

## EXECUTIVE SUMMARY

### Purposes of the Report

The purposes of this report are to (1) determine the Sun Coast University campus community's awareness of the campus recycling program and (2) recommend ways to increase participation. Sun Coast's recycling program was intended to respond to the increasing problem of waste disposal, to fulfill its social responsibility as an educational institution, and to meet the demands of legislation requiring individuals and organizations to recycle.

A questionnaire survey was conducted to learn about the campus community's recycling habits and to assess participation in the current recycling program. A total of 220 individuals responded to the survey. Since Sun Coast University's recycling program includes only aluminum, glass, paper, and plastic at this time, these were the only materials considered in this study.

Tells purpose of report and briefly describes survey

### Recycling at Sun Coast

Most survey respondents recognized the importance of recycling and stated that they do recycle aluminum, glass, paper, and plastic on a regular basis either at home or at work. However, most respondents displayed a low level of awareness and use of the on-campus program. Many of the respondents were unfamiliar with the location of the bins around campus and, therefore, had not participated in the recycling program. Other responses indicated that the bins were not conveniently located.

Summarizes findings of survey

Draws primary conclusion

(should be labeled as "conclusion")

The results of this study show that more effort is needed to increase participation in the campus recycling program.

### Recommendations for Increasing Recycling Participation

Recommendations for increasing participation in the program include the following:

1. Relocate the recycling bins for greater visibility
2. Develop incentive programs to gain the participation of individuals and on-campus student groups
3. Train student volunteers to give on-campus presentations explaining the benefits of using the recycling program
4. Increase advertising about the program

Concise enumerates four recommendations using parallel (balanced) phrasing

Numbers pages that precede the body with lowercase roman numerals

iv

For readers who want a quick picture of the report, the executive summary presents its most important elements. Alan has divided the summary into three sections for increased readability.

Executive summaries generally contain little jargon or complex statistics; they condense what management needs to know about a problem and its study. Report abstracts, sometimes written in place of summaries, tend to be more technical and are aimed at specialists rather than management.

this would be better if the author included specific numbers in his sentences, e.g. "Most (83%) survey respondents recognized..."

an executive summary