

Do You See Our STARS Now? Making an Institution's STARS Report More Visible & Relevant To Community Via Student Infographics

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background

In 2013, (over a six month period) data visualization skills as a requirement within job descriptions increased by 12% and "big data" requirements in job descriptions increased by 63% (Harbert, 2013).

As we are always seeking to increase skill sets in our students to further aid them in the job market, we decided to add as a 3rd project in an ENV/SUS 101: Introduction to Environmental Issues & Foundations of Sustainability course a project focused on data visualization.

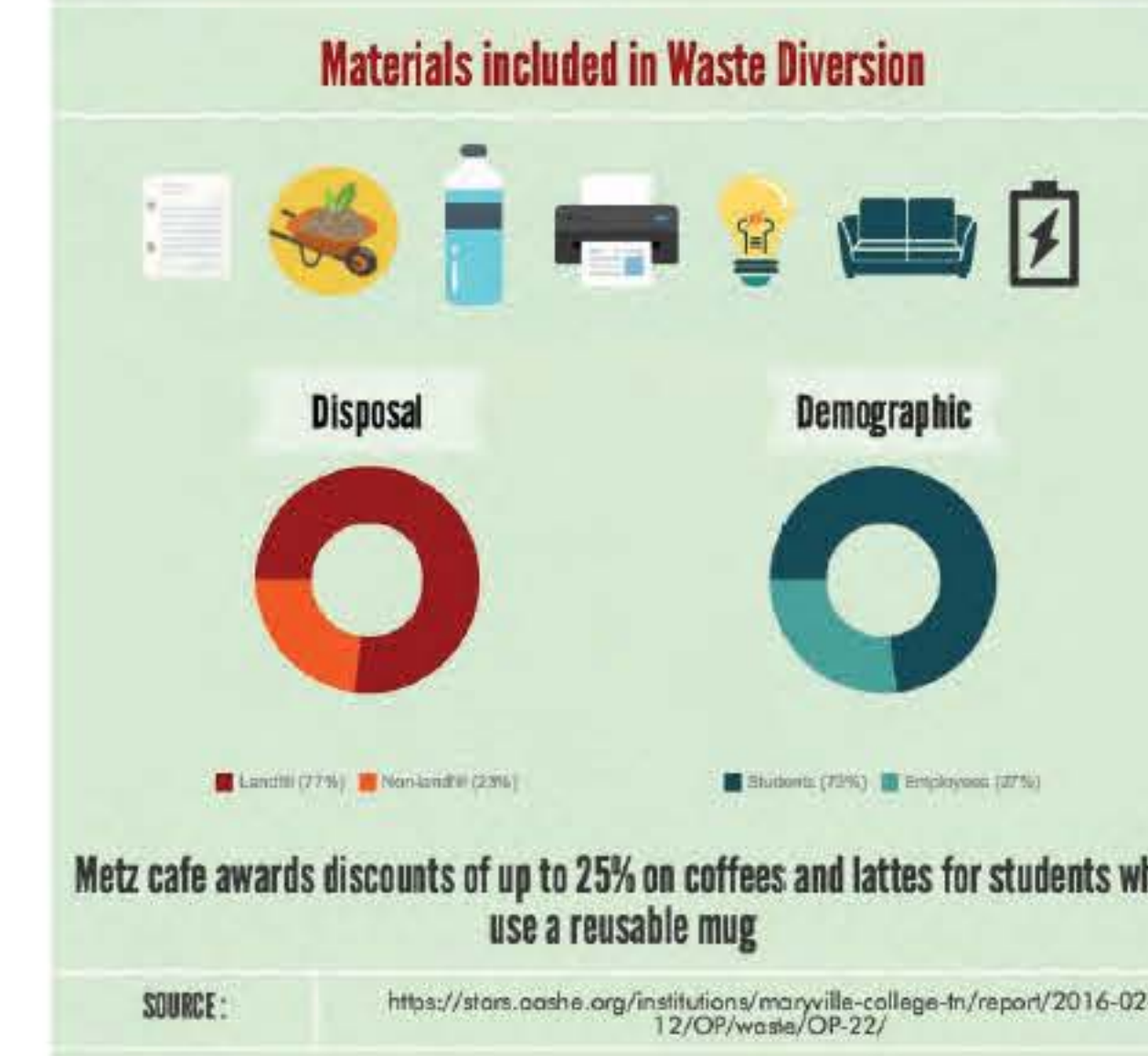
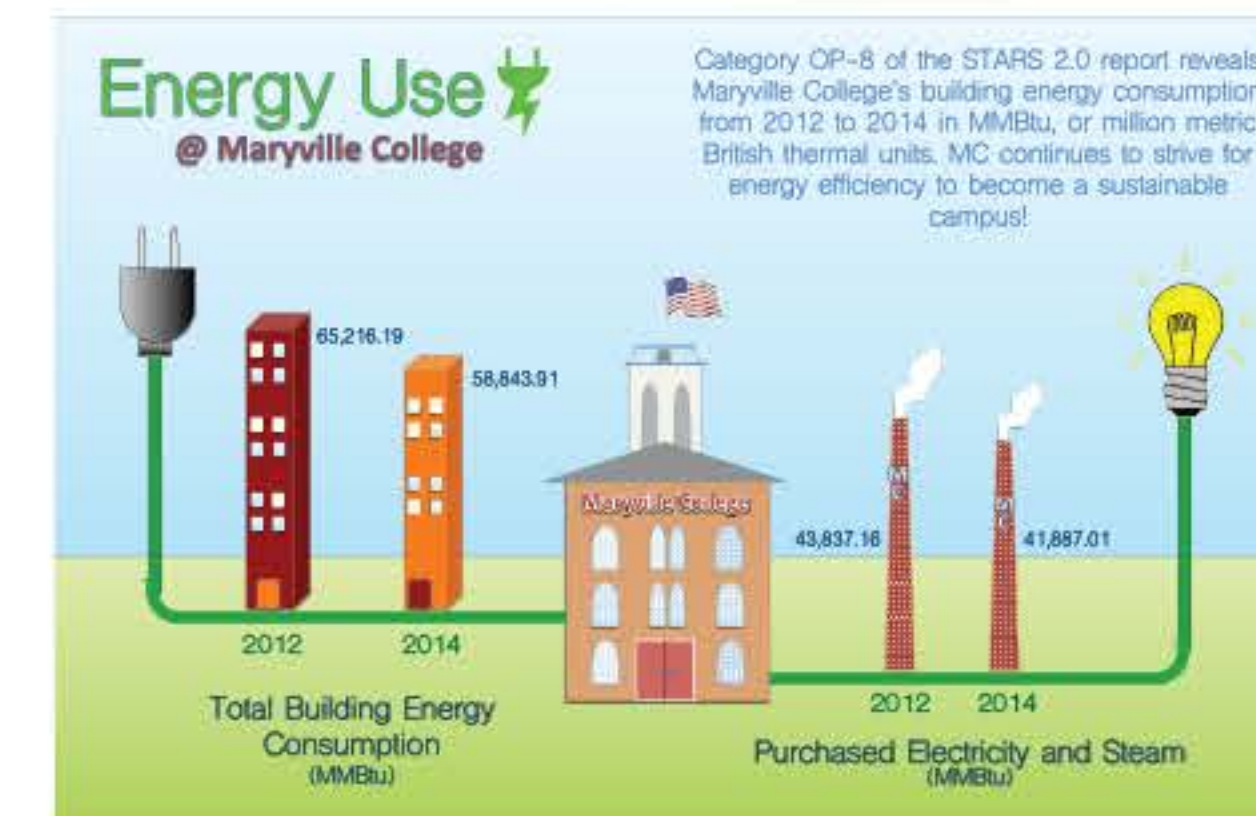
Reference: Harbert, T. "Tech hotshots: The rise of the data viz expert." Computerworld. 23 May 2013. Accessed 5 October 2016. <http://www.computerworld.com/article/2497328/it-careers/tech-hotshots--the-rise-of-the-data-viz-expert.html>

Since the Sustainability Tracking, Assessment & Rating System (STARS) campus report is primarily a long, written document that is rarely seen by the community outside of sustainability, we married our recent STARS rating report with data visualization knowledge for students.

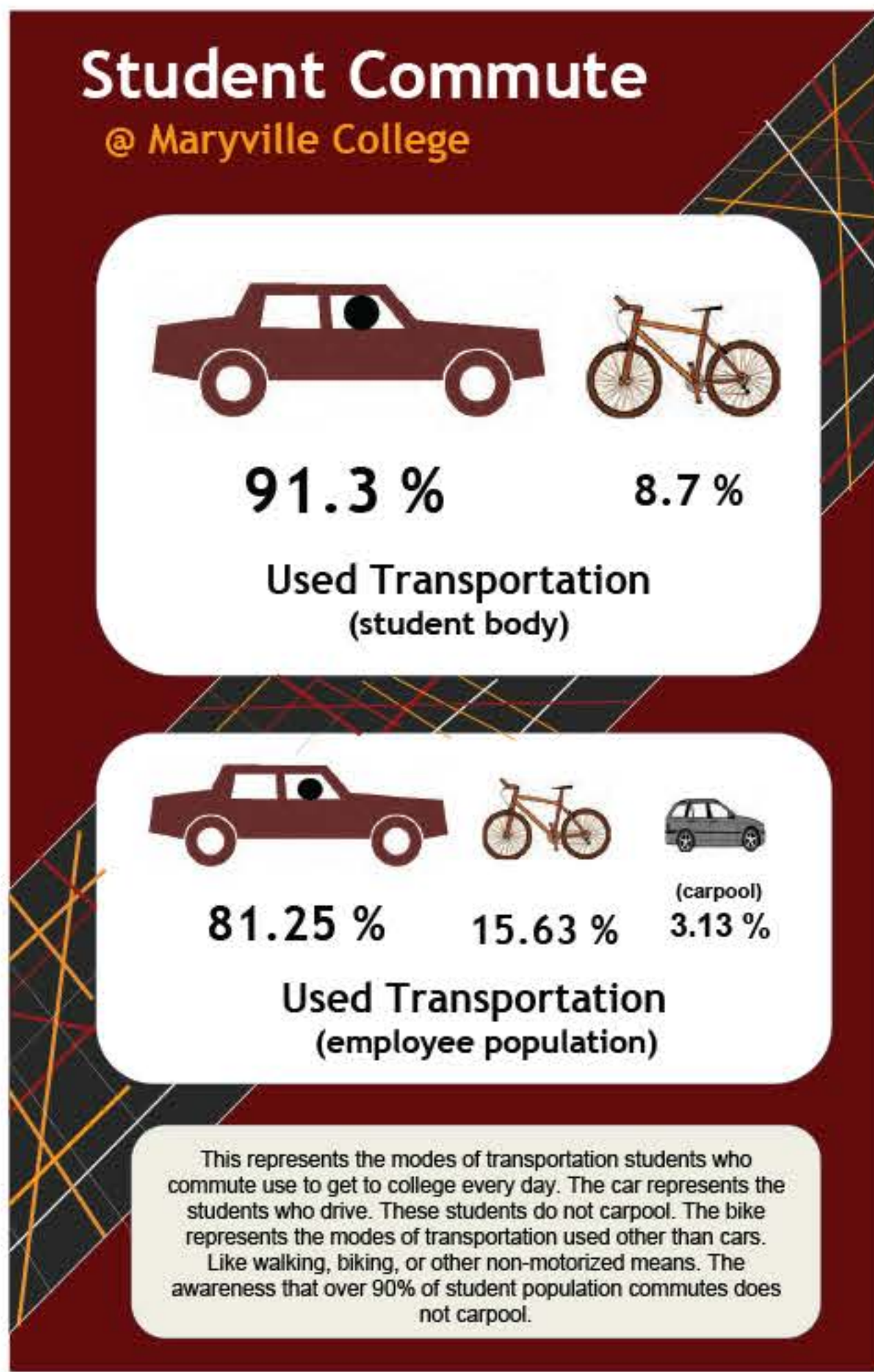
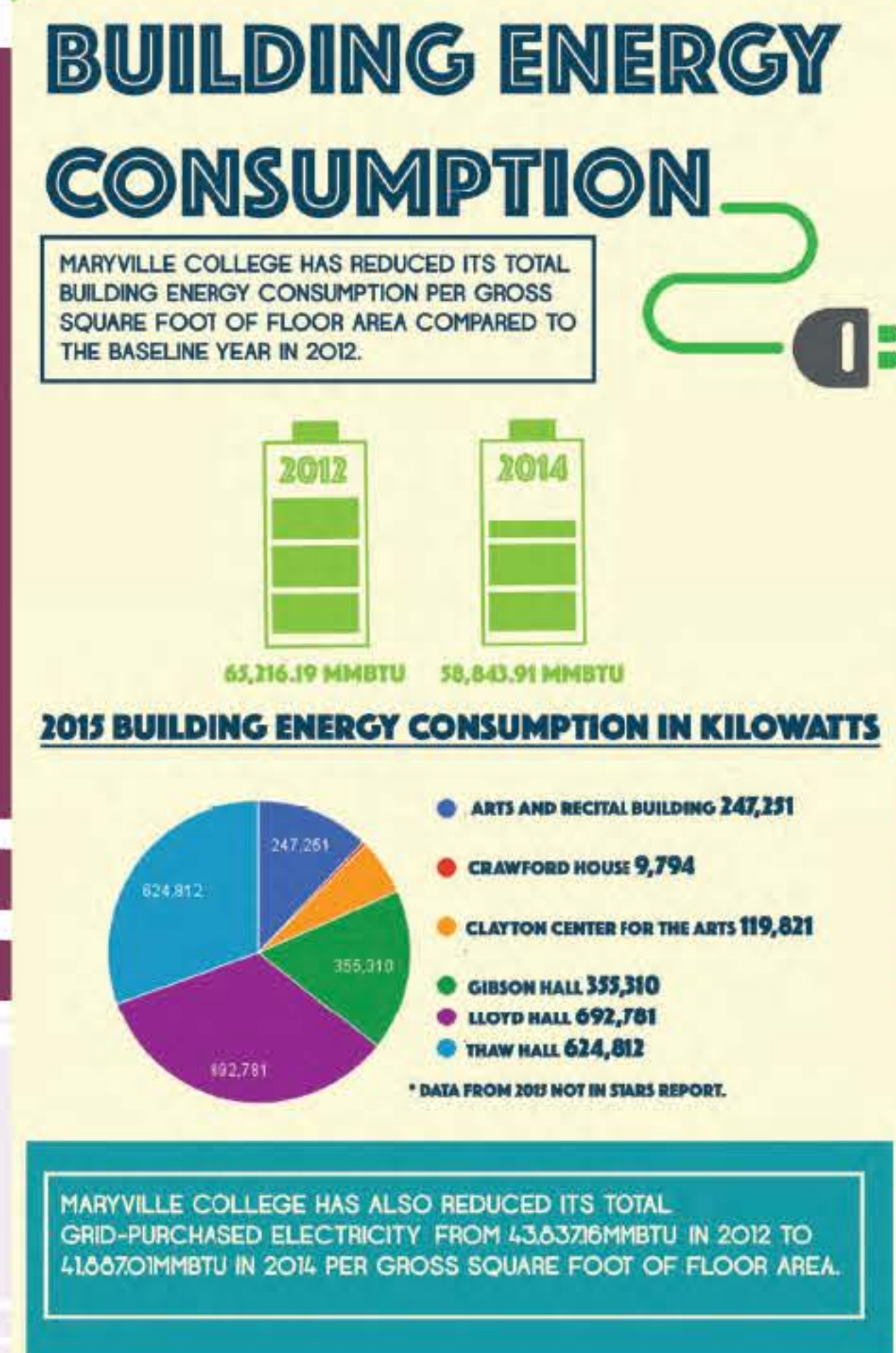
Our S.T.A.R.S. process involved:

- S:** SELECTION of STARS data points from campus report;
- T:** TRAINING in visual design by graphic designer with tools appropriate for their level of expertise (beginner). And, yes, infographics can be created in PowerPoint with quality visuals if trained appropriately.
- A:** APPLY the selected data to a graphical form with appropriate use of scale, color, pattern, object-oriented pictorials, etc., for clarity of content;
- R:** RESOURCES provided included royalty-free graphics that could be manipulated and edited by the students in vector formats;
- S:** SHOWCASE their final infographics in class-presentations and future plans to be published on sustainability section of college website, and a possible database of infographics from STARS reports archived online from other campuses and universities;

samples



Scan here to request copies of the project files



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