

WMU OFS
COMMUNICATION
TEAM

FALL 2018 PROJECT BRIEF

*By: Carolyn Sacha, Sarah Misiak
and Maggie Scannell*



WESUSTAIN INTERNSHIP

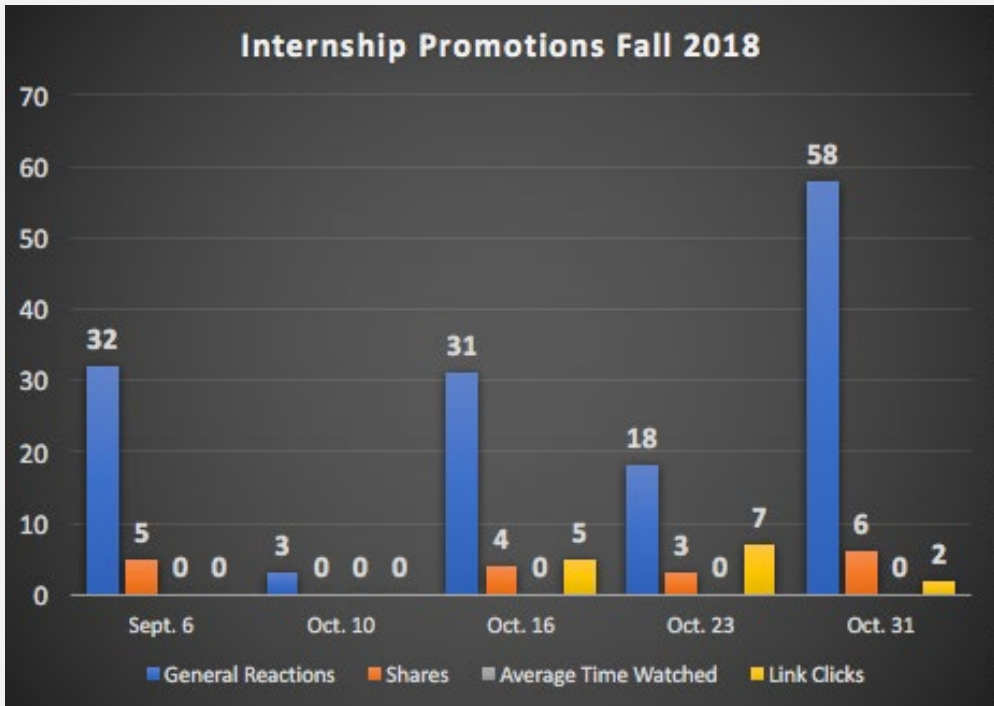
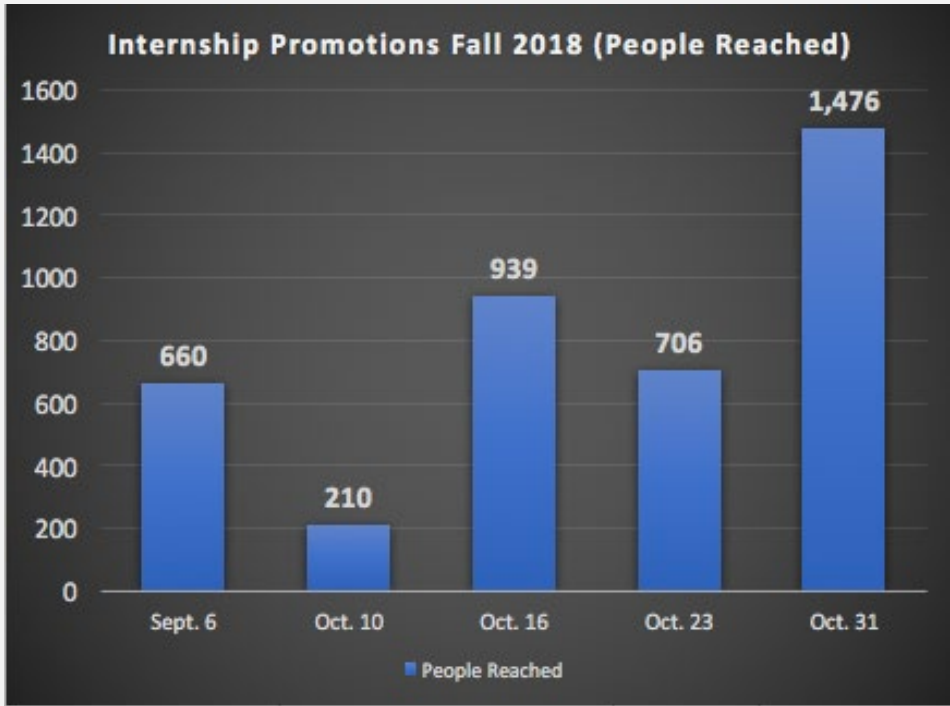
Carolyn Sacha

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WESUSTAIN INTERNSHIP

For this semester’s promotion, we utilized both photo, text and video posts. There were a total of 27 applications.

Post Desc.	Post Date	People Reached	General Reactions	Shares	Average Time Watched	Link Clicks
First post, photos	Sept. 6	660	32	5	N/A	0
Paddle into adventure, photos	Oct. 10	210	3	0	N/A	0
Helene video	Oct. 16	939	31	4	7 seconds (19%)	5
Marshall video	Oct. 23	706	18	3	6 seconds (48%)	7
General intern video	Oct. 31	1,476	58	6	8 seconds (10%)	2
Total:		3,991	142	18	N/A	14



WESUSTAIN INTERNSHIP



WMU Office for Sustainability



Are you ready to paddle into adventure? Well put your life jacket on, the Wesustain Internship can take you there!

The Wesustain Internship is a paid semester-long opportunity that is experience and learning-based. You will work in a group of interns to explore, understand and analyze topics of sustainability. And of course, there is always plenty of time for fun!

To find more information and the application, visit our website. Applications are due November 2 by 5 p.m.

<https://wmich.edu/sustainability/opportunities/internships>



WMU Office for Sustainability



WMU students! Today is the last day to send in your applications for the Wesustain Internship. Email your applications and the supplemental documents to wmu-sustainability@wmich.edu by 5 p.m. today to be considered!

Check out our other posts and website for more information about the internship.

<https://wmich.edu/sustainability/opportunities/internships>



WMICH.EDU

Wesustain Internships | Sustainability | Western Michigan University

WMU OFS
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SUSTAINABILITY CELEBRATION

Carolyn Sacha

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SUSTAINABILITY CELEBRATION

This year's Sustainability Celebration was modelled after last year's with some minor changes. There were tables set up from community and on-campus groups, local food and drink, our Open Bike Shop and more. The event concluded with two workshops led by OfS employees.

Post Desc.	Post Date	People Reached	General Reactions	Shares	Link Clicks
First post, photo, link	Sept. 5	775	47	5	5
Workshops descriptions	Sept. 13	270	11	1	1
Bicycle Giveaway	Sept. 19	250	5	0	0
Reminder - tomorrow	Sept. 26	244	11	0	0
Total:		1539	74	6	6



SUSTAINABILITY CELEBRATION



WMU Office for Sustainability shared an event.



Tomorrow is the day! Come to the Office for Sustainability (OfS) to join the Sustainability Celebration! We will have live music, local food and coffee, a recycling game, a bike giveaway and more.

We will also have our Open Bike Shop open from 12 to 3 p.m., so bring your bike!

Don't forget to sign up for the workshops from 4 to 6 p.m. Our Worm Composting for Beginners is full, but our Bike Basics still has room. Sign up online on our website or at the OfS the day of the event.

We'll see you there!



THU, SEP 27

Sustainability Celebration

WMU Office for Sustainability · Kalamazoo

41 Went · 150 Interested

✓ Going ▾



SEP
27

Sustainability Celebration

Public · Hosted by WMU Office for Sustainability

✓ Going ▾



Thursday, September 27, 2018 at 12 PM – 6 PM

about 1 month ago



WMU Office for Sustainability

2529 W Michigan Ave, Kalamazoo, Michigan 49008

Show Map



Hosted by WMU Office for Sustainability

Typically replies within a few hours

Message Host

About

Discussion

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STUDENT SUSTAINABILITY GRANT

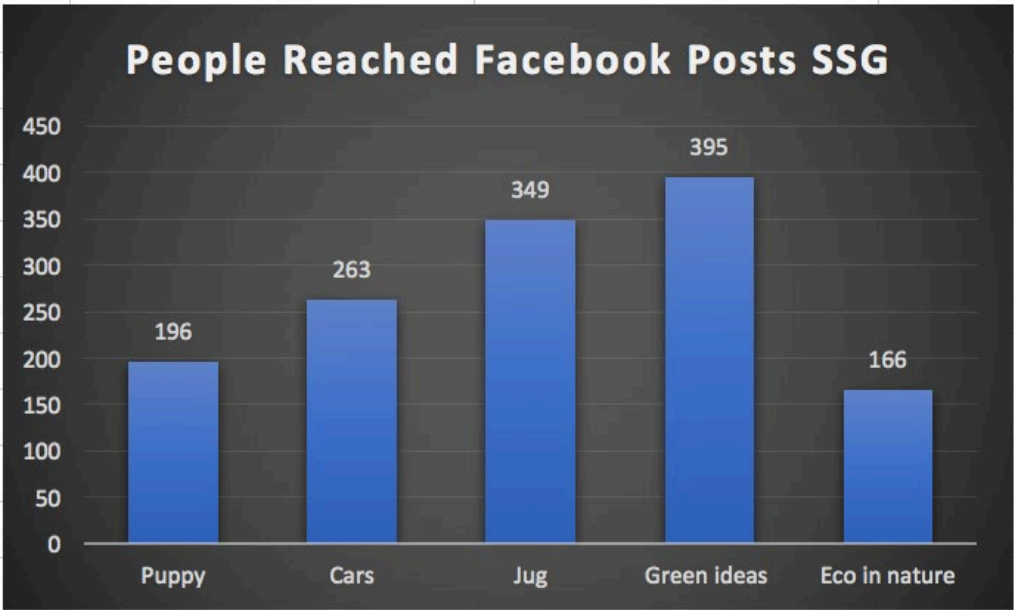
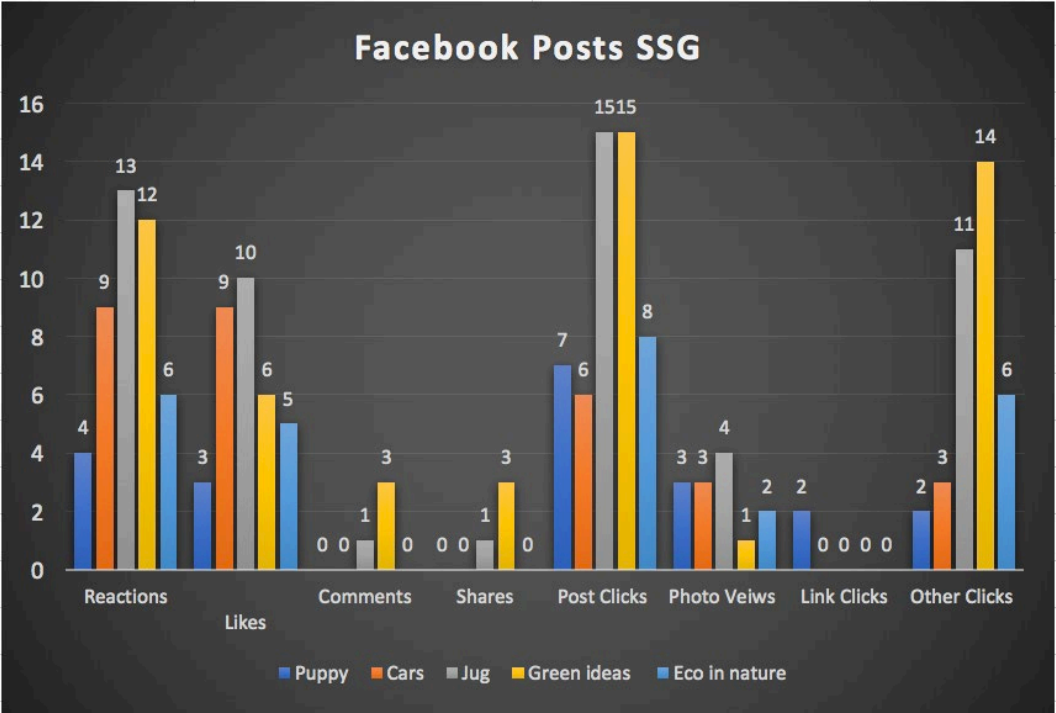
Sarah Misiak

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STUDENT SUSTAINABILITY GRANT

The SSG was promoted on Facebook and Instagram using text, photos and video. We received a total of 14 abstracts and 7 grants.

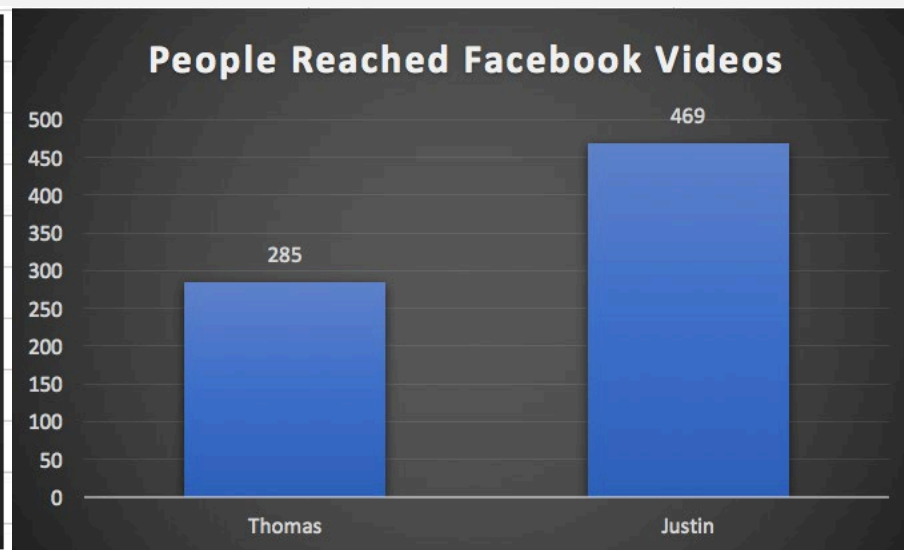
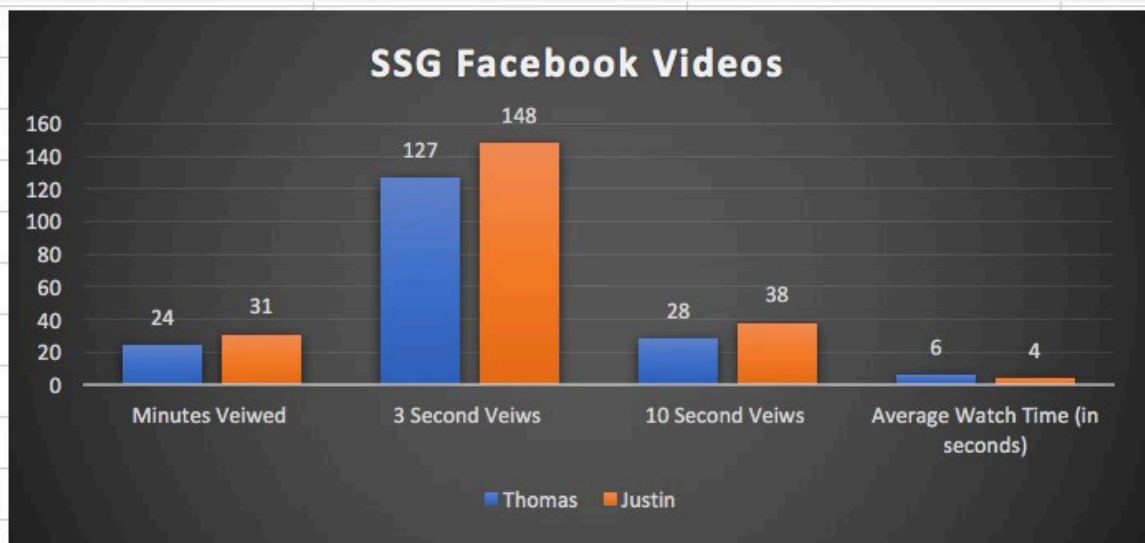
FaceBook	People Reached	Reactions	Likes	Comments	Shares	Post Clicks	Photo Veiw	Link Clicks	Other Clicks
Puppy	196	4	3	0	0	7	3	2	2
Cars	263	9	9	0	0	6	3	0	3
Jug	349	13	10	1	1	15	4	0	11
Green ideas	395	12	6	3	3	15	1	0	14
Eco in nature	166	6	5	0	0	8	2	0	6



STUDENT SUSTAINABILITY GRANT

Facebook videos included Justin explaining the SSG, as well as Thomas talking about his SSG experience.

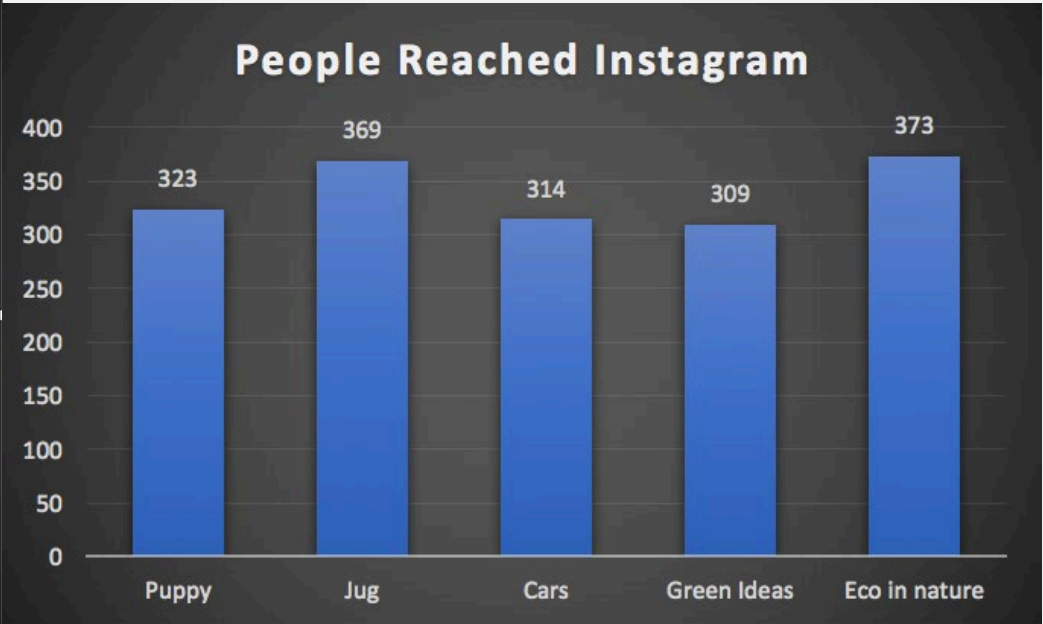
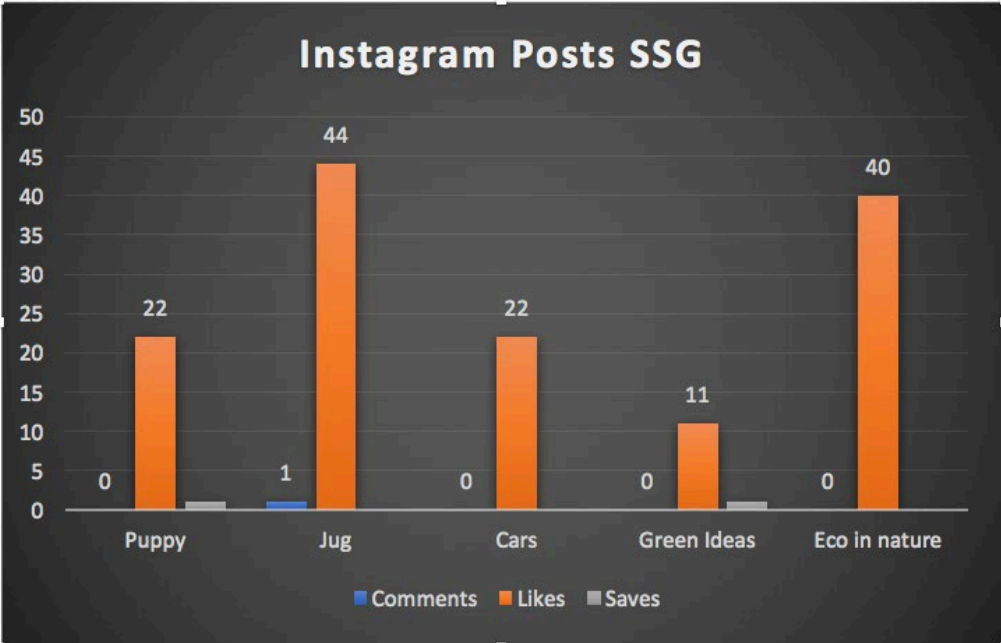
Facebook Videos	Minutes Veiwed	3 Second Veivs	10 Second Veivs	Average Watch Time	People Reached
Thomas	24	127	28	6 seconds	285
Justin	31	148	38	4 seconds	469



STUDENT SUSTAINABILITY GRANT

The SSG was promoted on Instagram using pictures of past SSG winning ideas.

Instagram	People Reached	Comments	Likes	Saves
Puppy	323	0	22	1
Jug	369	1	44	0
Cars	314	0	22	0
Green Ideas	309	0	11	1
Eco in nature	373	0	40	0



STUDENT SUSTAINABILITY GRANT

**WMU Office for Sustainability**
Published by Sarah Misiak [?] · November 14 at 11:28 AM · 🌐

Tomorrow is the last day to turn in applications for the Student Sustainability Grant. If you have a green idea that you want to see implemented on campus, make sure to submit your application by 11:59 p.m. tomorrow. We can't wait to see your green ideas!



 206 people reached

Boost Post

  John Lee, Dee Mita and 6 others

 Like

 Comment

 Share



 Write a comment...

**WMU Office for Sustainability**
Published by Sarah Misiak [?] · October 12 · 🌐

Meet our Project Manager, Justin Gish. Justin oversees the Student Sustainability Grant and is here to tell us a little more about how you as a student can take advantage of this opportunity.

For more information, check out <https://www.wmich.edu/sustainability/grants> or email ssg-sustainability@wmich.edu



 People have watched this video for a total of 32 minutes

Boost Post

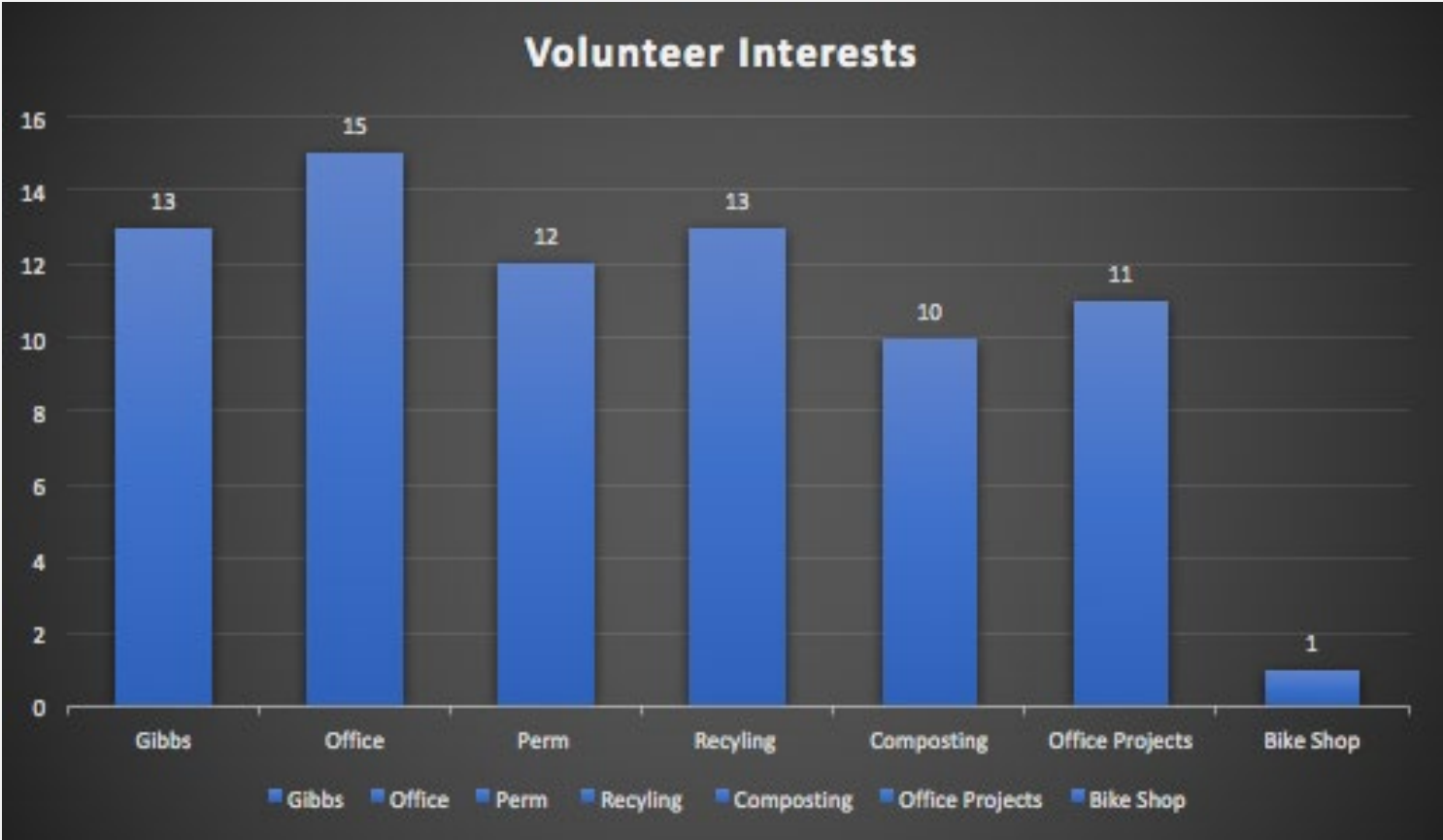
 Hongor Batbold, Jeffrey Hillman and 7 others

2 Shares 150 Views

VOLUNTEERS

There was a total of 18 volunteers this fall, compared to 25 last fall. There are very few opportunities available for volunteering at the office.

Number of Volunteers	Gibbs	Office	Perm	Recycling	Composting	Office Projects	Bike Shop
18	13	15	12	13	10	11	1



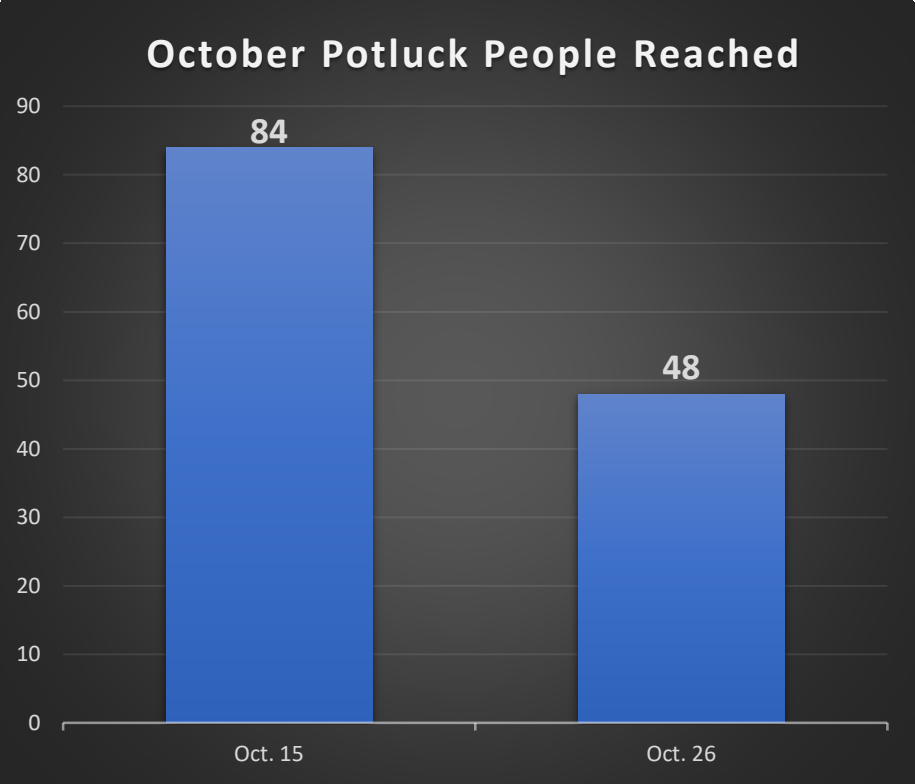
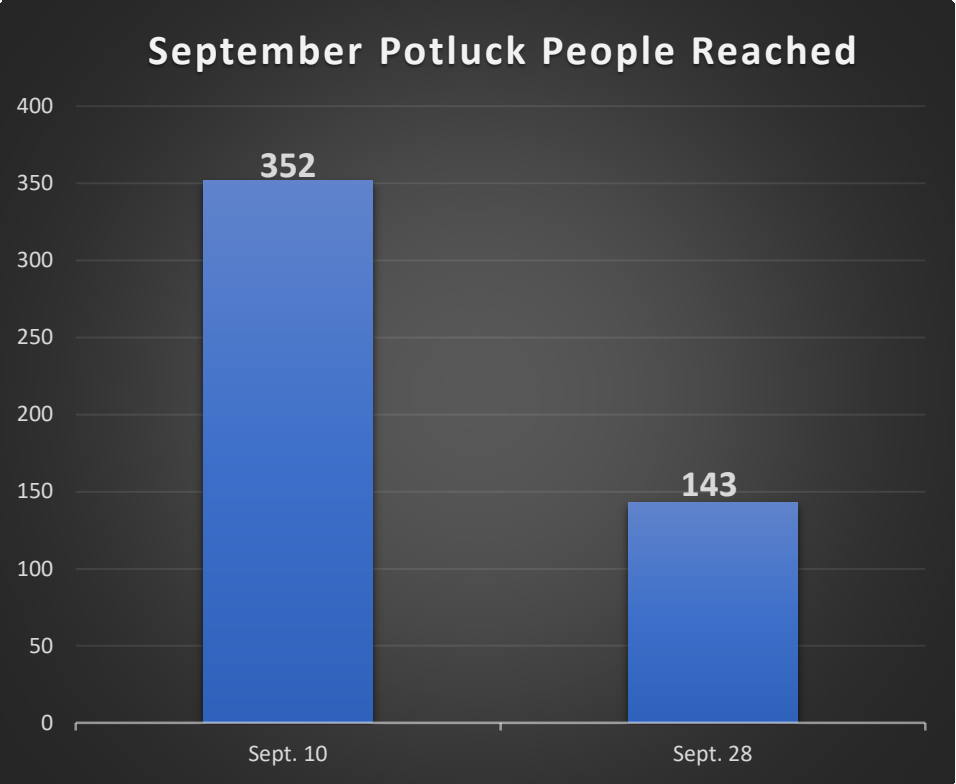
GIBBS HOUSE POTLUCKS

Maggie Scannell

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GIBBS HOUSE POTLUCK

September Potluck				October Potluck			
Post Desc.	Post Date	People Reached	Responses	Post Desc.	Post Date	People Reached	Responses
September Event Published	Sept. 10	352	15	October Event Published	Oct. 15	84	0
Day-of Reminder Post	Sept. 28	143	5	Day-of Reminder Post	Oct. 26	48	0
EVENT PAGE TOTAL		2,998	84	EVENT PAGE TOTAL		395	53



GIBBS HOUSE POTLUCKS

**WMU Office for Sustainability** added an event.
September 10 · 🌐

On Friday, September 28th everyone is invited to the first Gibbs House Potluck of the season! Come meet the new Gibbs Fellows, enjoy delicious vegan-friendly food, play ping pong in the yard, and learn about current Gibbs House happenings!
Please bring a dish to pass if you are able to.

*Parking instructions: please park in lot P7.
A free shuttle will transport attendees from the soccer field parking lot to the Gibbs house and back at your convenience!

Do not park at Asylum Lake Preserve parking lots
Please understand that alcohol is prohibited at this event.



FRI, SEP 28
September Gibbs House Potluck
4503 Parkview Ave, Kalamazoo, MI 49008-2505, United...
👤 27 Went · 57 Interested

👤 353 people reached
Boost Unavailable

👍❤️ Denia Ramirez Soriano, Wayne Bond and 13 others



OCT 26
Howling October Potluck
Public · Hosted by WMU Office for Sustainability

★ Interested

🕒 Friday, October 26, 2018 at 6:30 PM – 9:00 PM EDT
about 1 month ago

📍 Historically Haunted Gibbs House

GENERAL COMMUNICATION

*Carolyn Sacha, Sarah
Misiak and Maggie
Scannell*

WMU OFS
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HOW WE OPERATE

We utilize varying platforms and techniques to promote our events, programs and projects.

- Social media
- Paper products
- Constant Contact/Email blasts
- Signature program
- Tabling events
- Website/Press releases

HOW WE OPERATE

Paper products

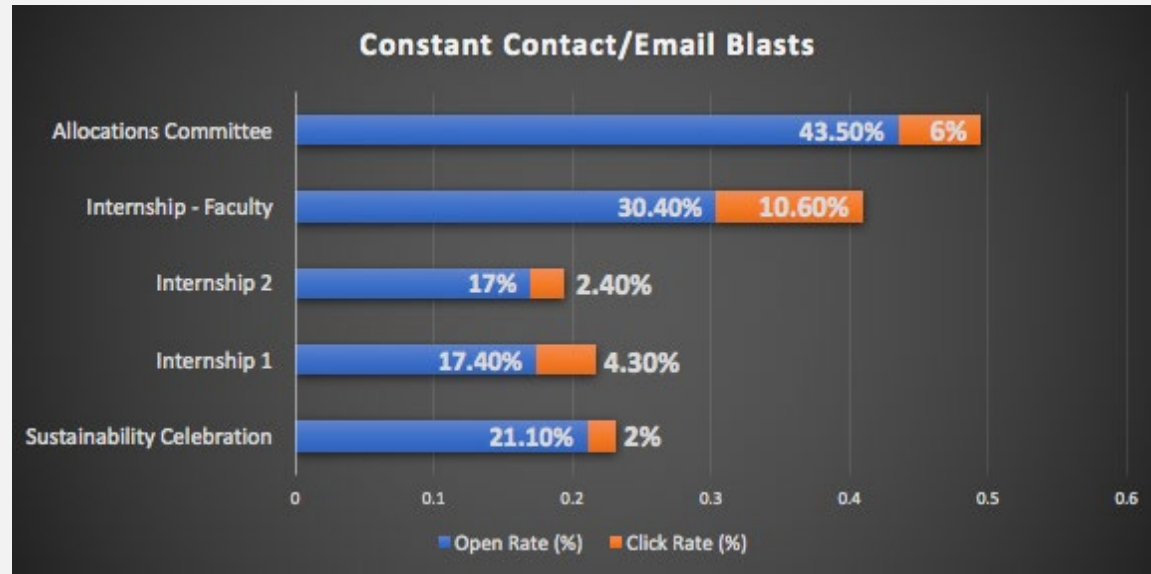
- Order from Precision Printing
 - Posters
 - Flyers
- Print in-house
- These are posted on and off campus with staff help
- Flyers are taken to classes, other departments and left on our front desk

Event/Program	Amount posters ordered	Amount flyers ordered
Sustainability Celebration	175	50
Internship	75	In Office
Student Sustainability Grant	75	In Office
Open Bike Shop	125	In Office
Bronco Bikes	N/A	In Office

HOW WE OPERATE

Constant Contact/Email blasts

- Collecting emails
- New emailing system
- Tracking how people interact
- Focused emails



HOW WE OPERATE

Signature Program

- New to us and WMU
- Swipe system
- Tracking attendance

Event/Program	# of Events	Amount of swipes
Volunteering at GH	10	13
Open Bike Shop	13	19
Mobile Fix-It	1	N/A
GH Potlucks	3	N/A
Sustainability Celebration	1	8
Sustainability Chat	1	31 (54 counted)
Bird's Eye View	1	

HOW WE OPERATE

Tabling Events

- Bronco Bash
- Graduate Fair
- Job Fair
- Open House
- Benefits and Wellness Expo
- Bird's Eye View
- Transfer Day
- Medallion Competition

Website/Press Releases

- Open Bike Shop
- Sustainability Celebration*
- Student Sustainability Grant*
- Wesustain Internship*
- Art Wall
- Sustainability Chats

BEYOND THE OFS

The Communication Team also promotes events that are not hosted at or through the OfS...

- Move in/move out recycling
- Dr. Marion Nestle lecture
- Shantha Alonso's Environmental Justice talk
- Campus Beet
- Bell's Water Warriors and Triple Divide movie night
- Bird's Eye View



QUESTIONS?



THANK YOU