

University of Idaho Soil Stewards Survey Report



by

**The students in BUS 378:
Project Management, Fall 2013
Instructor: Tracie Lee**

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INTRODUCTION

This report has been prepared for Jeannie Matheison, Sustainability Program Coordinator of the University of Idaho Sustainability Center (UISC), by the students in the Fall 2013 edition of BUS378: Project Management. In this report we provide the results of a Soil Stewards survey that was conducted as a paper survey on University of Idaho's Moscow campus on Tuesday, September 24th and Thursday, September 26th, and was open as an online survey from September 24th through September 30th. Included is information about how the survey was developed, our process for organizing courses to be surveyed, and methods used to collect and analyze the data. Also included is a summary of the survey results.

METHODOLOGY AND SCOPE OF PROJECT

The BUS378 Project Management class allocated four class periods (September 17, 19, 24, and 26) to work on a project for the University of Idaho Sustainability Center and the Soil Stewards, a student-run farm currently located 2.5 miles off campus. As part of this project, the class tested, edited, and printed a survey about Soil Stewards provided by UISC. UISC released the survey online for one week, and in the same week, BUS378 distributed the paper survey to 30 classes. We analyzed survey results to determine student interest in eating local, student-grown produce on campus, and support by students to increase student fees to fund changes for Soil Stewards, the student-run farm which is currently located 2.5 miles from campus. Below is the timeline of steps taken for this project. Please see Appendix A for the survey, and Appendix C for a list of the classes surveyed.

- **9/17:** students in class took the survey, timed it, and made suggestions for edits
- **9/17:** we identified classes held during BUS378 class time (9:30 T/TH)
- **9/17:** we developed an email template to ask faculty for class time
- **9/17:** we developed a script to introduce the survey
- **9/18-9/19:** the BUS378 instructor emailed faculty to ask permission to survey
- **9/20:** the College of Business & Economics donated printing of 1144 surveys
- **9/23:** UISC developed/printed half-page handout "How to Get Involved"
- **9/24 & 9/26:** BUS378 students distributed survey and handout to 30 classes
- **9/24 & 9/26:** BUS378 students entered paper surveys into Excel
- **9/24:** UISC released the survey online to campus, open until 9pm on 9/30
- **9/26:** we collated the in-class survey results into a single file

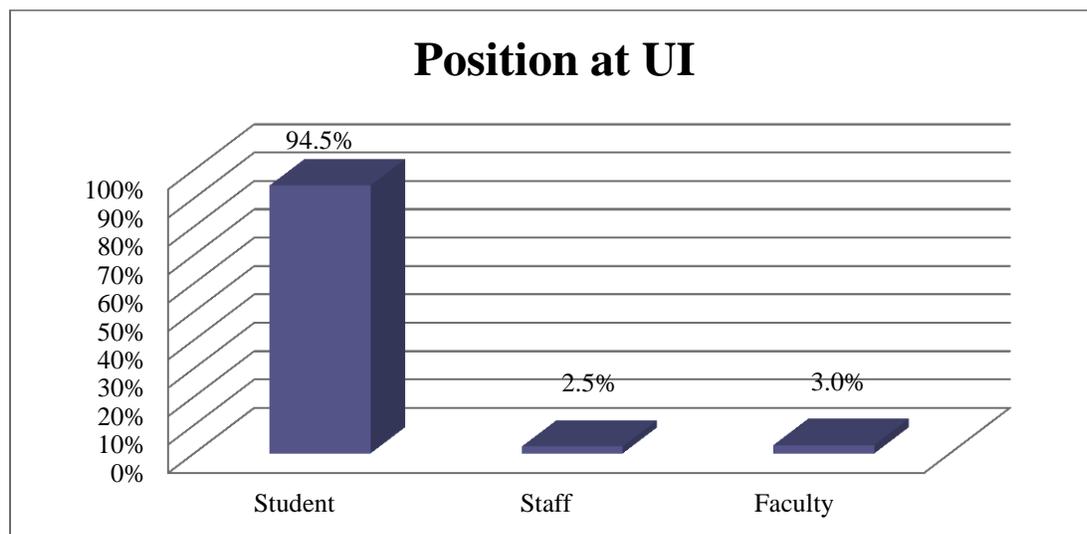
- **10/1:** we created a second file with combined paper and online survey results
- **9/26 & 10/1:** we developed a final report based on survey results
- **9/17, 9/19, 9/24, 9/26:** for each project day, we sent a status update email to the sponsor
- **10/1:** we presented the final results for the online and paper survey to the sponsor

Students hand-counted the completed paper surveys given in class and we recorded those counts in the table shown in Appendix C. However, there is a 5% discrepancy between this number, and the 911 surveys actually entered into the spreadsheet where we analyzed the data. Four surveys were not entered because they were only half-completed. Those surveys were included in the count in Appendix C. Deducting these surveys still leaves a 50-survey discrepancy. This 5% difference is possibly due to a math error in counting finished surveys. We do not believe we overlooked entering any surveys in the spreadsheet.

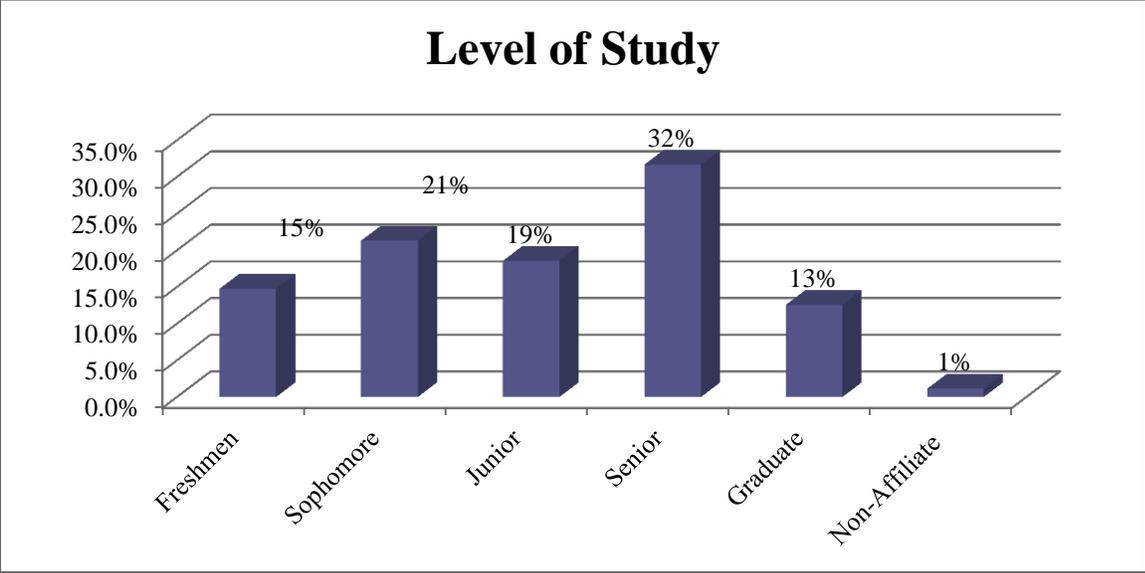
We received the results of the online survey late on September 30th, and presented the results to the sponsor on October 1st, so the October 1st presentation was not able to provide separated data for students vs. other survey respondents. This report provides student-specific results for selected survey questions. Appendix B has the complete set of graphs which include all responses to all questions.

SUMMARY OF RESULTS

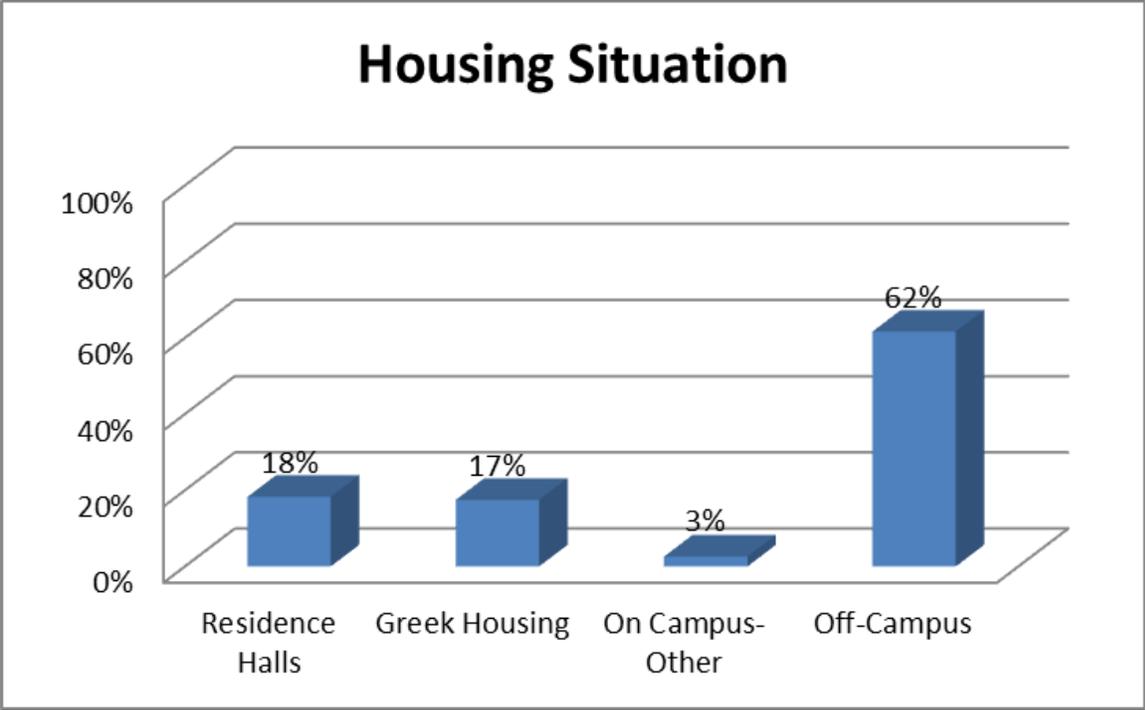
This section of the report summarizes the results of 1,096 surveys collected online and in-class from September 24th through September 30th. Key results of the survey are provided below. Graphs for all survey questions are provided in Appendix B, and the complete file of survey data has been provided in an Excel file to the University of Idaho Sustainability Center sponsor.



- 1,036 (or 94.5% of 1,096 respondents) were students at the University of Idaho.

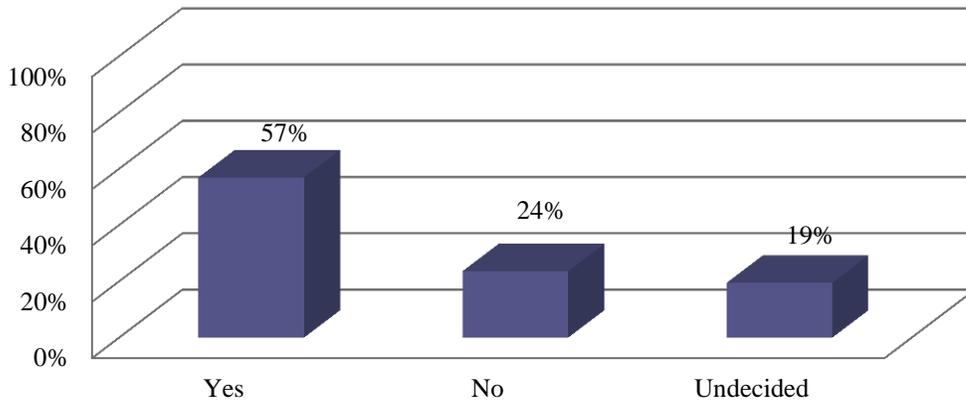


- 32% of the 1,051 participants who answered the question were in their 4th year of school.



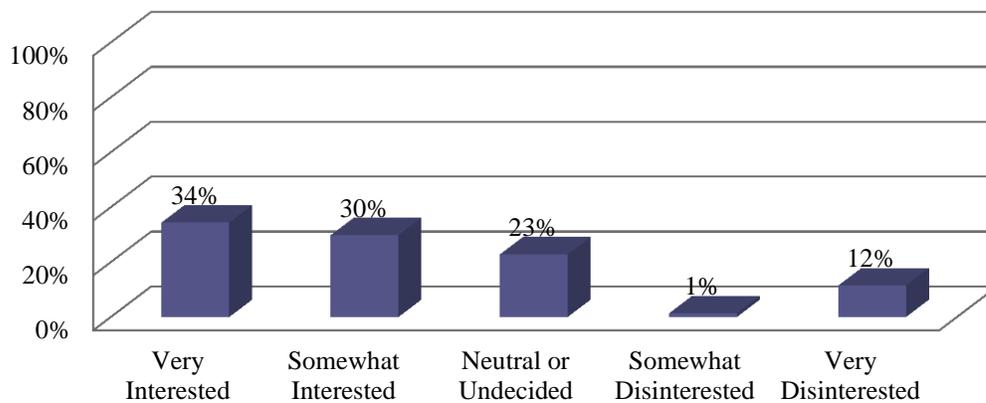
- 1,035 students responded to this question. Off-Campus students represented a significant portion of survey respondents at 62%

Should Sodexo have an Obligation to Purchase Local, Student-Grown Produce?



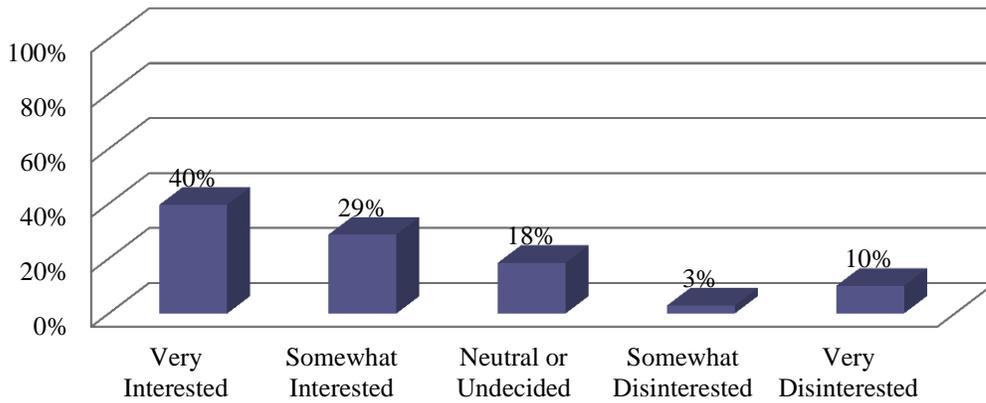
- 57% of the 1,093 respondents to this question believed that Sodexo has an obligation to purchase and serve local, student grown produce. Of the 1,036 students who responded to the survey, 578, or 55.8%, answered “yes” to this question, while 208, or 20%, were undecided, and 248, or 23.9%, answered “no.”

Interest in a Meal Plan Offering Local, Student Grown Produce



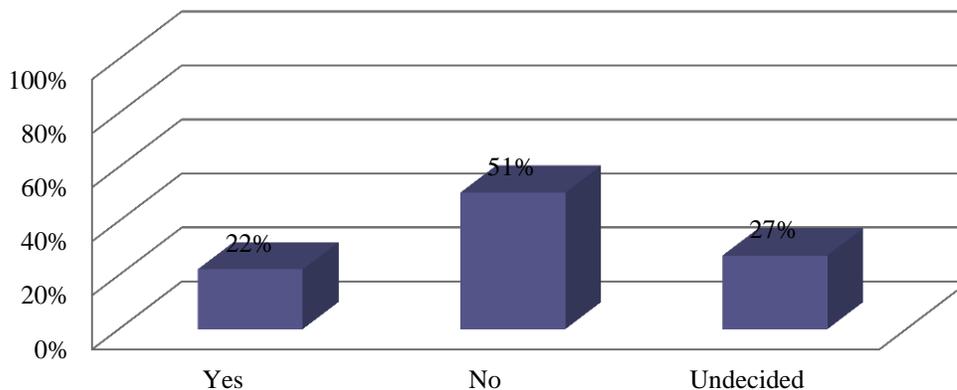
- 34% of 1,086 respondents are very interested in a meal plan offering local grown produce. This percentage combined with the somewhat interested respondents shows that at least 64% of participants are interested in some degree. Considering only the 1,034 student responses to this question, 657, or 63.5%, were somewhat to very interested. Of the 397 student respondents who live on campus, 260, or 65.5%, were somewhat to very interested.

Interest in Local, Student Grown Produce Options at UI Dining Services



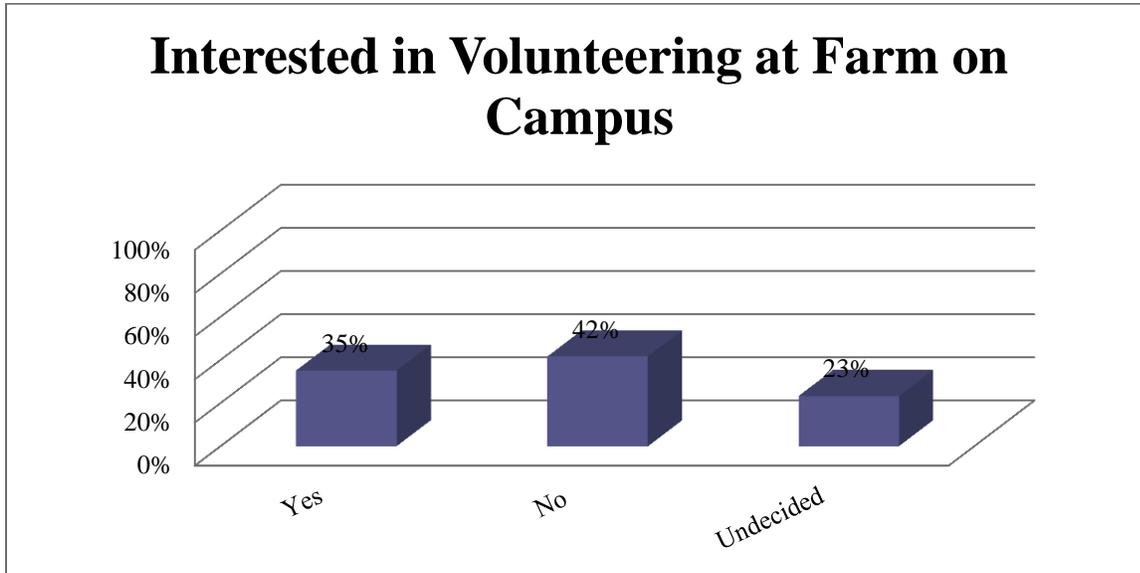
- Of the 1,087 total responses, 69% indicated they were somewhat to very interested in local, student-grown produce options through UI Dining Services. Of the 1,029 student responses to this question, 688, or 66.9%, were somewhat to very interested, while 200, or 19.4%, were neutral or undecided. Of the 397 students who live on campus, 260, or 65.5%, were somewhat to very interested in local, student-grown product options through UI Dining.

Interested in Volunteering at Farm 2.5 miles Away

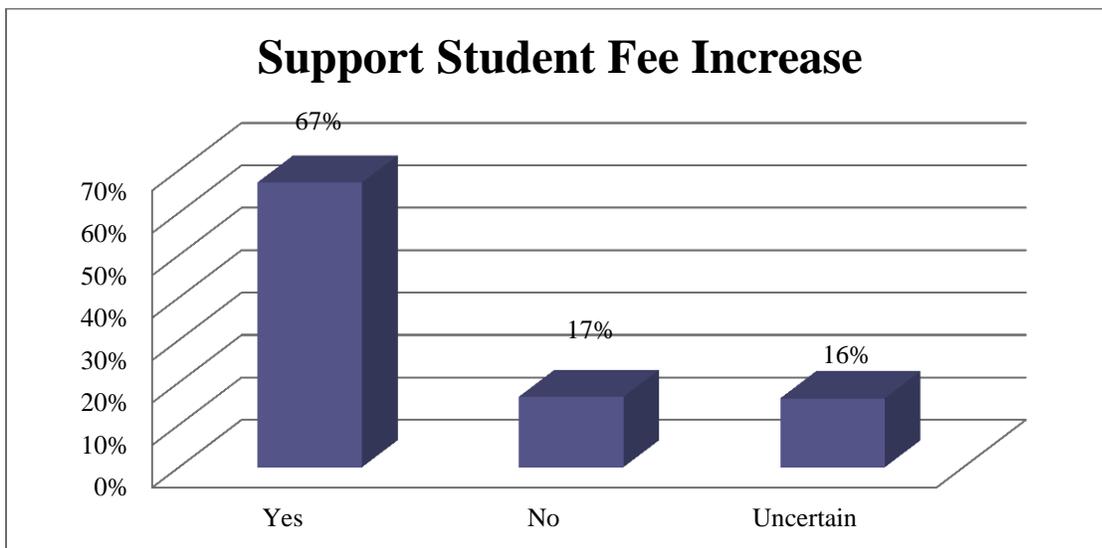


- 1,088 participants answered the question regarding interest in volunteering at an off-campus farm. Of these respondents, 22% were interested with 27% undecided. 1,030

students responded to this question and 232, or 22.5%, responded “yes” to volunteering at the farm off-campus, while 282, or 27.4%, were undecided.

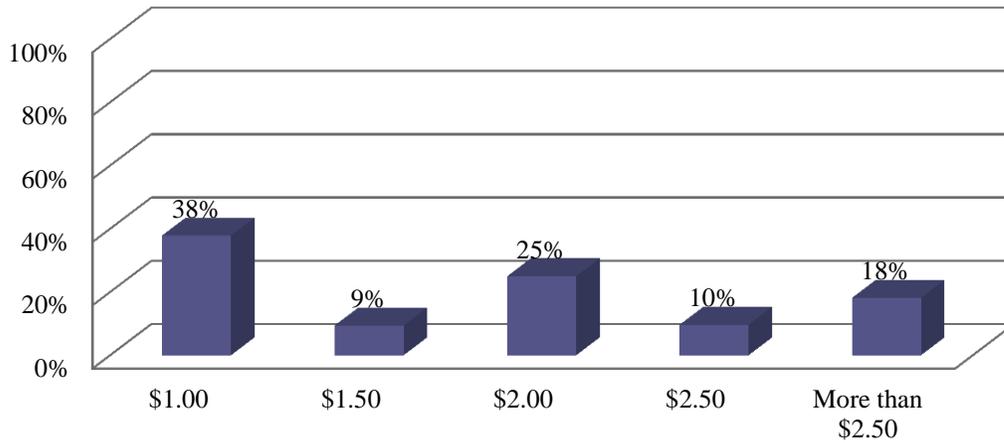


- When participants were asked if they would be more interested in volunteering at a farm on campus, interest increased to 35% of the 1,083 respondents. “Undecided” and “No” categories both decreased, showing a stronger interest in volunteering if the farm is on-campus. Of the 1,028 student responses, 361, or 35.1%, were interested in volunteering, while 239, or 23.2%. were undecided.



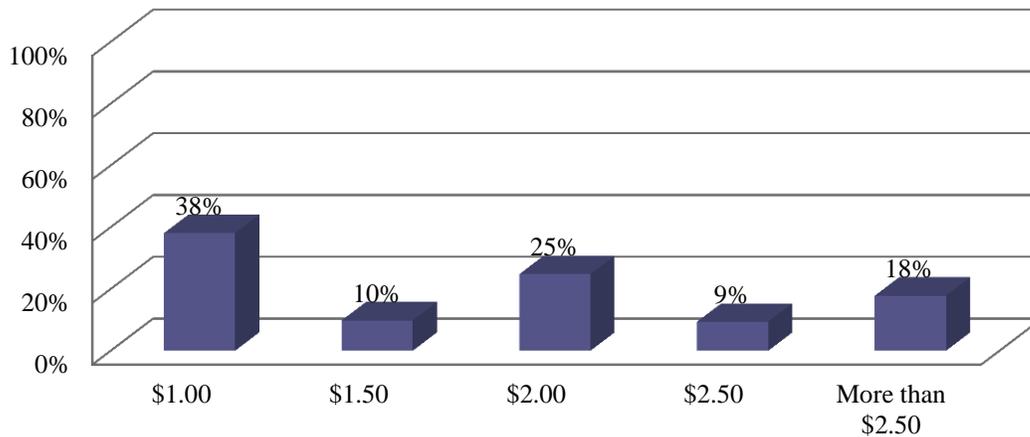
- Of the 1,089 respondents, 67% supported an increase in fees to support the Soil Stewards Farm. Of the 1,030 students who responded, 684, or 66.4%, supported a student-fee increase.

How Much of an Increase do you Support?

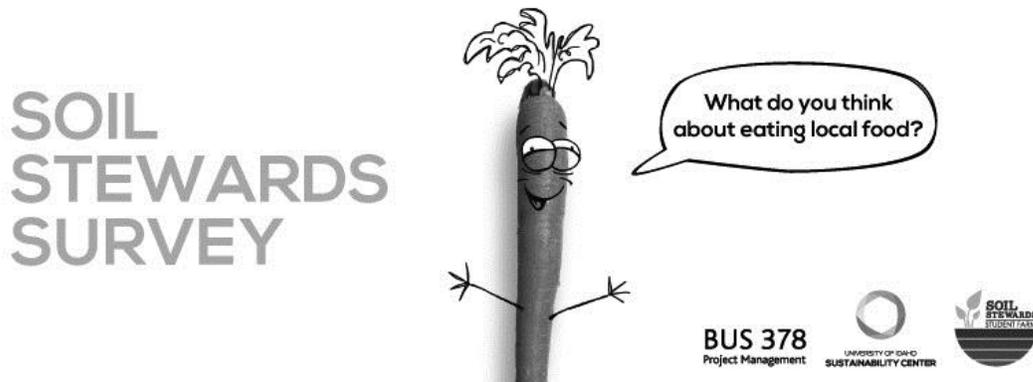


- Of the 777 participants who answered the question, 38% believed that student's fees should only be increased by \$1.00 to support the Soil Stewards Farm.
- Of the 854 students who responded "yes" or "undecided" to a student-fee increase, 722 selected an amount they supported; those results are shown in the graph below.

Fee increases supported by students who said "yes" or "undecided" to student-fee increases



APPENDIX A: SOIL STEWARDS SURVEY



Soil Stewards, a student-run organic farm, located 2.5 miles from campus is interested in growing its business by selling more produce to Campus Dining, moving the farm on campus, and hiring student staff. Your opinion will help to determine Soil Stewards' future business strategy.

All survey results are anonymous. This survey is sponsored by the University of Idaho Sustainability Center.

STUDENT-GROWN PRODUCE SURVEY

IF YOU HAVE TAKEN THIS SURVEY ONLINE, PLEASE DO NOT TAKE THIS SURVEY AGAIN. THANKS!

1. What is your position at UI?

- a. ___ Student b. ___ Staff c. ___ Faculty

2. If you are a student, what is your level of study?

- a. ___ Freshman b. ___ Sophomore c. ___ Junior
d. ___ Senior e. ___ Graduate f. ___ Non-affiliated

3. What is your housing situation?

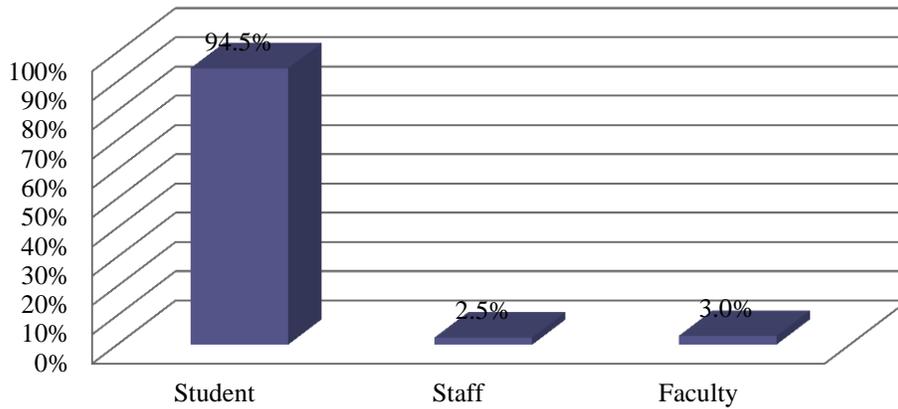
- a. ___ Residence Halls b. ___ Greek housing
c. ___ On-Campus other d. ___ Off-Campus

4. Do you think Campus Dining Services/ Sodexo have an obligation to purchase and serve local, student-grown produce?

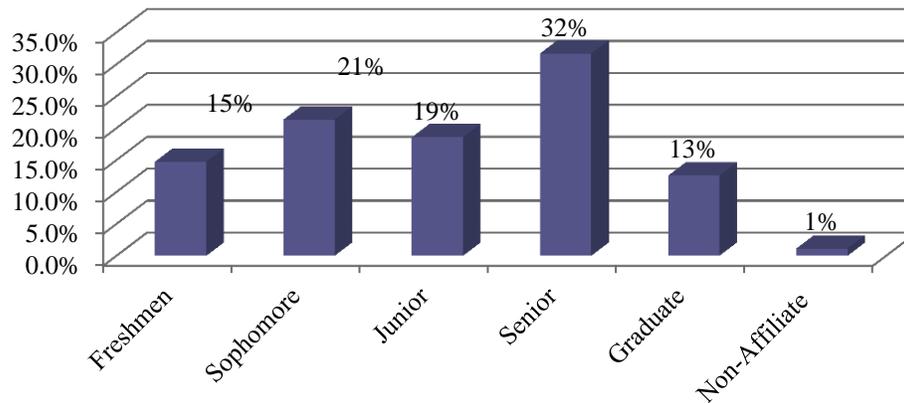
- a. ___ Yes b. ___ No c. ___ Undecided

APPENDIX B: COMPLETE SET OF GRAPHS

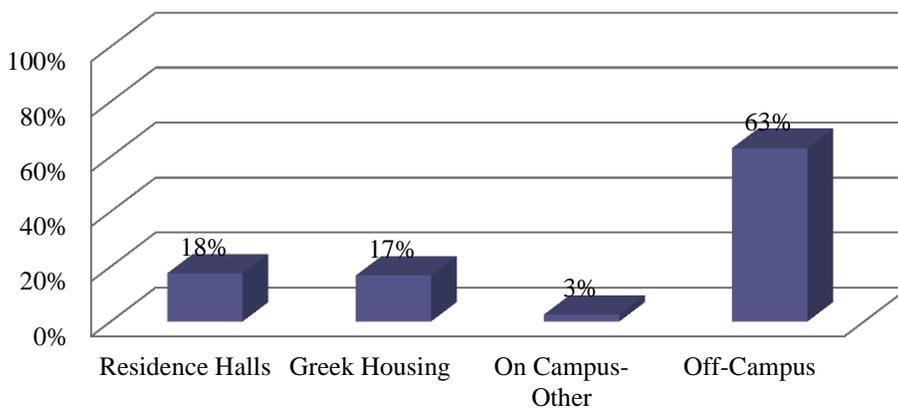
Position at UI (n=1,096)



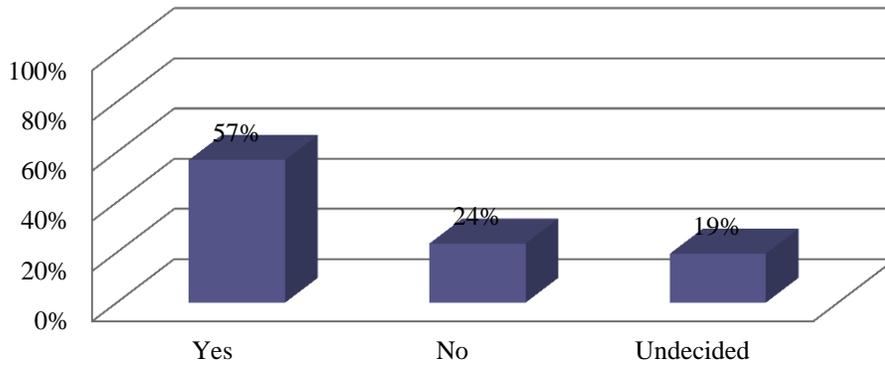
Level of Study (n=1,051)



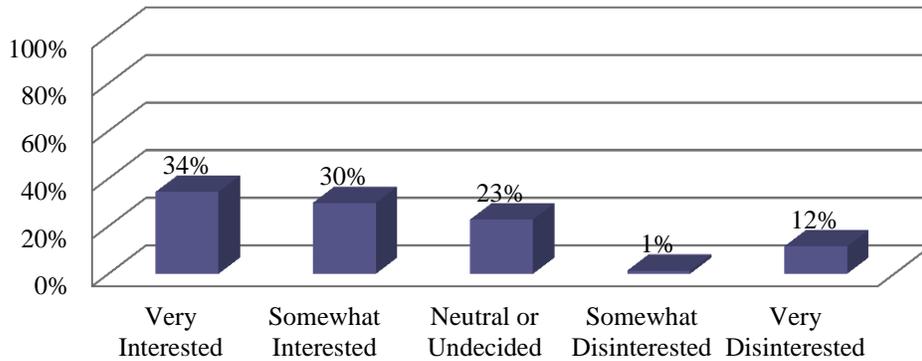
Housing Situation (n=1,082)



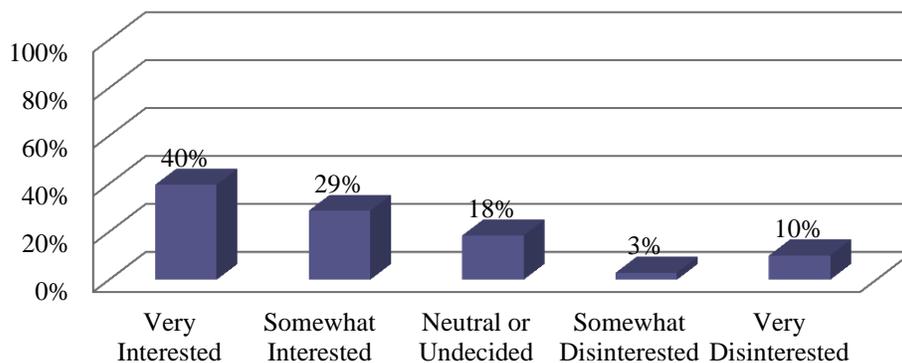
Should Sodexo have an obligation to purchase local, student-grown produce? (n=1,093)



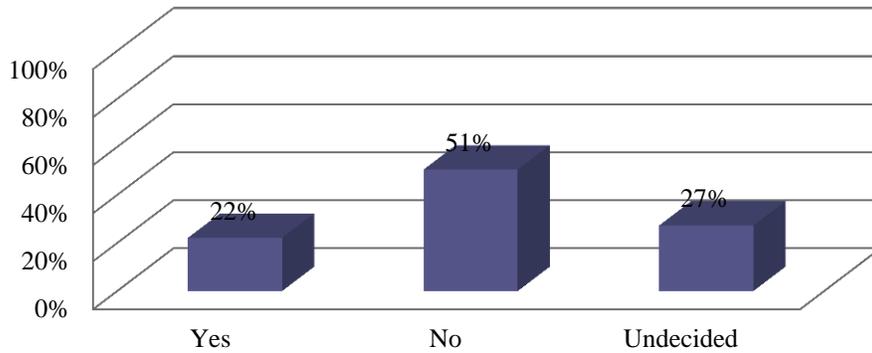
Interest in a Meal Plan offering local, student grown produce (n=1,086)



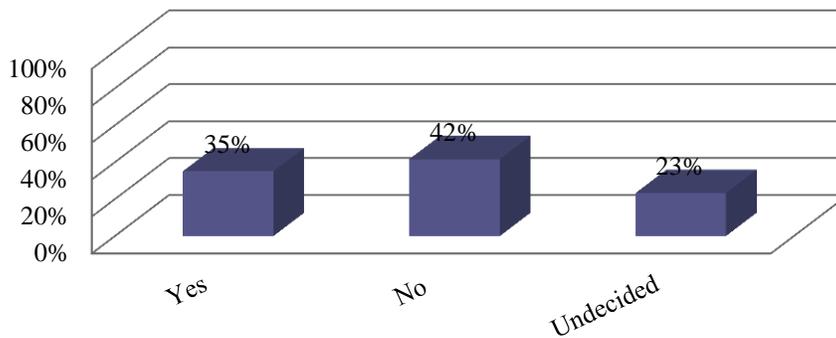
Interest in local, student grown produce options at UI Dining Services (n=1,087)



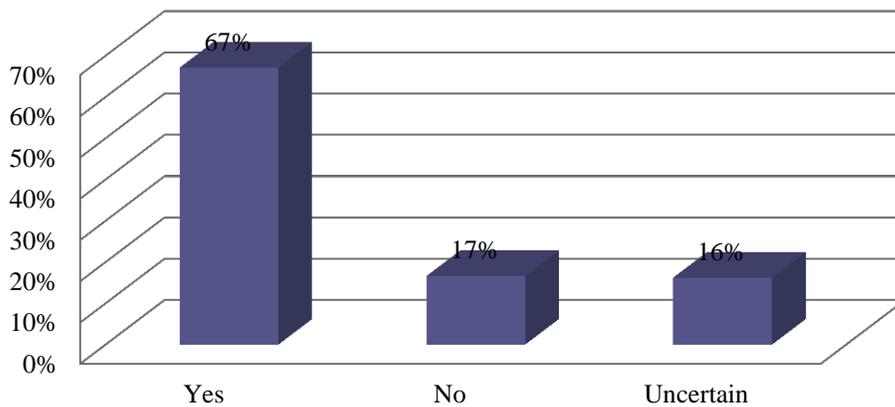
Interested in volunteering at farm 2.5 miles away (n=1,088)



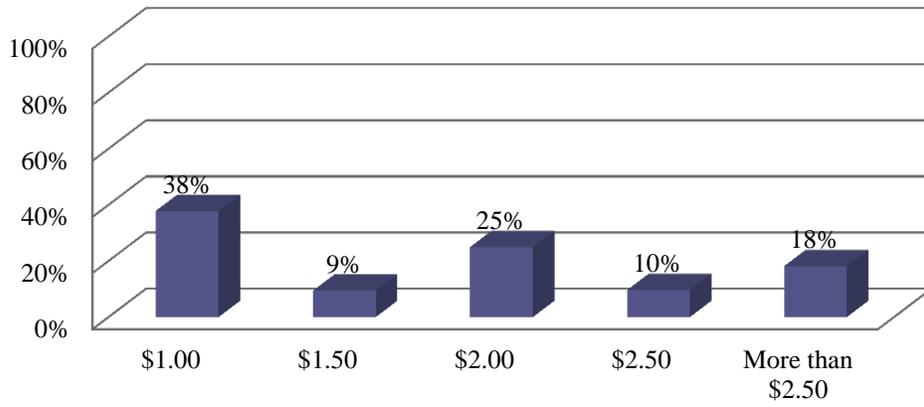
Interested in volunteering at farm on campus (n=1,087)



Support Student Fee Increase (n=1,089)



How much increase? (n=777)



APPENDIX C: LIST OF CLASSES SURVEYED

Classes Surveyed		
ACCT 201	Darryl J. Woolley	121
ACCT 310	Robert Stone	58
ARCH 151	Robert Douglas Church	68
ARCH 244	Joseph Lawrnece Anderson	13
BIOL 102L-01	Lisa Lynn Harmon	17
BIOL 102L-07	Lisa Lynn Harmon	23
BUS 409	Thomas Liesz	24
BUS 420	Berna Devezer Buzbas	40
COR 221	Ishwan Niraula	19
CS 336	Daniel Fancisco Conte de Leon	14
CSS 287	Edwin E. Krumpe	24
ECE 210	Karen Frenzel	22
EDCI 201	Teresa Jentsch	30
EDCI 301	Shannon McGowan	37
ENGL 101	Victoria Arthur	22
ENGL 102	Jennifer Hawk	24
ENGL 102	Alex Baldwin	21
ENGL 317	David Thacker	24
ENGL 420	Anna Banks	26
FCS 361-01	Katie N. Brown, Samantha Anne Ramsay	20
GEO 423	Leslie Baker	21
HS 450	Patrice Barrett	40
LAW 941	Elizabeth B. Brandt	49
PEB 106	Lisa Brown	23
PHIL 361	Douglas Lind	15
PHYS 111	Bernhard Stumpf	55
POLS 487	Lisa Carlson, Christina Keely Cliff	30
PSYC 101	Alan Whitlock	24
PSYC 218	Rajal G. Cohen	38
SOC 450	Patrick Gillham	22
	Total Collected	964