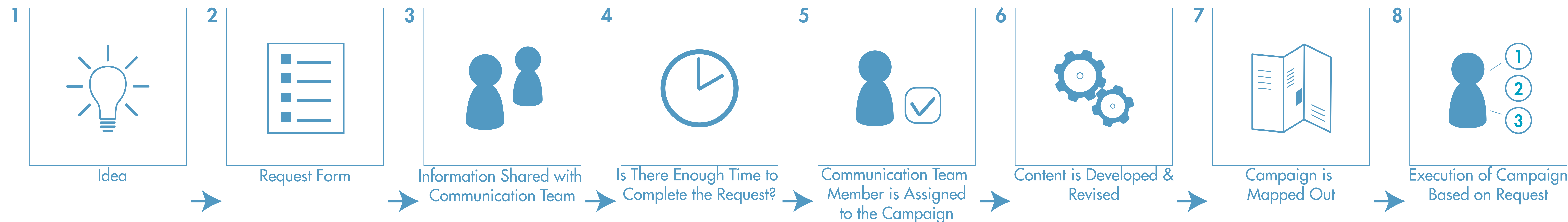


# HOW TO DEVELOP A COMPREHENSIVE COMMUNICATION PLAN FOR SUSTAINABILITY OFFICES IN HIGHER EDUCATION

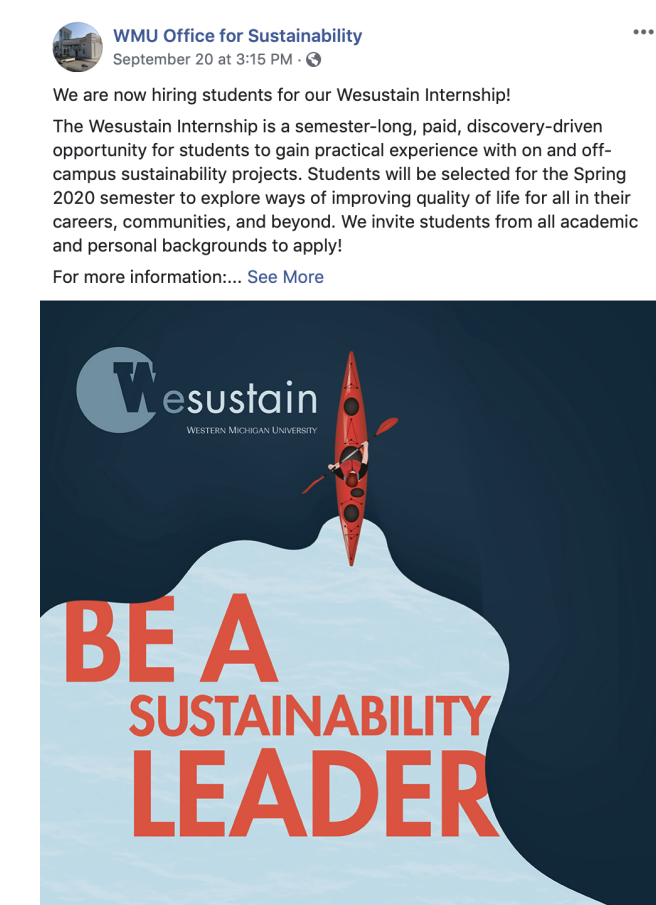
TIMELINE

## Planning a Campaign



RESOURCES & TOOLS

## Content Standards



### Text

- Concise
- Grammatically Correct
- Working Links
- Positive & Inclusive
- Readable



### Photo/Video

- Clear
- Compelling
- Correct Aspect Ratio
- Appropriate
- High Resolution



### Institution Specific

- CMS & Social Media Rules
- Specific Writing Style
- Postering Policy
- Chalking Policy
- Consistent Branding



### Accessibility

- Minimal Text
- PDF Software Compliance
- Captions
- Alternative Text
- Color Safe

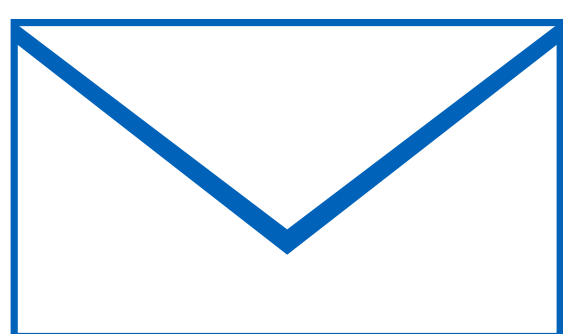
## Organizing & Keeping Track



### Calendars

#### Do You Utilize...

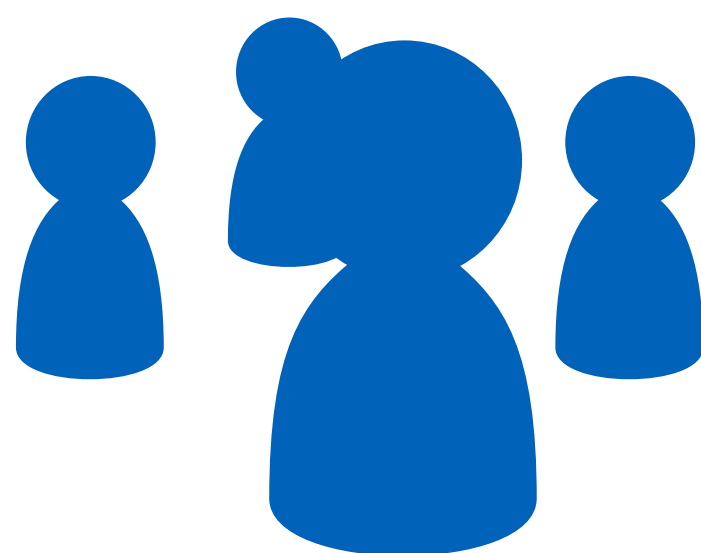
- Planners?
- Outlook?
- Weekly or Master Calendars?



### E-Mail

#### Do You...

- Send Informative E-mails?
- Team E-mails?
- Department E-mails?



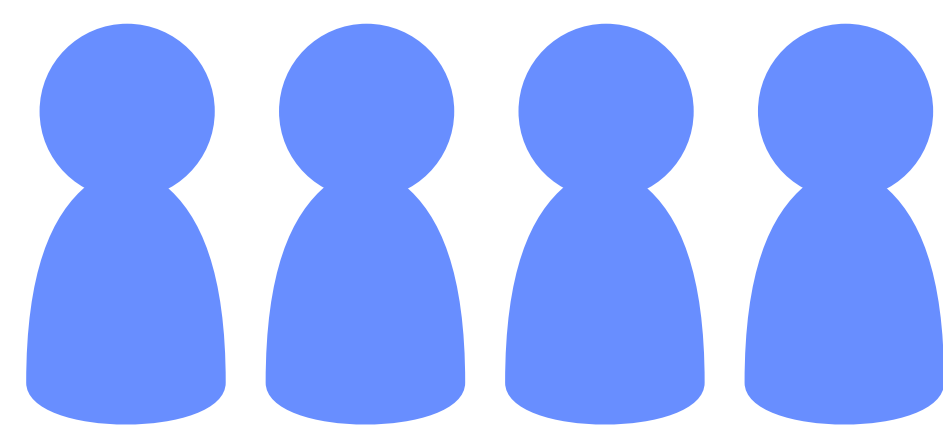
### Communication Team meetings

#### Do You...

- Hold Communication Team Meetings?
- Ask for Help?
- Assign Tasks?
- Review Campaigns & Provide Feedback?
- Create Systems of Accountability?

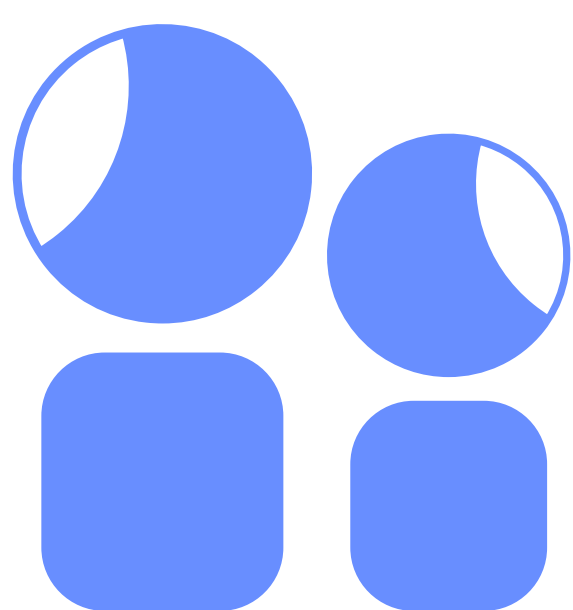
FOUNDATION

## Diversity, Outreach & Inclusion



### Think About Audience

- Who do you cater to?
- Who is represented in your promotional materials?
- Who attends your events?



### D&I Exercises

- Are You Facilitating:
- Workshops?
  - Assessments?
  - Discussions?



### Broader Patterns

#### Consider the Following:

- Environmental Stereotypes
- Location-specific Demographics
- College-specific Demographics
- Environmental Issues & Vulnerable Groups