

Communication Plan for the Office of Sustainability

May 2014

The Office of Sustainability (OS) is a small, two-person office at Ursinus College that reaches the entire campus with our programs and initiatives. The office works with students, faculty and staff from across the campus, and runs programs that impact the entire campus. Therefore, a well-rounded communication plan is needed to ensure the office's work is understood by all constituents and is well-publicized. This communication plan serves as a guiding document for the aforementioned purpose.

Purpose of Communications:

Get people involved: attending events, joining activities, applying to work with us, volunteer opportunities, etc.

Raise awareness: making sure that all interested members of our campus community are aware of the importance of sustainability on campus, and how Ursinus is achieving it's goals as outlined in the CSAP. .

Education: educate the campus community about sustainability and global climate instability

Promotion: promote Ursinus College as a place that values sustainability in all aspects of campus life. Coinciding with recruiting interested students and provides opportunities for interested students, faculty, and staff who are interested in sustainability will have many opportunities to get involved and work on a wide variety of sustainability related issues.

Budget: successful programs that promote student leadership and student achievement will help us continue to justify our budget requests. The more people we are able to involve in programming, the more impact we will have, and the easier it will be to make budget requests.

Who:

We have two staff members in our office and a number of student Fellows who work on a variety of projects. Depending on the year, we have one or two students whose job is to specifically focus on communications for the OS. It is incumbent upon all of our staff and students to communicate about their work in the OS.

Guidelines, by type of communication:

Articles:

Frequency: Publish several articles each month, timed to coincide with OS initiatives, programs, other important dates, etc.

Process: Coordinate with OS staff to identify who will write articles for publication on the Press Room (or the new site). Lead author should draft 2-3 paragraphs, then send to relevant other parties for editing (OS staff, Fellow/s). Then lead author should post article.

Facebook:

Frequency: Weekly Fellow or event highlight; additional 2-3 posts per week – sharing stories, funny comments, events, pictures, etc.

Process: Post with photos and short description of the Fellow's project. These should be timed to coincide with important programs that each Fellow is working on...particularly roll-outs of new programs. In addition to weekly posts, we should be posting photos of events on our FB page regularly. We can link to Press Room articles, but this is not necessarily the best way to get people to read things. Links to other FB pages within posts are a good idea (UC's FB page, for example). And whenever you post, make sure you identify the people in the photographs! This vastly increases the views.

Twitter:

Frequency: Often.

Process: 140 characters of fun tweets please. Use "hashtags" when possible...identify the hashtags related to UC and intermingle sustainability into those. Also use hashtags that are relevant to AASHE and sustainability in general. @UrsinusCollege typically re-tweets most tweets from @UCGreenOS. Ideas:

- #recyclemania
- #moveout
- #AASHE
- #realfood
- #waterwednesday
- #meatlessmonday

Events – Calendar:

Process: Post your events on the UC calendar as soon as you have dates for them. You will need location information, contact info, event description and title. This is important!!

Events – Advertising:

Process: All events should be advertised a week or two in advance! The more advertising you do, the more participation you will get. Be creative.

Events – Scheduling:

Process: Events should be scheduled as far in advance as is reasonable. Please schedule events so they do not conflict with other OS/ENV events. Also, schedule events around other major events – we don't want to lose a lot of our audience.

Events – participation:

Process: Participate in all-campus activities events (fall and spring), have tables at events where there is an invitation. Track our participation in past events – keep in touch with contact people about those events. Look through the calendar (a month or more in advance) to see if there are activities that are coming up; contact the appropriate contact person.

List of events and contact people:

Month	Event	Contact Person	Past Participation?
September	Student Activities Fair		Yes
	Family Day		
	Sustainability Week	Brandon/Shannon	Yes
	Homecoming Weekend	Laura Armstrong	Yes
October	Wellness Fair	Cristie Gerhab	Yes
November	UC Craft Fair	Yvon Kennon	Yes
April	CoSA	Dean's Office	Yes
April	Earth Day	UCEA	Yes
March/April	Relay for Life		No
General	Air Band		Yes
	Alumni Weekend	Laura Armstrong	
	Capstone Days	Admission	Yes
	Common Hour events		Yes
	Lower Wismer Tabling	Todd McKinney	Yes

Consider hosting a weekly activity to raise awareness about Sustainability and ways to implement sustainability in student life. EcoMonday drop-in events? Eco-Reps?

- Recycling games
- Board games
- Poker night – playing with recyclables
- Craft nights – origami, window stars, etc.
- Young Alumni in Sustainability/ENV fields tea
- Caroling
- Dancing lessons
- Bike Mechanic Mondays
- Quizzo
- Green Cert how-to
- Poetry improve – Sustainability to go
- President's Forum specifically about Sustainability

Events – Partnerships: Partner with different organizations on campus whenever possible. This is a great way to increase participation and awareness!!! Some of our partnerships:

- UCARE (activities – Prom Dress Drive, Wismer on Wheels, PWC, UTC)
- Wellness/ NEWu (activities, wellness points)
- Hillel (events, dinners)
- Multicultural Affairs (speakers)
- Student Activities (movies, events)
- Alumni Affairs (homecoming, etc.)
- Events (Commencement, etc.)
- Career Services (jobs, speakers, etc.)
- Communications Office (articles)
- Facilities Services (Land, construction, contracts)
- GSA ?
- Greek Life (recycling at parties)
- ResLife (Sustainability RA committee, EcoReps, events)
- Campus Safety (bikeshare)
- Business Office (bikeshare, farmers market)
- Admission Office (maps, tours, information)

Below is a suggested timeline and ideas for article topics:

- August/September:
 - Sustainable Move-In
 - Sustainable Living on campus
 - Farm
- October
 - Sustainability Week
 - Green Certification
 - Sustainable sports or Halloween
- November
 - Sustainability Committee
 - Sustainable Food
- December
 - Sustainable Holidays
 - Consumption
- January
 - Energy
 - GHG Inventory
 - CSAP update
- February
 - Recyclemania
- March
 - Water
 - Bikeshare
- April
 - Earth Day
 - Farm
- May
 - Move Out
 - Commencement
 - Post Graduation Sustainability

Don't assume that someone else will write/publish your article for you!