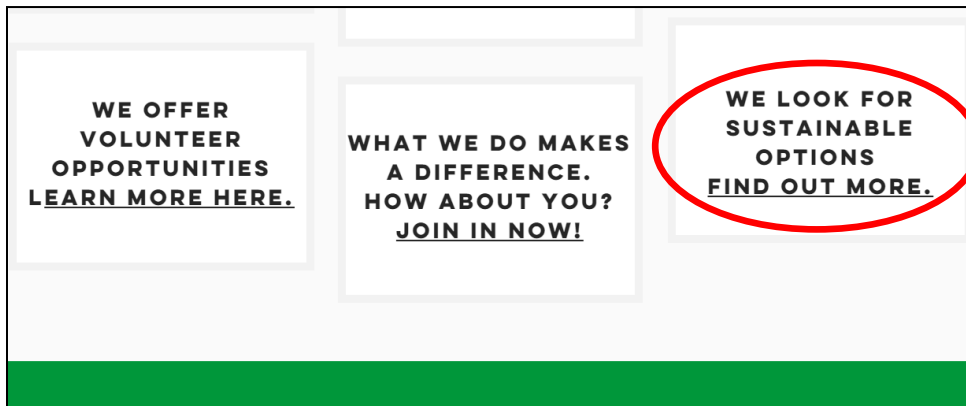


REVISION # 6: Add links to the Green Fund. Links were added to the blog and to the static boxes on the HOME page to link directly to the Green Fund website.



greenfund
washington state university

allow our current university budget allocation for toilet paper to have a 50% of those funds go to supporting nonprofit organizations rather than having all those funds literally flushed down the toilet. The vendor, [Who Gives a Crap](#) toilet paper company, gives 50% of its profits to organizations such as [WaterAid](#) and [Sanergy](#), which build toilets and sanitation services in under-developed areas of the world to improve public health. The best part is this project takes no additional staff, and no changes to the grounds or buildings. It is enacted simply by selecting a different brand of a product we already consume. We believe by augmenting the budget to allow for this change, via a grant from the [Green Fund](#), we can increase the sustainability of our campus and give the university a promotional opportunity to showcase how we are using our funds to not only improve our environmental sustainability, but also to improve world health.



**WE OFFER
VOLUNTEER
OPPORTUNITIES
[LEARN MORE HERE.](#)**

**WHAT WE DO MAKES
A DIFFERENCE.
HOW ABOUT YOU?
[JOIN IN NOW!](#)**

**WE LOOK FOR
SUSTAINABLE
OPTIONS
[FIND OUT MORE.](#)**

Green footer bar

REVISION # 7: Add links to the static statement boxes on the front page of the website. Make them clickable content instead.

BEFORE



Changes included:

- Adding link copy to box 1 – We look for ways to improve the world. Want to help? Click here. Link for box 1 copy goes to CALENDAR page of website.
- Adding link copy to box 2 – We are a student driven organization at WSU. Find out what we're about. Link for box 2 copy goes to ABOUT US page of website.
- Adding link copy to box 3 – We are fearless about protecting our environment. Read all about it. Link for box 3 copy goes to the BLOG page of the website.
- Adding link copy to box 4 – We offer volunteer opportunities. Learn more here. Link for box 4 copy goes to club email.
- Adding link copy to box 5 – What we do makes a difference. How about you? Join in now! Link for box 5 goes to MEMBERSHIP page of website.
- Adding link copy to box 6 – We look for sustainable options. Found out more. Link for box 6 goes to Green Fund website page on WSU website.

AFTER

Create Your WIX Site

HOME ABOUT US NEWS CALENDAR BLOG CONTACT

WHY HELP THE ESC?

WE LOOK FOR WAYS TO IMPROVE THE WORLD WANT TO HELP? CLICK HERE.

WE ARE A STUDENT DRIVEN ORGANIZATION AT WSU FIND OUT WHAT WE'RE ABOUT.

WE ARE FEARLESS ABOUT PROTECTING OUR ENVIRONMENT READ ALL ABOUT IT.

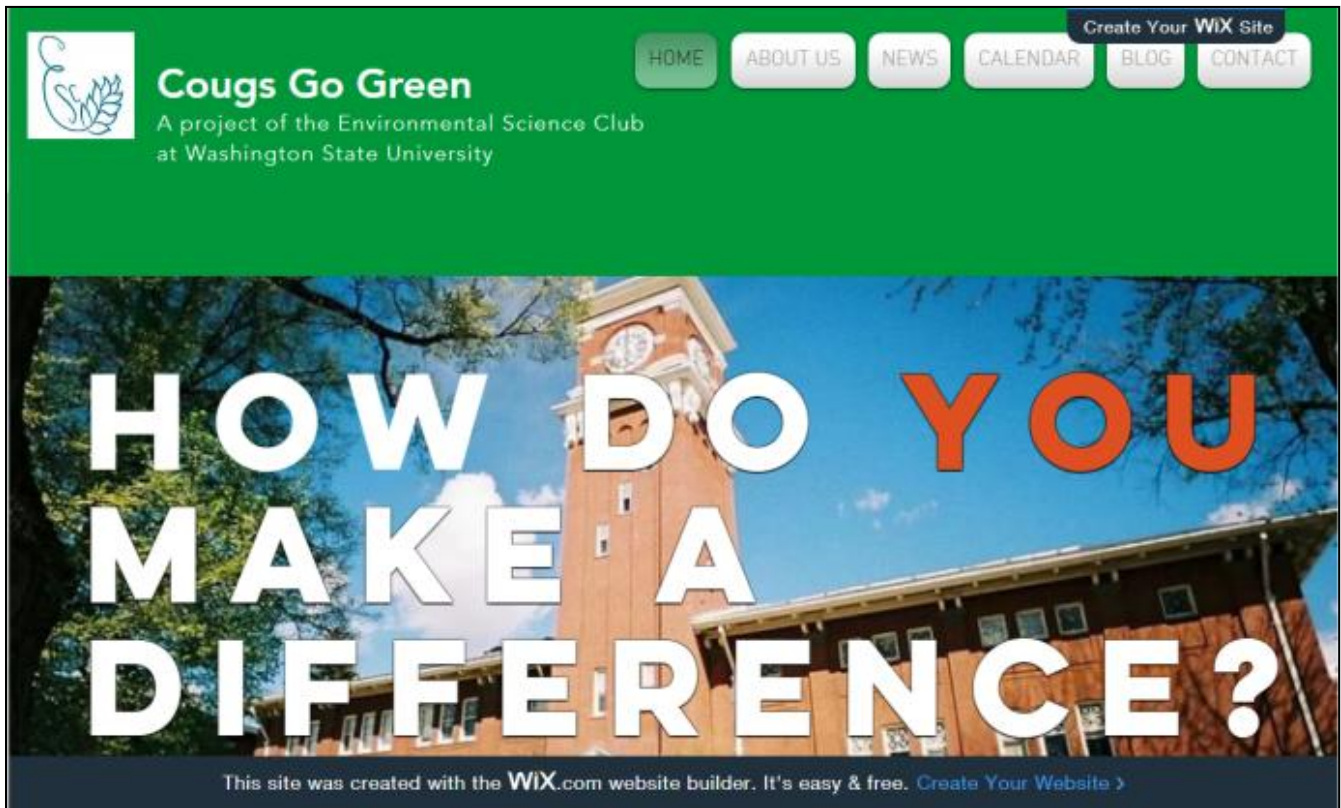
WE OFFER VOLUNTEER OPPORTUNITIES LEARN MORE HERE.

WHAT WE DO MAKES A DIFFERENCE. HOW ABOUT YOU? JOIN IN NOW!

WE LOOK FOR SUSTAINABLE OPTIONS FIND OUT MORE.

Website – After Testing (altered pages from Before Testing section)

HOME PAGE



OUR LATEST PROJECT

Who gives a crap? Cougs do! And to prove it, we're conducting an experiment on campus to see if we should make a switch. Do you know that 40% of the world's population doesn't have access to a working toilet and that over 800,000 children a year die from diseases related to poor sanitation? It's true, more people have cell phones than a working toilet!

What do we need from you? Just use the bathrooms in the CUB and give us your feedback on the new toilet paper being used by clicking on the survey [HERE](#).

The toilet paper is made by [Who Gives A Crap](#), a company that uses 100% recycled paper (saving trees for things like providing shade and making oxygen instead), and gives 50% of their profits to build toilets and sanitation services in under developed

countries (giving toilets to those who need them). It's that simple. Use the bathrooms at the CUB and fill out a survey. Hey, you may even find you prefer it!

FEARLESS INVENTIVE SUSTAINABLE



WHY HELP THE ESC?

**WE LOOK FOR WAYS
TO IMPROVE THE
WORLD
WANT TO HELP?
CLICK HERE.**

**WE ARE A STUDENT
DRIVEN
ORGANIZATION AT
WSU
FIND OUT WHAT
WE'RE ABOUT.**

**WE ARE FEARLESS
ABOUT PROTECTING
OUR ENVIRONMENT
READ ALL ABOUT IT.**

**WE OFFER
VOLUNTEER
OPPORTUNITIES
LEARN MORE HERE.**

**WHAT WE DO MAKES
A DIFFERENCE.
HOW ABOUT YOU?
JOIN IN NOW!**

**WE LOOK FOR
SUSTAINABLE
OPTIONS
FIND OUT MORE.**

RECENT NEWS

GOING FOR THE GREEN FUND

JOIN US AT OUR NEXT MEETING

JANUARY 21, 2018

RESTORING MISSOURI FLAT CREEK

**GO FOR THE ZERO - PULLMAN WASTE
WATCHERS HELPS REDUCE WASTE**

JANUARY 28, 2018

[See More News](#)



CONTACT US

**FOR ANY INQUIRIES,
PLEASE EMAIL US:**

environmentalscienceclub.wsu@gmail.com

OUR ADDRESS

Environmental Science Club

Washington State University

Fulmer Hall

Pullman, WA 99163

environmentalscienceclub.wsu@gmail.com

ALTERNATIVELY

you can fill in the following contact form and we'll get back to you shortly:

 Name

 +1  Phone Number

 Email Address

Subscribe Now

Environmental Science Club
Washington State University, Fulmer Hall, Pullman, WA 99163





Cougs Go Green

A project of the Environmental Science Club
at Washington State University

HOME

ABOUT US

NEWS

CALENDAR

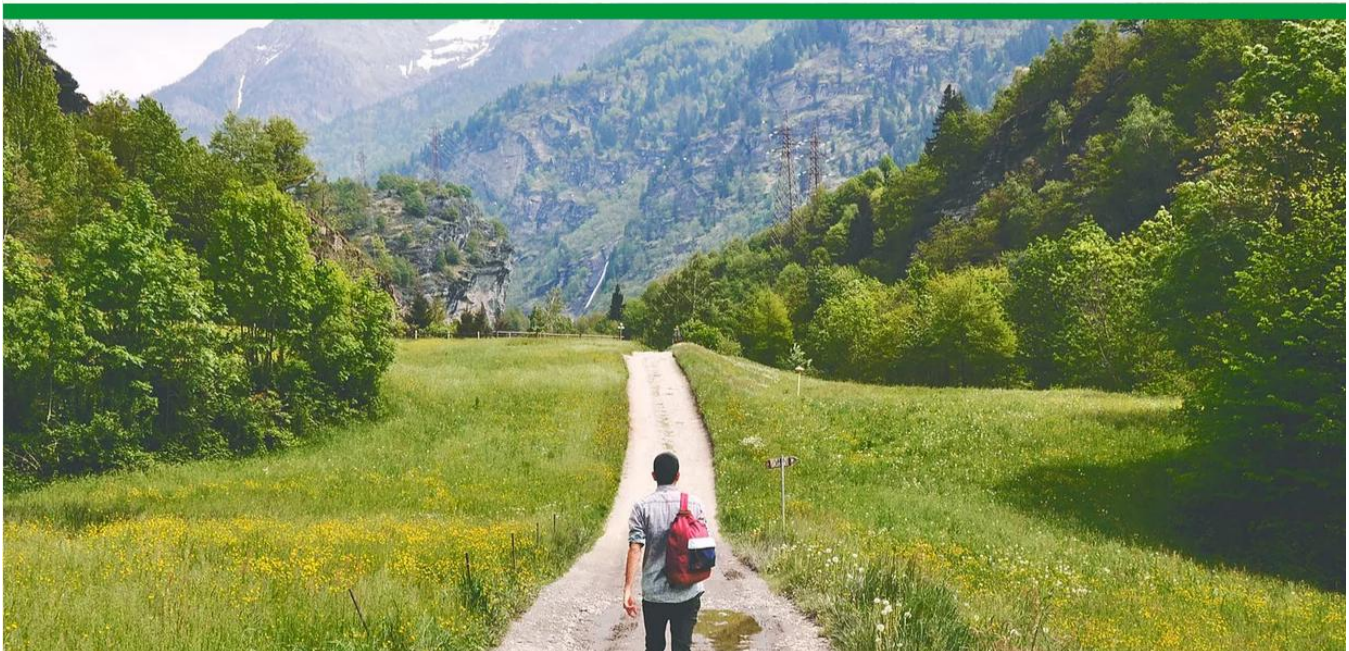
BLOG

CONTACT

Create Your **WIX** Site

CLUB PROFILE

The Environmental Science Club at Washington State University contributes to the university's sustainability programs and offers aid in promoting environmentally conscious activities on and around the WSU campus. Basically, we do our best to make the Pullman campusMembers of the club strive to provide leadership and education through these activities. Come join us!



Environmental Science Club

OUR TEAM

We're students. We're volunteers. But most of all we're human. And since we're all on this planet together, we plan to make the best of it.

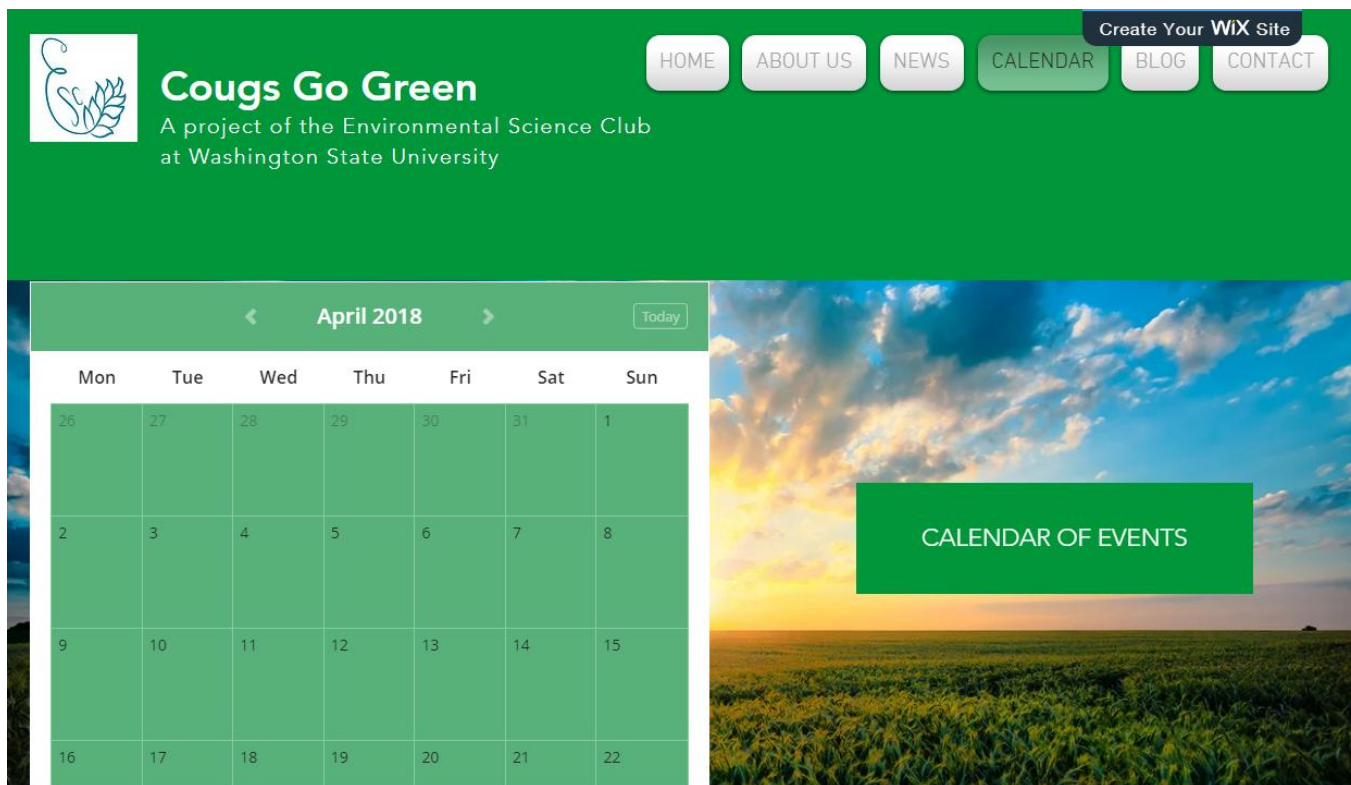


Co-President Jennifer Beyer
E-mail: jennifer.bever@wsu.edu



Co-President Laila Reimanis
E-mail: laila.reimanis@wsu.edu

CALENDAR PAGE



To fully view the revised website, please go to:

<https://bluemooncomm.wixsite.com/cougsgogreen>



Appendix



Focus Group Consent Form

Focus Group Consent Form

OVERVIEW

You are agreeing to participate in a focus group I am required to conduct as part of the curriculum for COMSTRAT565 for Washington State University's Strategic Communications Master's degree program.

CONFIDENTIALITY

I am recording this focus group as part of my assignment. I will only be using the audio portion of the recording. Transcripts of the recording will be submitted to Professor Stacey Hust but will not be released elsewhere except in relation to this class. You will only be identified by your first name and your confidentiality will be protected.

QUESTIONS

Questions can be direct to me, Theresa Meyers via email at Theresa.Meyers@wsu.edu or bluemooncomm@aol.com

STATEMENT OF CONSENT

I have read the above information and have received answers to questions I have asked. By signing below, I give my permission for Theresa Meyers to record my participation in this focus group and share the transcripts as described above.

Printed Name:

Date:

Signature:



Focus Group # 1 – Transcript / Notes

Before the recording the session, the following **guidelines** were shared:

- There are no right or wrong answers, only differing points of view.
- We're recording, so please only one person speak at a time.
- We're on a first name basis.
- You don't need to agree with others, but you must listen respectfully as others share their views.
- If you must respond to a call or text, please do so as quietly as possible and rejoin us as quickly as you can.
- My role as moderator will be to guide the discussion. Talk to each other.

PLEASE NOTE: Technical difficulties with the recording device resulted in an incomplete taping of the first focus group. The following notes were taking during the recording of the session, but do not constitute the full extent of all conversation included during the session. There is no audio recording of this session available.

Once the recording had started, the Moderator provided the below **instructions** to the group:

Good evening. Thank you for being here. I really appreciate you being here. The snacks are here for you guys, that is what I brought them, so please feel free to go help yourselves during our focus group. My name is Theresa Meyers. Currently I am in the Masters for Strategic Communications course through the Edward R. Murrow College of Communications and this focus groups is part of my class that is specifically on Marketing Communications Management. I put together a proposal for the Environmental Science Club for the Green Fund and the promotional products I'm going to have you give me opinions will be for if the Green Fund accepts it and we go forward and the Environmental Task Force accepts it. These are kind of the promotional items we'd use to send out to the media or around campus to support the campaign.

After our discussion today, what I'll do is I'll take the feedback that you give on these different products and use it to edit them, refine it, and make it better. I'll then turn it into my professor along with an audio recording and transcript of our focus group. I want to know what you like, what don't like, what you think could be improved. Anything is fair game and there are no wrong answers.

Again, I really appreciate you taking the time to do this. Are there any questions? (wait for response and answer questions if necessary)

So to get started let's introduce ourselves. Please remember to use first names only because that's to protect your anonymity on the recording. If you could tell me what your first name is and what major you're studying at WSU.

Students answered the icebreaker question in the order they were seated around the interview area.

- Erin – engineering major
- Rebecca – dual political science and sociology major
- Hope – communications major
- Kendra – education major
- Henry – environmental sciences major
- Jeff – computer science major

We're going to start off with just a few questions to give me a gauge about how you feel about things in general and then we're going to look specifically a press release and a website. So first question I have for you is: How important is it to you that the university uses its resources well?

ERIN: Incredibly important. We spend a lot on tuition. I want to know they are using it well.

REBECCA: Kind of their job.

HOPE: Agree with Erin. Want them to see them get the most benefit out of the resources that they can for the benefit of the students.

KENDRA: Very important.

HENRY: Essential.

JEFF: It's their job.

Next question, if there were a way for the University to improve how it uses resources, time, money or energy, how willing would you be to get personally involved in that, and why?

ERIN: Already kind of do, recycle, reuse, watch how often the light is on vs. off. Etc.

REBECCA: Very. I think it matters.

HOPE: Very. We all have a stake in it. Our world.

KENDRA: I would get involved.

HENRY: Already am with my degree in Environmental Sciences. It matters a great deal to me.

JEFF: Yes. I'd get involved.

How do you guys feel about using products that are recyclable or sustainable, meaning it's grown over and over again like a crop to be used? Is it important, why or why not?

ERIN: Very important to me. I buy products based on sustainable packaging.

REBECCA: Yes. Don't ever use straws. Bring my own. Also metal water bottle. Sustainability is part of the reason I'm Vegan.

HOPE: Use the water bottle filling stations at school.

KENDRA: Use the recycling bins in the dining hall.

HENRY: I won't use plastics.

JEFF: Yes. Sustainability is important. We need to think about it for the future.

We're looking at specifically for this particular campaign is a product by Who Gives a Crap Toilet Paper, and it's a recyclable and one hundred percent sustainable toilet paper. What the Environmental Science Club was proposing to the Green Fund is we can make a super simple change. We don't have to have any more staff. We don't have buy any new equipment. We don't have to apply for any permits or install any solar panels or any of the big stuff to make a huge difference. All we have to do is change our supplier to Who Gives a Crap Toilet Paper and that company gives fifty percent of their profits to non-profit organizations that build toilets in communities that don't have them because, believe it or not, more people have a cell phone on this planet than have a working toilet. There are forty million people in the world who have no access to a toilet whatsoever and approximately eight-hundred-thousand children die every year because of disease directly related to poor sanitation. So what the company is trying to do, is create a revenue stream for them to be able to improve world health that way. That's the campaign summary.

Let me give you a copy of the press release, because part of what we're doing with the focus group here is promoting this on campus. If you could look through it, I have a couple of questions for you. What do you think, what could be improved? Does the headline work for you, why or why not? Anything you have questions on or notice most?

ERIN: I'm all about the numbers. I like the stats used in the press release. It works for me. I also like the headline.

REBECCA: I'd put the world info up front in the press release. You want them to know what the money is going for and why it matters. Headline might turn some people off.

JEFF: Reads well. Think the headline grabs your attention.

HENRY: I like the information. Will it have links to the toilet paper company, Green Fund and Environmental Science Club?

KENDRA: I like the headline. Gets your attention. Surprised by more people having cell phones than toilets. That's a really good fact.

HOPE: Reads really well. I think it would get used by Daily Evergreen, maybe local papers in Pullman.

Now let's take a look at the website. Again, any comment is valid. There are no wrong answers. I want to know how you feel about the layout and the photography. Design wise what do you think? Is there anything that you would change, how do you feel about the pictures? Is there enough information to answer your questions? Does it grab your attention? Is there anything that stands out you would change or that you like? Is there enough information? What do you think about the flow of the website?

ERIN: It's hard to read the "U" in green.

REBECCA: The one picture on the About Us page looks really unprofessional next to the other one.

ERIN: I like the pictures with the natural backgrounds. Website feels up to date – modern, clean.

JEFF: It's well organized. I'd like to see the "U" on the front page bolded or emphasized somehow. Blends in right now.

REBECCA: Why is the "U" a different color? Think overall it looks fresh and bright for a website.

HENRY: Make the YOU all green on the front page.

JEFF: The YOU will still need a border around it to make it stand out. I like the pictures the site has on it.

ERIN: It's very clean and organized and the font works for me.

KENDRA: Make the YOU all green so it matches. I'd also like more information and news on the blog. Can you add a calendar of events?

REBECCA: An events list with clickable links would be very good.

Picture of Focus Group # 1 (not all participants had arrived yet)



Focus Group # 2 – Transcript / Notes

Before the recording the session, the following guidelines were shared:

- There are no right or wrong answers, only differing points of view.
- We're recording, so please only one person speak at a time.
- We're on a first name basis.
- You don't need to agree with others, but you must listen respectfully as others share their views.
- If you must respond to a call or text, please do so as quietly as possible and rejoin us as quickly as you can.
- My role as moderator will be to guide the discussion. Talk to each other.

Once the recording had started, the Moderator provided the below instructions to the group:

Focus Group # 2:

MODERATOR: Good evening. Thank you for being here. I really, really appreciate you being here because otherwise I could not pass my class. Obviously the snacks are here for you guys, that is what I brought them, so please feel free to go help yourselves. My name is Theresa Meyers. Currently I am in the Masters for Strategic Communications course through the Edward R. Murrow College of Communications and this focus groups is part of my class that is specifically on Marketing Communications Management. And we put together a proposal for the Environmental Science Club for the Green Fund and the stuff I'm going to have you guys give me opinions on are kind of the promotional end of that, if the Green Fund accepts it and we go forward with and it the Environmental Task Force accepts it. These are kind of the promotional back end of it what we'd maybe use to send out to the media or around campus.

Interruption by student escort (indistinct): She'll be here in 15 minutes because she just got back and Cassie is coming too.

MODERATOR: OK. Sweet.

Indistinct chatter.

MODERATOR: After our discussion today, what I'll do is I'll take the feedback that you guys give me on the different products that we have and use it to edit them, refine it, make it better, turn it into my professor along with a transcript of our focus group. OK? Obviously let me know what you like, what don't like, what you think could be improved. Anything is fair game. No wrong answers. And again, I really, really appreciate you guys taking the time to do this. Any other questions? Alright. So to get started let's introduce ourselves. Please remember to use first names only because that's to protect your anonymity on the recording. And if you could tell me what your first name is and what major you're studying. Where do you guys want to start?

CHEY: Go

NATE: I'm Nate and I'm studying computer science.

CHEY: I'm Chey (Shy). I'm studying zoology.

MODERATOR: Nice.

CARSON: I'm Carson. I'm studying mechanical engineering.

EMILY: I'm Em. I'm studying philosophy, pre-law.

MODERATOR: Nice.

CHLOE: Hello, my name is Chloe. I'm studying chemistry, pre-medicine.

MODERATOR: Alright. Awesome. Ok. So we're going to start off with just a few questions to give me a gage about how you feel about things in general and then we're going to look specifically a press release and a website. So first question I have for you is: How important is it to you that the

university uses its resources well? Anybody want. You can jump in at any time. We don't have to go in any particular order.

CHEY: That's kind of what they are there to do. They have people to do that.

CARSON: It's very important. Yeah, it seems almost their duty to do it at least for us students, to use their resources wisely, at least so that we benefit from it the most.

CHLOE: I would say what do you consider resources?

MODERATOR: Time, money, energy are all different types of resources. So, like the fact that we have how many light bulbs on in this room at a given time.

CHEY: They are a business at the end of the day so like they should be looking at that and optimizing all the stuff.

MODERATOR: Good point, Chey.

MODERATOR: If there were a way for the university to improve how it uses it's resources (time, money, energy) how willing would you be to get personally involved with the effort and why?

Interruption – new group member Cassie enters.

MODERATOR: Hi. Welcome. If you could grab one of the permission slips over there too. Thank you.

EMILY: I would be willing to get personally involved since... Sorry, I have a migraine so my brain isn't fully working. I can only say that I would be willing to get personally involved because it would benefit myself.

MODERATOR: Ok. That makes sense.

CARSON: I am personally involved I'm trying to save some university on some energy so the transition from one resource to another wouldn't be too difficult for me.

MODERATOR: Not too much of a stress, Carson?

CARSON: No.

MODERATOR: No? OK. Nate?

NATE: I think, I don't know, I would be willing to be personally involved. I was in environmental club in high school. I like the environment.

MODERATOR: Chloe, did you have anything on that?

CHLOE: No.

MODERATOR: Chey, did you have anything on that?

CHEY: If it was something I feel like I could help in, like I would suit it. I would do it.

MODERATOR: Awesome. What's your name?

CASSIE: I'm Cassie.

MODERATOR: Hi, Cassie, I'm Theresa. We're doing this focus group tonight to just kind of go over some products that I've been putting together for the Environmental Science Club for a campaign they are doing for the Green Fund and, um, we're just going to do first names only, if one person could talk at a time that helps with the recording I'm having to do and I'm only going to be using the audio.

CASSIE: Perfect.

MODERATOR: OK. Um, first question to kind just to kind of catch you up is how important is it to you that the university uses its resources well?

CASSIE: It's incredibly important to me. I took environmental science my freshman year here and just seeing kind of all the environmental impacts of everything we do day-to-day and how simple it is and it can be to cut down on the exploitation of resources. I mean if you take the little tests like how many Earths does it take for you to function in a year – um, all that kind of fun stuff – it's really important and it's not, in the end it's the payoff of using those resources well, um, is so much bigger than saving money or something like that.

MODERATOR: Um, I'll ask you the second question too, if there were a way for the University to improve how it uses resources, time, money or energy, how willing would you be to get personally involved in that, and why?

CASSIE: Completely willing, I mean I take steps in my own life to cut down on waste, like I carry my own little reusable, um, utensils with me, that kind of thing, never use plastic, refuse straws, those kinds of things. So, I mean, seeing the University taking those steps towards a more sustainable way of functioning, I'd be completely willing to get involved in.

MODERATOR: Awesome. Thank you. Ok. Um, next question. How do you guys feel about using products that are recyclable or sustainable, meaning it's grown over and over again like a crop to be used. Is it important, why or why not?

MODERATOR: Go ahead, Em.

EMILY: I'd say it's very important because it makes things more efficient and it's honestly cheaper to reuse things than to just throw it away and get a new one.

MODERATOR: Good point.

CARSON: Well, just taking a look at that. It's not only cheaper but it reduces our carbon footprint, sorry to throw out nomenclature, um, and for the environment that's extremely beneficial to everyone, so actually reducing it for ourselves, um, though it does benefit us economically is also actually great for living in this world.

MODERATOR: Good point, Carson.

CHLOE: I'd like to say like as a consumer sometimes when I go to the grocery store I definitely look for products that have a reusable logo especially like with milk cartons or recycled paper, um, which

are or tend to be a little pricey but also, like, if you consider where it comes from, probably makes sense with all of the processing fees.

MODERATOR: So it's worth it.

CHLOE: I think so.

MODERATOR: Ok.

CASSIE: I think it's a matter of voting with your dollars. Like what Chloe was getting at, like, even most of the time nowadays it's kind of the same price at this point, they've found, like better and more effective ways to recycle and use different sustainable products, um, so it's kind of the same price, but, um, at the end of the day the couple of extra dollars is worth saving, like, saving the carbon and the water and the different processing and oils and all that fun stuff.

MODERATOR: I like it.

NATE: I pretty much agree with what everyone else has said so far.

MODERATOR: Ok, thank you Nate.

CHEY: Same.

MODERATOR: They's like, yeah, me too.

Laughter.

CHEY: It's just easier to recycle stuff.

CARSON: Well, I mean that's not necessarily true.

CHEY: Than to make all new stuff.

CARSON: Than to make everything new, yes, it is easier to recycle, but in terms of the mindset of many students and faculty on campus, it's fairly hard to distinguish how and which to recycle and how to recycle which materials.

NATE: I think for a lot of companies it's cheaper for them to actually make new things right now because we're not that lackluster on resources, like it's easier for them to get the resources than to go through the process of actually recycling new things, so from their point they are trying to make a profit, even though it's not good for the environment, they're going to make more money that way, so they might be willing to...

CARSON: Well, maybe not necessarily be more expensive to make the new products, it's possibly more expensive to establish an affordable means of recycling them, which I don't think many companies have done. Ah, just something worth considering.

MODERATOR: Em, what's that?

EMILY: Yes. There's a lot that goes into environmental regulations and how a company decides how to make a product. There's a whole legal aspect that I covered in one of my classes and

unfortunately I don't have the mental capacity to explain it, but a lot of companies are switching over to triple bottom lines, so what that means is more and more companies are taking their legal citizen status, since corporations are legally citizens, and are taking it to mean that they have a role in society.

CASSIE: Touching off of that, I mean a lot of, from a PR perspective, I mean there's the social obligation and the social, like, do good attitude and the revenue that comes from that and consumers do recognize it and it's something, studying PR and advertising, it's something that can bring out, like, the humanity in a corporation and kind of cut down, like, it's not just a corporation and we're not just trying to make profits and make money, it's something that I look for in corporations that I like to purchase from, is what are they doing to improve where they're at, or, like, you know...

MODERATOR: Like the corporate good will.

CASSIE: Yeah, kind of all that fun stuff when it comes to, like, what are they doing, like, Tom's for example. They do a really good job of promoting that you can purchase from us and you can feel good about that because we're donating a pair of shoes for every pair of shoes that you purchase. So it adds an extra intangible value to that product if they are recycling or doing something that's sustainable.

MODERATOR: OK, that's a really good point. Thank you.

MODERATOR: Um, what we're looking at specifically for this particular campaign is, um, a product, um, called, well it's produced by Who Gives a Crap Toilet Paper, and it's a recyclable and one hundred percent sustainable toilet paper, and what the Environmental Science Club was kind of proposing to the Green Fund is we can make a super simple change. We don't have to have any more staff. We don't have to buy any new equipment. We don't have to apply for any permits or install any solar panels or any of the big stuff to make a huge difference. All we have to do is change our supplier to Who Gives a Crap Toilet Paper and that company gives fifty percent of their profits to, um organizations, non-profit organizations that build toilets in communities that don't have them because, believe it or not, more people have a cell phone on this planet than have a working toilet. There are forth million people in the world who have no access to a toilet whatsoever and approximately eight-hundred-thousand children die every year because of disease directly related to poor sanitation. So what the company is trying to do, is create a revenue stream for them to be able to improve world health that way. Um, so that's kind of what the campaign is about, but let me give you a copy of the press release, because part of what we're doing with the focus group here is, um, yeah, just take one and pass it on. Um, if you could look through it, I have a couple of questions for you, what we're trying to do is improve, um the press release, and also, um the basic website we've kind of created for the campaign.

NATE: Does the new toilet paper like cost, like almost the same amount as the previous toilet paper?

MODERATOR: From the research I've been able to do it's pretty comparable, within just like ten to twenty cents per roll, which is part of the reason why we're approaching the Green Fund to see if they

could maybe offset that cost if it was enough that the college went, ah, yeah, that's not as cheap.

CHEY: You could pitch that if it breaks down really quick that there'd be less issues with plumbing.

MODERATOR: Ok.

CHEY: That's an idea.

CARSON: That's true. That's a benefit. Yeah. Um, is there going to be an explanation of the Green Fund or is this being presented to people who know what the Green Fund is?

MODERATOR: Um, there is not an explanation of what the Green Fund is on here simply because this would be something that would go out to media so they might go to the, we could put a link to the Green Fund.

Cross talk – so it's on the web

MODERATOR: On the school website. Yeah.

CARSON: It's missing a comma

CHEY: hmm, what?

CARSON: because bamboo is actually a grass, comma, it grows much quicker and is sustainable, yeah.

MODERATOR: Alright so a couple of questions for you. Ah, first off, what do you guys think of the headline? Does it work for you? Does it not work for you? Would you change it?

CASSIE: From a media perspective I like it. When you talk about, like, news leads, it, there is the punch like fact thing lead that you use typically in like profiles and stuff, but the word crap isn't obscene but it's also not common, um so it kind of like why, it makes you think why, it makes you want to read it. It's a good hook I think.

CHEY: I agree it's kind of eye catching.

MODERATOR: OK. I'm just taking notes in case the recording doesn't do what I need it to do.

EMILY: Unfortunately, that's been known to happen.

MODERATOR: Yeah, it has been known to happen. Nate, do have an opinion?

NATE: I think it's pretty good. I don't think it could be improved in any way really.

MODERATOR: Carson?

CARSON: Well, I, um. I don't necessarily look for issues in anything I've written, or not that I've written, but that I'm reading, but I don't look for them if I don't necessarily need to find one.

Whispers as new person, Maria, enters the room for the group – It's a puppy. Oh it's a good puppy.

MODERATOR: Ok, so moving on from the headline...

EMILY: I'm just wondering about one of the last names.

MODERATOR: Sure.

EMILY: B-r-y-e-r?

MODERATOR: I don't know it might be spelled wrong.

CARSON: Yeah.

EMILY: Cause I know there's a Jennifer Beyer in the Environmental Science Club, but I don't know that she's the president.

MODERATOR: Yes.

EMILY: But I've never seen that last name before.

Chatter as new person sits down with guide dog puppy beside her. Laughter.

MODERATOR: Thanks for joining us.

MARIE: Running late.

MODERATOR: That is ok. I appreciate you being here. If you could just take a second, um to look at the press release, um, we're just kind of looking at it for what do you think about it, is there anything that grabs your attention, um does the headline work for you, not work for you, is there anything you would change. OK, and um, Chloe did you have an opinion on it?

CHLOE: Um, I think the sentence that says currently eight-hundred-thousand children die every hour, oh, never mind. You're good. It was just a little abrupt cause there wasn't a meaning until after.

MODERATOR: Right. Ok.

CHLOE: It's a good, hard hit, gets you emotionally.

CARSON: Not as much on the topic itself, doesn't necessarily scream kids are dying. Um, it's just a switch of toilet paper that eventually leads to that.

MODERATOR: Ok, would you think that possibly moving that up further in the press release would be more of a punch?

CARSON: Um, I think you would have to work around with, um how you transition from idea to idea, but it might be a good idea, a good shift.

CHEY: I agree.

CHLOE: I think it's nice that they put in that it was a three-ply product, because there are actually people that are very concerned about that fact.

MODERATOR: Yeah, I don't know if you noticed, the, um, stuff we currently have on campus is a one-ply product...

CHEY: It's real thin.

CARSON: Umhumm.

CASSIE: Yeah. And if the price is comparable, we're doing good, and it's a three-ply product, like why wouldn't we switch?

CARSON: I mean honestly, that's three times the amount of material for the same price.

CASSIE: Yeah.

Laughter.

CARSON: Why the hell not?

MODERATOR: I mean these are all considerations. Ok, anyone have feelings about the press release, positive, negative, neutral? Does it work for you, does it not work for you? How can we improve it?

EMILY: I'm neutral. I simply don't like consuming news or media.

MODERATOR: Ok.

CASSIE: As someone who writes news and media, um, I like more, that, like, information on, like, like, Who Gives a Crap Toilet Paper, and like, other positive effects it has, like or just like, more in depth information, like, as to what they do, um, just cause, because from the consumer standpoint, like, that's a big process that I put into my, like, what I like to consume, so that's something that I would want reported.

MODERATOR: Ok, now thinking about this in terms of it being release to like the Daily Evergreen, um, or put up around campus, saying, hey, this is what we're trying in this building, um, new initiative, it has different toilet paper than some of the other buildings on campus, try it, see, you know take a survey, tell us what you think. Would something like this press release be sufficient for that or would you re-do it differently to apply to WSU students?

CHEY: I think, um, if you're sending this to like the Evergreen that's fine cause they'll go through and pick out what they want. If you are just putting it like up on a wall, I would condense it a lot because students are going to see like this, and be like I don't have time to read that and walk away.

CASSIE: I would probably want quotes from a more variety, like a bigger variety of people rather than just Jennifer.

MODERATOR: Ok.

CASSIE: Um, possibly other people involved with the Environmental Science Club, um, maybe an environmental science like professor here that has an opinion on it, or just like a regular student, like, how they would feel about it.

MODERATOR: Ok.

CHLOE: I think to, um, kind of address Cassie's earlier comment, about wanting to know more information about the company itself, um, I think, you know at the bottom it says go to this website if you want more information, I think you could also potentially attach it with, like, you know a website link to their website as well, so if people want to go backwards and order the product first before they look at how it would apply to their school life, daily life

MODERATOR: Ok. Would a QR code help?

CARSON:, CHEY:, NATE:, CASSIE: – Yeah.

CHEY: I like QR codes.

CARSON: Yeah, cause I don't think the students in passing are going to be able to read all this, nor are they going to write down the contact information. A QR code is going to be really quick and easy for something that might catch their eye.

MODERATOR: Ok. Alright. So riffing off of that let me have you guys take a look at the website real quick. If I can get it to pop up here...

NATE: Would it actually be possible to just like try this out in a couple of buildings for like even like a month or two?

MODERATOR: That's what we're proposing. Yeah. Because I know it would be a big switch to say "Let's do all if it right now!" but, um, what we proposed to the Environmental Task Force was, um, we would want to do this just in a couple, like maybe the CUB, and maybe two of the dorms as trial testing.

NATE: If you're able to like get it really public and like put up a lot of flyers in the CUB and then more people knew, like, "oh wow look at this much better toilet paper."

Cross talk: This has three-ply!

CHEY: Everybody goes to the CUB.

Laughter.

CHLOE: I mean all the backs of the doors at the CUB like in the bathroom stalls do advertisements

MARIE: Yeah. (*indecipherable side chatter with Chloe*)

Laughter.

MODERATOR: Ok, I don't know if you want to pass this around or all kind of gather on one side of it or not so you can kind of look at it and scroll through it, but design wise, um what do you guys think? Is there anything that you would change, how do you feel about the pictures, um, is there enough information to answer your questions, does it grab your attention, all of those things are kind of going into play as you go through it.

CARSON: Um, just taking a look at the first part how to make a difference I feel like the coloring of the letters...

CHEY: Yeah

CARSON: is going to be a bit disorienting because it does...

CHEY: Blend in.

CARSON: blend in quite well.

CHEY: You could change the background picture like make it like white wash it.

NATE: Or maybe change the color of the U because it looked like there wasn't a U at first.

CARSON: "How do Yo". Yeah.

MODERATOR: Ok, would it help to change the color or would like outlining it in black so it stands out more help?

CARSON: Yep. That would do it.

Indistinct Chatter.

NATE: What about crimson?

CHEY: Have a crimson U.

CHLOE: Does this take me down? Is it just the one page?

MODERATOR: No, it scrolls. The website scrolls through several pictures.

CHLOE: Oh!

MODERATOR: And different sections.

Laughter.

CARSON: Cool, alright. I like that.

CASSIE: I like the scrolling effect. It reminds me of snowfall.

NATE: So are these all links or...?

MODERATOR: Some of it is linked already because this is a test site, and some of it's not. But the news sections underneath do lead to, those are all recent articles or stories from the Environmental Science Club and the links up at the top, About Us, those are all set up.

CARSON: So just personally, uh, I kind of like how you went from one picture, then a little news information part then another picture, information, then you didn't have another picture.

CHLOE: Ooo, I like the contact form option. So now all the links potentially for the Facebook, Twitter is that even a possibility for the club?

MODERATOR: They are possibilities. They just haven't gone live yet.

CASSIE: I think if the focus, cause this is catering towards WSU, Pullman people, I think if you could take photos of like recognizable scenery around here...

CARSON: Oh, yeah.

CASSIE: um, like, um well just like even Kamiak Butte, or Moscow Mountain, the actual Missouri Flat Creek, um if those kinds of photos could be used, I think it would personalize it.

MODERATOR: Ok.

CASSIE: And like have, like they could have like little, um, identifiers at the bottom like Missouri Flat Creek, Pullman, Washington, that kind of thing.

CARSON: Um, you might want to take a look, there is a couple of typos there.

MODERATOR: Yep.

CHLOE: But I like the blurb.

MARIA:, CHEY:, CASSIE: – Yeah.

MARIE: Yeah, I like how it slides.

CARSON: Well, those are cute pictures (referring to president / vice president photos in About Us section) except one is noticeably more professional than the other.

Laughter.

MODERATOR: I put up what they gave me.

Laughter.

EMILY: You might want to tell them to be more equal cause it's sort of jarring to see that one appears very casual and the other not.

CHLOE: Which do you prefer though?

NATE: To be honest I don't think I would have noticed.

MARIE: Yeah.

CHEY: I think it's kind of nice cause then it's like, oh, they have like a businessy person and a person who's like in with the kids.

Laughter.

CHLOE: Those are these all the news...ahhhh!

CARSON: Whatcha doin'?

CHLOE: I don't know!

Cross talk.

MODERATOR: If you go all the way to the top there's more links to the other pages.

CARSON: So Wait. Whoa. Wait.

CHLOE: Oh!

MODERATOR: Marie, what's kind of your impressions?

MARIE: I like it. I would totally be for it.

CARSON: So quick question, um, at the very top, uh, it did give a About Us page and then a Contact Page, and a News Page, and another page, I can't remember, um, so like some of them are on the same page...

MODERATOR: They appear in more than one spot, yeah.

CARSON: and some of them are not.

CHLOE: Is there anything else you guys would like to look at on this...or go back to?

CHEY: I think we're good.

CARSON: What's the login sign up for? Like what does it link to?

CASSIE: I think that's the account.

MODERATOR: Yeah, that's the construction account.

CARSON: Ohhh...

CASSIE: Cause this is not a published website.

CARSON: Oh, ok, that makes sense.

MODERATOR: Does the website kind of want to encourage you to participate or is there something else we could do to improve that?

NATE: I like it. It's kind of simplistic.

CHEY: Very modern.

CHLOE: Ooo. Well isn't that fancy. I like now the news link goes to the blog. Yeah, did you miss that?

CARSON: The news link goes to the blog?

CHLOE: Yeah. Watch. Ready?

CARSON: News...oh! Wow! That's pretty cool!

Laughter.

MARIE: Bam! Right there.

EMILY: I would recommend that, um, all of the areas be available through scrolling just...

CASSIE: That would make a really long scroll...

Cross talk.

EMILY: Some of them, if you wanted more information you could click on them, but having all of the options through scrolling, cause I don't know about you, but I don't always click through everything.

CARSON: That's true.

CASSIE: I think...

EMILY: I'm more of a scroller.

NATE: I might not actually click on everything, but if I saw a web page has too long a scroll I might not go to the web page.

MARIE: That's true.

CHEY: Yeah.

CHLOE: It's not bad though.

MODERATOR: What about this first image here? Is it, um, illustrative enough or like CASSIE: was saying should it be more Pullman focused, like if it was a picture of the university...

MARIE: I feel like it should be some sort of greenery on campus.

CARSON: Where is there any greenery on campus?

MARIE: Just take a picture of the Palouse.

CHEY: There's so many pretty pictures of the Palouse.

CHLOE: Wheat fields.

MODERATOR: I tried. I looked up green wheat fields for pictures.

CHLOE: It's a beautiful picture though.

CASSIE: on paxels?

CARSON: I mean it's really nice.

EMILY: About the scrolling, I wasn't suggesting that you get rid of the buttons on top...

MODERATOR: Sure.

EMILY: I just wanted to suggest that you add more.

MODERATOR: So like if like I had like a static link on the side?

EMILY: Yeah.

MODERATOR: So that as the website scrolls, those links are always present you mean?

EMILY: Yeah.

MODERATOR: Ok.

EMILY: I think that would help.

CARSON: That's a good idea.

CHLOE: I think this is a really bold page. So I don't know, I don't know if I like it, or I don't like it.

EMILY: It kind of clashes with the rest of the website.

MODERATOR: Ok.

CASSIE: I think maybe kind of going off of what Emily was says, like maybe if you want to like have the landing page to be just like a series of scrolling and like, like, and then has, like, a little, like, headline or title, like buzz word, then a little blurb, like, then "click here for more" like to see more news, or like, to see to "meet our team", that kind of thing, like, and have, like, a link to every page or different aspect of your website, like, it on that landing page, and then along with like the top blurb being, like, the overall summary of your cause and so on, um, I think that might make it a little bit, that might drive people further into your website. (referring to the section where all the white boxes are located with various unlinked statements.)

MODERATOR: Ok so are you are you talking about each one of the sections of copy having a headline of its own?

CASSIE: Yeah, so, yeah if you're on, like, the landing page, it would have like a headline of its own and then have each one focus on a different aspect of your website. So...if you, like this, like, this...what happened?

CARSON: Oh, just click again, it's all highlighted.

CASSIE: So, like this section would have, like, would have a driver to, like, your About Me page, or if you wanted to drive people to more clicks and further into your website with more information.

MODERATOR: So you want the headlines themselves linkable?

CASSIE: Yeah that, or you could have a little button "click here for more news". (on scroll by picture of hand with leaf).

CARSON: More information. Woo!

CASSIE: Yeah.

Cross talk.

CASSIE: Well cause there's...there would be, like, a little blurb about the Environmental Science Club, like here, then "click here to meet our team", like, or like, the About Us page, like, "learn more about us" if you click here, and then like further down, like, something about news, or like, "find out what we're doing next" and, like, linking to the news.

CARSON: I think some of pictures in between the sections, hi, uh, I think at least this one with the leaf could be possib, potentially reduced in size. Uh...

CASSIE: That's not always easy.

CARSON: Um, I know.

Cross talk.

CASSIE: Especially on Wix. Wix it's so hard to change the size of the photos.

CARSON: Not necessarily the size of the photo, but the size in between the slide or the sections.

MODERATOR: I can try but I think it has it preset.

CASSIE: Cause they want to be able to fill the page with the photo so they have them preset to fit to your screen.

MODERATOR: It actually adjusts to like if you are looking at it on a phone.

CARSON: It adjusts it?

MODERATOR: It adjusts it automatically.

CARSON: Well cool. That'll work.

CHLOE: I do think it's a well done website.

CASSIE: Yeah.

CARSON: It is a well done website. I like it a lot.

MARIE: That's my favorite picture. (hand with the leaf)

Indistinct chatter.

MODERATOR: Alright. Anything else that you think would make it better?

CHLOE: I think it might be a little easier, so you have your news headline up at the top but I think it might be a little bit more engaging, like just depending on who your audience is that's looking at it, to have like a...

MODERATOR: Well, it's going to be WSU students. That's, That's the drive for it.

CASSIE: Maybe like an action statement, like, "What can you do", like

CARSON: Cause at the beginning of the thing it says How Do You Make a Difference and then...

CASSIE: Like what can I do now to, like help, or engage in the conversation or something like that. Give them an action item.

MODERATOR: Ok. Call to action.

CASSIE: Umhmm.

EMILY: That would be very helpful. I agree with that.

NATE: Cause they will see the flyers up on the walls and may scan the QR code, and go to the website, but what do they do once they do go to the website? Just look at things?

MODERATOR: Well, do you think it would be better if the QR code goes to this website or if goes to the survey?

EVERYONE: Survey.

CASSIE: Cause then they feel like they are doing something.

CHEY: You could put the link to the website, sorry...

NATE: Then also here's this website too.

CARSON: At least that would help with some sense of accomplishment.

MODERATOR: Alright. Awesome.

Cross talk. How soon?

MODERATOR: I have no idea.

CHEY: Cause people...

MODERATOR: It's kind of up to them, first if it gets passed, then second what kind of a schedule they'd have it on. Would we do a gradual release, or try out a couple of buildings first or if they would do it all at once, cause they have so much paperwork they have to go through with setting up a new account between an university and a supplier.

CARSON: Yeah.

MODERATOR: They have a whole thing in the accounting department they have to go through and I have no idea how long that takes. Every school is different. One of the reasons the Environmental Science Club was looking at this was as a way for, as you saw in the press release, for us to be able to go here's what we're doing to make a difference and become almost like a model, possibly for other universities not only in our state, or our region, but our country. Hey, think about it you're spending, if you've got over a \$150,000 dollars literally going down the toilet, and you could contribute \$75,000 of that to a cause that could make a difference to global health and help communities that don't have toilets, and every university did that, there would be millions and millions of dollars going directly into making a difference.

CASSIE: And ultimately switching, making a change in the market, then they'll be more companies coming out, like working towards, if like you say this is something that's important, then we're going to make this change, cause donating that amount of money is important to us, and then you'll have more innovation in terms of sustainable resources.

CARSON: It becomes a model or modality sort of thing going on.

MODERATOR: That's true. Good point.

CHLOE: I think another important thing too, like as far as really college goes is if you are, you know, partnering with new organizations that's building toilets for communities that don't have them, if the Washington State University is associated with that money then kind of gets the call, not necessarily a group of people that may attend college, just based on...

MODERATOR: Sure.

CHLOE: But it would get the name out there and set a tone for what the school does and like who we are as a university.

CARSON: Its' good for public image.

CHLOE:, CASSIE: Yeah.

EMILY: It would be very good for the university reputation.

CASSIE: Yeah, it's a lot of money and it doesn't make any difference in their bottom line at all, like you know.

MODERATOR: They are going to spend it one way or another.

CASSIE: Yeah. It's going to be spent either way I'm sure a couple cents per roll or something is worth the good press you'll be getting. You know?

MODERATOR: Yeah.

CASSIE: There's not a lot of bad things people could say about you switching your toilet paper to a more sustainable one.

CHLOE: Yeah.

CHEY: Especially three-ply vs. one-ply.

Laughter.

CARSON: Who's gonna complain?

MODERATOR: Awsome. Thank you so much you guys. The snacks over there are free-range. Take what you like. Please. And I did promise you that I would do a drawing for some WSU swag and a gift card.

 **Picture of Focus Group # 2**

