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Planned Policy Action

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Planned Policy Action

Abstract

Gettysburg College was built on the foundation of “doing great work,” not just for the betterment of ourselves and our education but also for others in the college and surrounding community. This project seeks to do precisely this, encourage everyone, including students, tourists, and community members, to do great work in benefiting others around them. It primarily consists of a comprehensive summary of the plans and actions required to create a community-wide tab collection bin to benefit the Ronald McDonald House Charities (RMHC). The project seeks to achieve two main goals: encourage people to collect and donate their aluminum can tabs to benefit RMHC and foster the relationship between students and community members over a common goal. For over 45 years, the Ronald McDonald House Charities have helped families with children in critical health conditions. With the help of college students and the surrounding Gettysburg community, we will donate valuable aluminum tabs to benefit a worthy cause; after all, we are “Better Together.”

Keywords

tab collection bin, Ronald McDonald House Charities, planned policy action

Disciplines

Health Policy | Other Public Affairs, Public Policy and Public Administration | Policy Design, Analysis, and Evaluation | Public Affairs, Public Policy and Public Administration | Public Policy | Social Policy | Social Welfare

Comments

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Planned Policy Action

Nature of the Problem / Issue

Under-Represented Organization

Within Gettysburg, I feel an under-represented organization needs the attention of locals, tourists, and students of the local college: The Ronald McDonald House Charities (RMHC).ⁱ The closest branch of these charities to the Gettysburg area is the Ronald McDonald's House Charities of Central Pennsylvania (pictured to the right). This charity has three primary programs, including Family Rooms, Care Mobiles, and the Ronald McDonald House. Each of the houses essentially serves as a hotel for families with children receiving medical treatment far from home. Each home's standard services include meals, comfortable rooms, playtime for children, accredited education programs, recreational activities, non-clinical support such as art and music therapy, and sibling support services.



To financially support the services that the RMHC provides, they have a worldwide pop tab collection fundraiser. The RMHC collects and accepts any aluminum can tab from soup to soda to dog food. RMHC takes the tabs to local recycling centers, where they pay the RMHC per pound of tabs. The RMHC then uses all of the money to help fund the services that they provide. However, not many people realize how important these donations are. The RMHC relies on everyday people to get involved in the collection, and without them, they miss out on crucial economic benefits to their programs.

348	x	(1/2)328.2 million	=	57.1*10 ⁹
Cans		People		57,100,000,000
				57.1 billion tabs per year
If... 1 million tabs = \$366				
Then... Potential Profit				
57.1*10 ⁹ tabs	=		57,100	
(1*10 ⁶) or 1 million	x		366	
				\$20,898,600
				Potential profit
Actual Profit				
\$6,000	x	365	=	2,200,000
Per house		RMHC houses		\$2.2 million
				Actual profit
Potential Profit - Actual Profit				
\$20,898,600	-	\$2,200,000	=	\$18,698,600
				Missing potential profit
2,200,000	=	0.1176	→	11.76% potential profit used
18,698,600				

Creating a Sense of Urgency

Many people often question the effect collecting these tabs will have on the RMHC. As the Kotter Model's first step demonstrates, citizens need to realize the severity of the problem to be more motivated to fix it.ⁱⁱ To illustrate, I have calculated the actual and potential profit for the collection. The average American drinks 348 cans per year, not including food cans (soup, dog food, etc.).ⁱⁱⁱ Assuming only half of the US population (1/2*328.2 million people) use cans, then the US uses about 57.1 billion aluminum tabs each year. Knowing that 1 million tabs are worth \$366 means potential profit comes to \$20.8 million. Across the world, there are 365 Ronald McDonald Houses that have an average income of \$6,000, meaning their actual profit for the overall organization each year equals about \$2.2 million. Subtracting the actual from the potential profit tells us that we are missing out on a potential profit of \$18.6 million, meaning the Houses are only receiving 11.76% of the potential profit.

Please note that these calculations make the assumption that exactly half of the people in the US drink 348 cans per year.

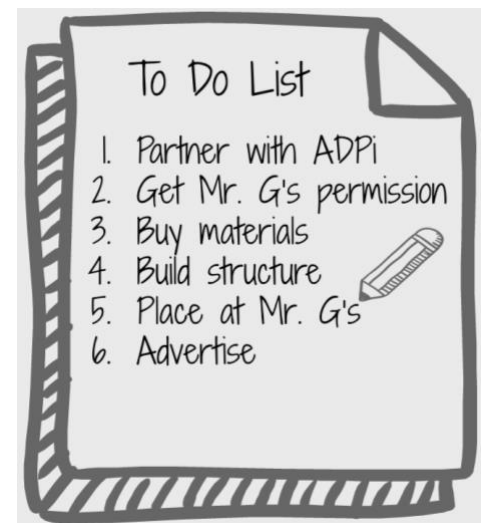
Alpha Delta Pi

Alpha Delta Pi (ADPi), a sorority on Gettysburg College's campus, has the Ronald McDonald House Charities as their philanthropy. To introduce RMHC to the surrounding community, I turned to ADPi to see what they have currently done to support RMHC. During my interview with Alison Gouveia, the head of philanthropy at Alpha Delta Pi, she informed me that many of their efforts were fundraising based, including a mac and cheese cook-off and talent show competition.^{iv} In terms of tab-collections, the women have personal collections in addition to the collection they hold at their talent show. However, with my plan, I will expand their extraordinary efforts to the community to further benefit the RMHC in Hershey, PA.

My Proposal

Overview of My Vision for Change

After informing myself on the sorority's previous efforts, I applied this knowledge to the evidence-based policymaking process: clarifying the problem, framing options based on what works and what hasn't, and implementing an option.^v After careful thought and consideration, I have decided to plan, design, and create a large tab collection bin to be placed at Mr. G's Ice Cream Shop in Gettysburg, PA. It will be easily accessible by college students, locals, and tourists to donate their aluminum tabs. The overall structure will seek to achieve two goals, give people a place to turn in their tabs, and spread the word about the collection. Giving citizens an easy access point to donate tabs encourages people to donate because they know what to do with them after they collect. Also, having the structure placed in town where different people will see enables people to learn about the efforts by the RMHC and collect tabs after realizing its benefits.



Maintenance

Alpha Delta Pi has agreed to work with me on this project. During my interview with Alison, she informed me that she would make the structure's maintenance a new responsibility for the philanthropy chair for that year. Each year the previous philanthropy chair would pass the job to the new chair. As part of the responsibility, the chair would be in charge of emptying the structure every two to three weeks as necessary and providing their contact information to Mr. G's if a problem with the bin ever occurs.



Structure

In my research, I found an example bin that the RMHC used previously for tab collection (pictured to the left). When I presented this example to Mike Gladfelter, Mr. G's owner, he expressed concerns about how the structure will hold up in a restaurant-style business.^{vi} His main concerns centered around the idea of having a hole at the top of the bin that may appear to small children as a trash can. Taking his concerns into consideration, I designed a

model that would help eliminate these potential problems.

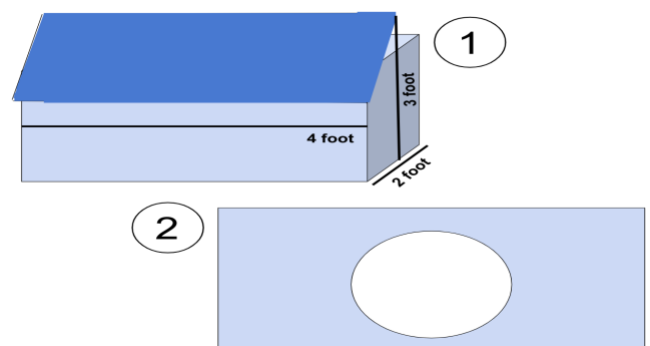
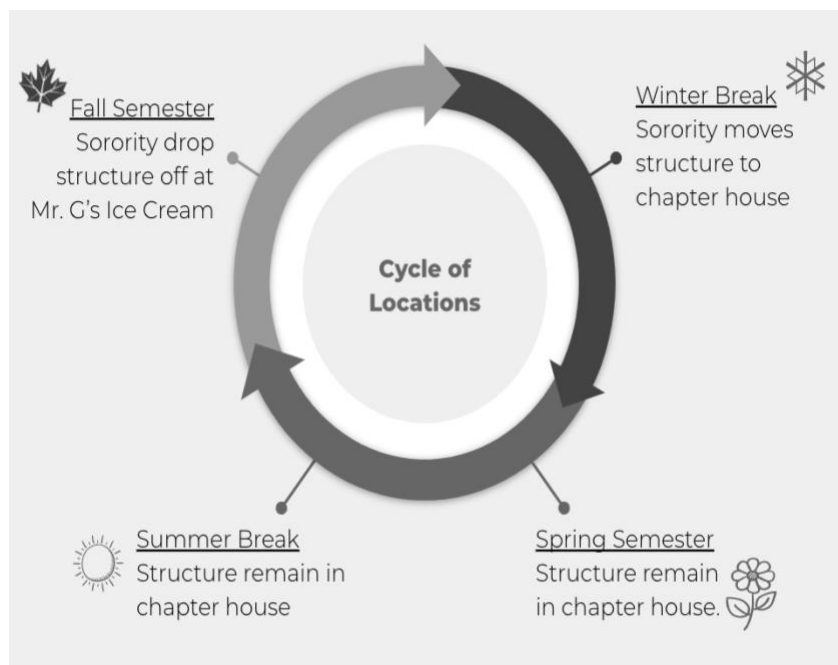


Figure one represents the overall structure of the bin. The dark blue rectangle demonstrates the top flap of the structure, which would have a piano hinge along the top, allowing you to open the entire flap. This design eliminates the front hole in the structure that makes it appear like a trash can. For an additional measure to prevent trash, I have designed figure two. Figure two shows what you would see when you open the top flap, looking down into the bin. The area will have one central hole to throw the tabs into the container, restricting what people can throw into the bin. Additionally, this hole will have a large-holed net that would allow the tabs to fall through but not trash.

Resources: Materials and Costs

To the right, I provided a table outlining a breakdown of the total expenses. To pay for the structure's cost, I interviewed Kurtis Grey, the Student Senate president at Gettysburg College, to see if I could apply for a Senate budget.^{vii} Unfortunately, Kurtis informed me that I could not request funds from the Senate for this project because I am not a part of a recognized club or organization. After bringing this issue to my parents, my family said they would be willing to donate all the funds required for the materials' cost. Additionally, my Dad will also be donating the time to build the structure, meaning the labor cost will come out to \$0.

Product	Quantity	Cost per 1 Unit	Total Cost
1.5" X 48" Continuous Hinge (Piano Hinge)	1	\$11.38	\$11.38
3/4 in. x 4 ft. x 8 ft. Ground Contact Pressure Treated Pine Performance Rated Sheathing	2	\$41.27	\$82.54
12 in. x 48 in. x 1/8 in. Thick Acrylic Clear Sheet	2	\$25.60	\$51.20
Glidden Premium 1-gal. #HDGR53D Crimson Red Semi-Gloss Latex Exterior Paint	1	\$29.98	\$29.98
PRO 2.5 in. Trylon Angled Sash Paint Brush	1	\$11.47	\$11.47
Subfloor and Deck 10 oz. Tan Low VOC Construction Adhesive	1	\$6.68	\$6.68
Everbilt #8 x 1-1/4 in. Phillips Flat Head Zinc Plated Wood Screw (100-Pack)	1	\$6.25	\$6.25
Everbilt 6-1/2 in. Black Door Pull	3	\$4.58	\$13.74
Standard Rubber Caster 3" Swivel with Brake	2	\$20.82	\$41.64
Labor	-	\$0.00	\$0.00
Total:	=	=	\$254.88



Location

The structure will primarily stay in two locations, Mr. G's Ice Cream Shop and the ADPi chapter house. The sorority will drop the bin off at its designated location outside at Mr. G's Ice Cream in the fall semester. Before the college releases students for winter break, the sorority will move the structure to their chapter house. Unfortunately, due to severe winter weather conditions and Mr. G's being closed for most of the college's spring semester, the structure will need to remain indoors. As of right now, that location will be in ADPi's chapter house. I have been exploring other options, such as the local McDonalds and somewhere on Gettysburg College's campus. The structure will also remain in this location during the summer months

since the sorority will not be on campus to maintain it every two to three weeks.

Advertisement

Without the support of the community, the project will not be successful. To get the community's help, I need to ensure they know the project's importance and what they need to do to participate. This knowledge comes about through effective advertisement. I plan to advertise my action plan by designing an informational flyer (example pictured to the right) to be hung throughout the college buildings and the community. The poster would advertise what the project aims to do and explain the partnership between Mr. G's and Alpha Delta Pi. Doing so shows the college and the community that both organizations plan to work together over a collaborative action. It also provides an additional advertisement for Mr. G's business and the added benefit they will receive from customers recognizing their efforts to work with the local college over a worthwhile cause. To advertise in the community, I plan to go to local businesses such as the Blue and Gray Bar & Grill and the Upper Crust in town and request the use of their community bulletin boards for their customers to see. I also plan to get my advertisement to the community through the newspaper. Our first-year seminar class had the honor of meeting Alex Hayes, managing editor of the Gettysburg Times local newspaper.^{viii} This valuable resource could be of great potential benefit to me and the advertisement for my project.



Key Stakeholders



Small Scale

The small scale stakeholders will primarily be my powerful coalition or a group of people with a range of skills and experiences to maximize the project's effectiveness.² Alpha Delta Pi plays a significant role since they will maintain the bin every two to three weeks, move it to each location, and be the primary point of contact for Mr. G's while it remains on their property. Following ADPi, Mr. G's also has a large stake in my project as they will be the ones hosting the bin on their property and will be in charge of contacting ADPi if there are any issues.

Large Scale

The large-scale stakeholders will primarily be those involved in the collection; this includes Gettysburg College, locals, and tourists. Reaching out to large groups of citizens and involving them in change serves two essential purposes. First, it allows them to partake in a genuine, rather than superficial, interaction with others in the community. It also allows them to acquire specialized knowledge and feel like they have fulfilled an essential role in their community.^{ix} On a larger scale, the RMHC families have a large stake in this project because they depend on collections like these to get funds for their programs.



RMHC

My action plan must be effective for the Ronald McDonald House Charities of Central Pennsylvania because this is the under-represented organization that my project aims to benefit. This plan is the most effective to help them for several reasons. First, it allows Alpha Delta Pi to be even more involved and maximize their work with RMHC. Additionally, the collection bin allows multiple groups of people to be involved in RMHC's most famous collection, including college students, locals, and tourists. Accessing these groups also creates an underlying advantage. By reaching such a wide range of people, you gain access to their resources as well. For example, by involving tourists from potentially all around the country, they take the tab collection to their hometown and encourage community members in areas nationwide to participate in the collection.



Stakeholders

On a small scale, this proposal is effective for Alpha Delta Pi because it allows them to expand their philanthropy efforts and get a broader population of people involved in their efforts through the collection. It will also enable ADPi to be more heavily involved with RMHC's most famous fundraiser, the pop tab collection, since many of their previous efforts have been primarily fundraising based. The proposal also benefits Mr. G's Ice Cream Shop. The shop will receive good publicity for their business by helping a worthy organization. They will also potentially receive more customers from advertisements for the bin.



Alpha Delta Pi

On a large scale, the college, locals, and community will all receive the added benefit from being involved in an incredible organization that helps thousands of other people. The families of the RMHC are also benefiting from the donations for the RMHC homes.

Resources

I expect fewer problems due to my Dad primarily paying for the resources. There are no communication issues that I would have from working with someone other than my own family. Additionally, if problems arose, such as a lack of available resources, I have the freedom to go to multiple stores. If I worked with an organization outside of my family, I would be limited to a particular organization's supplies.

Time of Year

According to Travel US News, the best time to visit Gettysburg, PA, is from September to November.^x The trees are beautiful red, orange, and yellow hues, harvest season is at its peak (pictured to the right), and many people visit for Halloween due to the town's haunted connotation.^{xi} As the most popular time of year, it would make sense for the collection bin to be outside during these months to draw people's attention to the collection's efforts.

During the least popular months when the weather is most problematic, including sleet, snow, and ice, the collection bin will be inside at the sorority chapter house. This time also allows the community to have time to collect tabs giving them a larger sense of accomplishment in the fall when they can donate a more significant number of tabs at one time.





Location

Yelp and TripAdvisor rank Mr. G's Ice Cream Shop as one of the most popular ice cream shops in Gettysburg, PA, with 4.5 stars. Mr. G's popularity means that they will attract many tourists, especially during Gettysburg's peak tourist season. Mr. G's physical location on Baltimore Street provides additional benefits as one of Gettysburg's main streets that many tourists drive by. It is also located in front of a local school district drawing local families' interest, especially after school sports games and performances.

Anticipated Problems

Sidewalk Ordinance

A new sidewalk ordinance that went into effect in Gettysburg presented me with a large problem. I first heard about this ordinance from Carly Marshall, the Director of Planning, Zoning, and Code Enforcement.^{xii} Through correspondence with her via email, she informed me that the local government put a freeze on new boxes in public spaces, particularly in the square, until they finish passing the ordinance. Due to this, the borough put a hold on the applications for information distribution boxes. Mrs. Marshall advised me to take a different route for the project because she couldn't estimate how long it may take to go through with the ordinance. This was a significant setback because, I could not reach the key stakeholders I wanted to access without the bin's placement in town. Although as Mark Homan states in his book, *Promoting Community Change*, you have to be flexible and not rely on a particular course of action.^{xiii} Mrs. Marshall's advice led me to reach out to Mr. G's, a locally owned business more than willing to help me with the project. By doing so, the bin remains in town but on private property to avoid the ordinance.

Resources

In my next challenge, I needed to figure out where I would get the structure's resources and who would build it. As mentioned previously, after the problems I ran into requesting funds from the Senate, my family graciously volunteered to provide the funds for the structure. Since my parents planned to purchase the resources, it would be most efficient to buy supplies from local businesses. Additionally, after working for L & M Fabrication and Machinery and being around construction his whole life, my Dad, Robert Cesanek Jr., volunteered to build the structure in my family's garage.

Eliminating Trash

As mentioned previously, many of Mike Gladfelter's concerns with hosting the structure on his property included structural problems that would lead his customers to confuse the collection bin with a trash can. Please reference the "Structure" section above for the structural accommodations per Mr. Gladfelter's request.

Lack of Participation

The most significant problem that I could face includes the potential for no one to participate in the tab collection. The collection relies on the large-scale stakeholders (Gettysburg College students, locals, and tourists) to collect and donate the aluminum tabs. Without their participation, this project cannot be a success.

Safety Hazard

After building the structure, my Dad has informed me of potential safety hazards with people opening the bin for donations. The top flap of the structure used to access the box is very heavy and can potentially be dangerous for people to fall on their heads or fingers while trying to donate. My Dad bought a folding lid stay

hinge to eliminate this problem. The hinge will automatically hold the top flap up for people while they dump their tabs into the collection bin. Additionally, we will be placing “Watch your fingers” and “Warning” stickers on the structure.

Future Research

Future Partnerships

To encourage further participation, I contacted Sam Douds, president of the National Honor Society (NHS) at Gettysburg High School. He mentioned starting a competition among the NHS members where each ¼ pound of tabs collected will count as an additional service hour towards their service hour requirements.

I have also considered other college programs to implement smaller collection bins across campus to be donated to the larger structure at Mr. G’s.

Conclusion

Action Plan Summary

The Community Tool Box provides a step by step outline of how to develop an action plan.^{xiv} Using their template, I summarized the who, what, when, etc., of my project. My project’s goal is to implement a tab collection bin in town to benefit the Ronald McDonald House Charities’ pop tab collection. Mr. G’s Ice Cream Shop will host the structure, and Alpha Delta Pi will maintain the box every two to three weeks during the fall semester. All of the supplies and funds required to build the bin’s structure will be donated by my family, specifically my dad, as well as the labor to develop and produce the design. Finally, it will take the efforts of Gettysburg College and the surrounding Gettysburg community to be involved in the collection bin and ensure its success for the benefit of the many families that use the services provided by the Ronald McDonald House Charities of Central Pennsylvania in Hershey, PA.

Community Tool Box's Developing an Action Plan	My Model
WHAT changes occurring?	Tab Collection Bin
WHO will carry out changes?	Alpha Delta Pi and Mr. G’s
WHEN changes take place?	Fall Months (reference time graph)
RESOURCES (Money / Supplies)	Bob Cesanek
COMMUNICATION (Who Involved)	Gettysburg College and Community

ⁱ “Ronald McDonald House: RMHC.” Ronald McDonald House Charities, www.rmhc.org/our-core-programs/ronald-mcdonald-house-programs.

ⁱⁱ Kotter, J. P., Rathgeber, H., & Mueller, P. (2017). *Our iceberg is melting: Changing and succeeding under any conditions*. London: Macmillan.

ⁱⁱⁱ Patrick, Katie. *Each Americans Drinks on Average 348 Cans of Beverages per Year*.

visual.ly/community/Infographics/food/each-americans-drinks-average-348-cans-beverages-year#:~:text=Each%20Americans%20drinks%20on%20average%20348%20cans%20of%20beverages%20per%20year,shared%20by%20katiepatrick&text=On%20average%2C%20one%20American%20will,consumed%20per%20person%2C%20per%20year.

^{iv} Alison Gouveia (2020, October 21). Personal interview.

^v Fehlings, M. G., Cheng, C. L., Chan, E., Thorogood, N. P., Noonan, V. K., Ahn, H., ... & Dvorak, M. F. (2017). Using evidence to inform practice and policy to enhance the quality of care for persons with traumatic spinal cord injury. *Journal of Neurotrauma*, 34(20), 2934-2940

^{vi} Mike Gladfelter (2020, November 4). Personal interview.

^{vii} Kurtis Grey (2020, October 26). Personal interview.

^{viii} “Alex Hayes Profile.” (n.d.). <https://www.gettysburgtimes.com/users/profile/alex%20hayes/>. Accessed 8 Dec. 2020.

^{ix} Weeks, S. B. (Winter 1970). Involving Citizens in Making Public Policy [Abstract]. *Journal of Extension*, 40-45.

^x "These Are the Best Times to Visit Gettysburg." U.S. News & World Report, U.S. News & World Report, travel.usnews.com/Gettysburg_PA/When_To_Visit/.

^{xi} New Community Alert: Amblebrook in Gettysburg, PA. (2020, August 17). Retrieved December 08, 2020, from <https://www.55places.com/blog/new-community-alert-amblebrook-in-gettysburg-pa>

^{xii} "Carly Marshall | Gettysburg PA." <https://www.gettysburgpa.gov/people/carly-marshall>. Accessed 25 Oct. 2020.

^{xiii} Homan, M. S. (2015). Chapter 4: Putting Yourself in the Picture. In *Promoting community change + helping professions learning center 2-semester access: Making it ... happen in the real world*. Place of publication not identified: Brooks Cole.

^{xiv} Section 5. Developing an Action Plan. (n.d.). Retrieved December 08, 2020, from <https://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/main>