Marketing & Communications Plan
For 2009-2010

“Talking Louder About Campus Sustainability”

Funded by a Grant from
The Green Initiative Fund (TGIF)

University of California, Berkeley
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For more information on Sustainability at UC Berkeley, visit: http://sustainability.berkeley.edu/
1 Acknowledgements

The development and implementation of this Plan are made possible by a grant from The Green Initiative Fund (TGIF).

2 Executive Summary

The UC Berkeley Office of Sustainability (OS) received a grant from The Green Initiative Fund (TGIF) to support sustainability communications for the 2009-2010 Academic Year. This plan details the activities, and expenditures covered by that grant, and although some of the communication activities detailed here may also be partially funded by other sources, major communication efforts should credit TGIF. The audience for this document includes the staff, interns, and partners of the Office of Sustainability.

The primary targets for these communications are UC Berkeley students, staff, and faculty. An emphasis should be placed on faculty as they have been challenging to reach. Secondary targets include the city of Berkeley, donors, and peer schools.

Key campaigns for sustainability communications for the 2009-2010 Academic Year are Recycling and Transportation. We chose to focus on these topics because the community needs more guidance on the specifics of these programs, and how they operate on campus, than topics like energy and water conservation. The goals for these two campaigns are--

Recycling: To raise awareness of proper recycling and composting, and to increase diversion rates.
Transportation: To expand awareness of the impact of transportation on the environment and UCB's climate goals, and to increase the use of alternatives.

Guiding Tenets for sustainability communications include:

- **Branding** – creating and using a consistent message and imagery
- **Efficiency** – creating content for re-use, and leveraging high-impact channels such as websites
- **Metrics** – plan how the success of communication activities will be measured, and use metrics to improve future communication choices

Goals for Sustainability Communications exist on three levels:

1) **Awareness & Access** – raising awareness and ensuring the UCB community has access to the information
2) **Education, Empowerment, & Engagement** – invoking behavior change and empowering the UCB community to integrate sustainability into their daily activities
3) **Involvement & Input** – expanding the cadre of sustainability champions who are involved at the campus-wide level.

Sustainability Communications activities are outlined in more detail in a separate document, the Communications Inventory, which includes information such as Category, Action needed, Objective, Priority, Status, Timeframe, Audience, Impact Scale, suggested Metrics, and website. Impact Scale (small, medium, or large) captures the relative scale of how many people may be reached by the communication activity, with some adjustment for depth of involvement with the audience. A listing of communications activities, by timeframe, can be found in the Communications Activities section.
3 Introduction

3.1 How to Use This Plan

This Communications and Marketing Plan (Plan) is intended for use with the Communications Toolkit, a set of files that includes example documents, contact information, and additional guidance for implementing the Plan. Key documents in the Toolkit include:

- **Communications Inventory**, a detailed description of each activity listed in the Communications Activities section of this document, providing additional guidance, ideas, metrics, key information, contacts, and websites.
- **Communications Matrix**, an excel spreadsheet containing all of the information in the Communications Inventory, and allowing the user to sort the information based on timeline, priority, etc.
- **Stakeholder database**, an excel spreadsheet of contact people relevant to sustainability and communications.

Those implementing this Plan should feel free to use, expand, and update this Plan and the other Toolkit documents during Plan implementation and after, to capture new ideas and materials, allow future communications efforts to build on existing, and make the best use of limited resources.

The Toolkit should be kept in a location that is easily accessible to OS staff and students alike, such as the Berkeley bspace site.

3.2 Plan Scope

This Plan outlines the key messages, objectives, audience segments, and strategies for the marketing and communications efforts of the UC Berkeley Office of Sustainability for time period August 2009 - July 2010.

The purpose of the Plan is to support the UC Policy on Sustainable Practices and UC Berkeley’s Climate Action Plan and related campus sustainability goals by raising awareness, educating, and encouraging sustainable behavior.

This Plan covers the following initiatives that are part of the campus Climate Action Plan’s mitigation projects list: the Campus Green Department Certification Program, the Campus Green Event Certification Program, the energy efficiency education programs in buildings, increasing use of composting and the bicycle programs. These mitigation initiatives are called out in the 2009 Climate Action Plan to reduce greenhouse gas emissions by over 2,500 tons through behavioral changes and choices.

This Plan covers activities over and above specific mandates for the UC Berkeley campus. Communications and infusing sustainability into the operations through engagement of the campus community are generally not mandated or specifically called out as requirements but are part of the mission of the Office of Sustainability; however, involving many stakeholders in the process is fundamental to meeting campus mandates.

3.3 Key People

The key people who will be involved in implementing this Plan:

- **Office of Sustainability**: Lisa McNeilly, Kira Stoll, Joanna Young (Intern), Oscar Zisman (intern-webmaster), and additional Student Interns to be hired for Fall 2009 and Spring 2010.
- **Key Stakeholders & Partners**:
  - Facilities Services: Patrick McArdle, Christine Shaff, Sara Shirazi, Judy Chess
  - VC-Administration - Kathleen Satz - Director, Strategic Planning and Communications
4 Branding

To strengthen the sustainability communications efforts, it is important to consciously develop branding materials, a suite of standard language and imagery that represents UC Berkeley Sustainability and the Office of Sustainability. These assets, when developed thoughtfully and used consistently, lend credibility to communications, clear away confusion, and allow the audience to focus on the intended message. Below are some suggestions to start the process. Please also see the collection of brainstorming ideas from the June 2009 brainstorming session, summarized in the Branding Brainstorm section of the appendix.

4.1 Scope

It will be helpful to try to draw some boundaries around what the Office of Sustainability manages and represents, relative to Sustainability at Berkeley in general. For example:

The Office of Sustainability represents campus sustainability, including--
- Developing goals
- Planning ways to meet goals
- Supporting student / staff / faculty groups in their endeavors to support the goals
- Communicating internally and externally

Sustainability at Berkeley includes
- Campus sustainability, AND
- The study of sustainability as a whole (such as DCals)
- Cutting-edge research on global sustainability issues

The Office of Sustainability supports but is not directly involved in these last two topics.

4.2 Office of Sustainability Blurbs & Taglines

Long Blurb
The UC Berkeley Office of Sustainability helps to develop, coordinate, and support campus sustainability goals and initiatives. Our goals include fostering a culture of sustainability and helping the campus reach climate neutrality. We strive for excellence in breadth and depth, by--
- Implementing Bright Green programs to reduce our ecological footprint
- Raising awareness through our Talking Louder campaign
- Striving for transparency and accountability through our annual Campus Sustainability Report and Plan.

Elevator Pitch
The UC Berkeley Office of Sustainability coordinates campus sustainability goals and initiatives with a focus on climate action. We strive for excellence in breadth and depth, by implementing Bright Green programs to reduce our ecological footprint, raising awareness through our Talking Louder campaign, and emphasizing transparency and accountability through our annual Campus Sustainability Report and Plan.
One-Sentence Blurb
The UC Berkeley Office of Sustainability strives for excellence, coordinates campus sustainability goals and initiatives with a focus on climate action.

Tagline
Excellence in campus sustainability

4.3 Logo Style Guide and terms of use
The Berkeley Bright Green Logo is the visual representation of the Office of Sustainability. The Logo Style Guide helps inform how and where to use the Logo and the Bright Green imagery. It should cover the suite of logo/image options and their acceptable use. Take care not to create too many disparate versions of logos and imagery, or the power of the image-branding will be diluted. Maintain a strong common theme across all imagery, such as the consistent font, lowercase lettering, and green color of “bright green”.

<table>
<thead>
<tr>
<th>Logo Style</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bright Green Logo</td>
<td>Represents the Office of Sustainability and brands OS-sponsored programs.</td>
</tr>
<tr>
<td>Bright Green Logo w/ URL</td>
<td>Use for banners, and when it is essential to incorporate the main sustainability website with the logo.</td>
</tr>
<tr>
<td>Bright Green Brand</td>
<td>For UCB Sustainability initiatives endorsed by the Office of Sustainability, including Green Departments and Green Events. Can be used as Bright Green or just Green, as in “bright green energy” and “green event”. Font is green and all lowercase.</td>
</tr>
<tr>
<td>Bright Green Leaf</td>
<td>Use as an accent for OS-endorsed documents. For example, as a watermark for documents, certificates, etc.</td>
</tr>
<tr>
<td>Bright Green Mini-Leaf</td>
<td>Tiny logo for use where the full logo is not possible or appropriate, such as a web bookmark icon.</td>
</tr>
<tr>
<td>CACS Logo</td>
<td>For CACS website and other CACS-sponsored communications.</td>
</tr>
<tr>
<td>CACS Mini-Logo</td>
<td>For web bookmark icon</td>
</tr>
</tbody>
</table>
5 Communications Overview

5.1 Communication Goals

There are three levels of communication goals with regard to reaching and impacting the wider UC Berkeley Community regarding campus sustainability and general sustainability principles.

1) Awareness & Access
   a. Making campus sustainability information **easily available** (e.g., on websites).
   b. Establishing a recognizable **identity/brand** for sustainability initiatives across campus
   c. **Expanding the reach** of Sustainability Communications to external audiences (e.g., media, donors, neighbors, peers, grant agencies, etc.) as well as underserved internal audiences. Reaching out to faculty, in particular is a focus for 2009-2010.

2) Education, Empowerment & Engagement
   a. **Educating** the UC Berkeley community about what steps they can take, why they work, as well as what efforts are less effective.
   b. **Empowering** the UC Berkeley community to apply sustainability principles at work/school and home
   c. Increasing the number of staff integrating sustainable practices into their work
   d. Increasing the number of people using campus sustainability **services**
   e. Increasing the number of Green Event and Green Department **Certifications**
3) **Involvement & Input**
   - Providing for increased and more effective **information flows** between people and groups involved in sustainability on campus.
   - Increasing the number of people and groups who are **sharing** their sustainability lessons learned, best practices, and tools with others.
   - Expanding the roster of **champions & partners** who are involved in sustainability at the campus level, such as those providing input to campus-wide sustainability initiatives or serving as member of the “team” that will develop Stage 2 of the Sustainability program and related communications.

### 5.2 Communication Principles

- **Establish and maintain a unifying theme**, including colors, logos, message, tagline
- **Maintain the website as the hub** of the Communications network
  - All communications should include the URL: sustainability.berkeley.edu
  - All major communications should be duplicated online or refer to more information online, to reinforce sustainability.berkeley.edu as an authority for campus sustainability
- **Include Metrics** in the day-to-day implementation of the plan. For each communication activity, how can we measure success? Collect, document, and track metrics at every opportunity.
- **Prioritize**. Try to determine and focus on those communication activities that are most successful at influencing/impacting communication objectives with the fewest resources (time, effort, $).
- **Focus on efficiency**. Write announcements and articles so that little or no editing will be needed to re-use the content for multiple channels and audiences. Likewise, group communications where possible. For example, when developing the Bright Green Newsletter, be sure to include all recent and relevant announcements.
- **Provide materials as a resource** for others (UC schools, other peer schools) and maintain a suite of communications products and guidance in a central Toolkit folder for future use by the Office of Sustainability.
- **Credit TGIF** - all major communications should credit The Green Initiative Fund (TGIF) grant

### 5.3 Metrics

Talking Louder efforts will be analyzed and measured directly using metrics adapted from the TGIF Grant application. The Office of Sustainability will be able to capture additional metrics through the accomplishments of Green Events and Green Department Certification programs. Finally, the Office will be measuring overall progress towards Campus Sustainability Assessment goals, which will provide indirect evidence of the impacts of the Talking Louder Campaign on water use, purchasing practices, transportation choices, etc.

Metrics should be captured in a central place, to better monitor progress and make mid-course corrections, and for easy incorporation into a final TGIF report, the next Campus Sustainability Assessment, and other documents and publications. A useful location for capturing these metrics is the Communications Matrix document in the Communications Toolkit. See the How to Use This Plan section for more information.

Consider Metrics when planning communication activities. How will you measure whether or not the communication activity was successful? What information should you gather to determine whether or not to repeat the activity, or how to change it? For example, for unmonitored activities such as flyers encouraging newsletter/listserv signups, you might include some sort of code for people to use when they sign up for the newsletter. That way you will know where they heard about the newsletter, and consequently which communication activities were most successful at gaining newsletter readers. Asking people who come to sustainability-focused events (one-on-one or via a survey), “how did you hear about this event?”
Timing. As the TGIF grant activities will be focused during the period July 2009 – June 2010, metrics will measure activities and results during this time period. The implementers of this Plan will need to use their judgment regarding when and how these metrics are captured. Some should obviously be captured during and after a specific event, while others, such as web traffic and listserv members, should be measured periodically as well as after major announcements or outreach campaigns.

Suggested metrics are listed by communication activity, in the Communications Inventory document.

5.4 Documentation / Credit to TGIF
This Plan and its implementation are made possible by a grant from The Green Initiative Fund (TGIF). All major communications should include credit to TGIF, in accordance with the requirements of the TGIF grant, and to help publicize the fund.

6 Communications Activities

6.1 Immediate Activities

- Plan for early Fall 2009 semester events
  - Find out how to get on the agenda of desired events
  - Begin the process
  - Document process for the Toolkit
- Develop a Brand / Identity Guide (see Branding, below)
- Develop a framework (standard process and templates) for:
  - Sustainability Events
  - Tabling / representing at other events
  - Press releases/ announcements – guidance for retooling messages for various communication channels
- Develop database of stakeholders and contacts, to streamline communications efforts
- Publicize Website, Sustainability Plan, Assessment, rankings (Princeton Review, Sierra Club Cool Schools), Lisa Bauer article through various channels, including the newsletter, website announcements, and Facebook messages.

6.2 Key Campaigns
The Climate Action Plan, along with associated goals and accomplishments, is an overlying theme for all campus sustainability communications, and indeed, the main driver for this Plan. Key subtopics for communications for the 2009-2010 Academic Year are Recycling and Transportation. Unlike energy and water conservation, which are fairly uniform from place to place (e.g., turning off lights and taking shorter showers), recycling and transportation require more careful, location-specific guidance. Our goal is to tailor the outreach on these topics to provide information that is specific to UC Berkeley. Additional campaign topics include Air Travel, Sustainable Food, and Water.

Recycling

<table>
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<tr>
<th>Timeline</th>
<th>Status</th>
<th>Priority (1-5)</th>
<th>Goal Level</th>
<th>Impact Scale</th>
<th>Audience</th>
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<tr>
<td>potential</td>
<td>1</td>
<td>E</td>
<td>large</td>
<td>A F S</td>
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</tr>
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</table>

Descrip: Develop consistent and re-usable message about how to compost and recycle at UCB. Message should be clear and simple for anyone visiting, working, or living on the Berkeley Campus. Use
message for repeat campaigns through multiple venues. Develop clear signs that can be printed, laminated, and posted by bins. Work with building coordinators about signage, collocating bins, and occupant education. Post diversion rates on the website (at whatever level is available).

Objective: Raise awareness of proper recycling and composting, and increase diversion rates.

Action: Use Certified Green Events as an opportunity to raise awareness. Post guidance and example signs on website for students and building coordinators to download. Post articles in Berkeleyan, Daily Cal, Newsletter. Develop materials for orientation.

Metrics: Number of signs posted, number of pieces of information distributed. Gather information from facilities about diversion and contamination rates.

Website: [http://sustainability.berkeley.edu/pages/waste/overview.shtml](http://sustainability.berkeley.edu/pages/waste/overview.shtml)

### Alternative Transportation

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Status</th>
<th>Priority (1-5)</th>
<th>Goal Level</th>
<th>Impact Scale</th>
<th>Audience</th>
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<td>1</td>
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<td>medium</td>
<td>A F S</td>
<td></td>
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</table>

Descrip: Provide information about alternative transportation, and step-by-step guidance about how to obtain incentives and use alternatives. Provide information on impacts. If possible, provide information (visually) about impacts, e.g., total / average emissions.

Objective: Expand awareness of the impact of transportation on the environment and UCB’s climate goals, and increase the use of alternatives.

Action: Incorporate information into student/staff/faculty Orientation. Hold training session for existing staff. Ensure that easy-to-use information for students/staff/faculty is available online, publicize it through staff meetings, emails, newsletters.

Metrics: Number of people reached by the campaign (given literature, training). Any info that can be gathered about the subsequent increase in alternative transportation.

Website: [http://sustainability.berkeley.edu/pages/transportation/overview.shtml](http://sustainability.berkeley.edu/pages/transportation/overview.shtml)

### 6.3 Timeline

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Name</th>
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<th>Status</th>
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<td>Fall &amp; Spring</td>
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<td>Sept 8, ’09</td>
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<td>Other Office publications &amp; data</td>
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<td>Online Forum</td>
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<td>Unconventional Advertising</td>
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</table>

### 7 Budget

This budget table focuses on TGIF funding. Additional funding may be contributed by CACS and OS for sustainability communications.

#### Publicity and Communication Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Outreach Materials: flyers, event displays, branded giveaways $100</td>
<td>$100</td>
</tr>
<tr>
<td>Gift baskets $100</td>
<td>$100</td>
</tr>
<tr>
<td>Postcard reprint $1000</td>
<td>$1000</td>
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<tr>
<td>One-side-clean notepads $200</td>
<td>$200</td>
</tr>
<tr>
<td>Other $100</td>
<td>$1500</td>
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<tr>
<td>Green Department &amp; Green Event certificates (20 x $15 = 300)</td>
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<tr>
<td>SEP educational materials ($75)</td>
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<tr>
<td>SEP participant recognition awards (5 x $5 = $25)</td>
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<tr>
<td>Shuttle ad card (1 x $500 ad cost + $100 card printing = $600)</td>
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<tr>
<td>Green Department, allowing departments to apply for up to $50 to implement a sustainability initiative</td>
<td>$500</td>
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<tr>
<td>Technical Web Assistance</td>
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<tr>
<td>Forum and Training Refreshments</td>
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<tr>
<td>Advertising</td>
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<tr>
<td>Event related fees</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$18,250</strong></td>
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#### Personnel and Wages

<table>
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<tr>
<th>Item</th>
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<tbody>
<tr>
<td>Two to Four Student Communications Associates (up to 1000 hours)</td>
<td>$12,500</td>
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</table>

**Total** $18,250
8 Appendix

8.1 Target Audiences

8.1.1 STAFF

• **Key Messages for Staff**
  - Sustainability.berkeley.edu website as a resource – Staff & Faculty Guide
  - Green Department Program
  - Green Events Program
  - Green Purchasing
  - Composting
  - Recycling guidance for paper, cans, bottles
  - I Heart Tap Water Campaign
  - Air Travel – for some staff

• **Communication Channels**
  - [http://atyourservice.ucop.edu/forms_pubs/categorical/newsletters.html](http://atyourservice.ucop.edu/forms_pubs/categorical/newsletters.html)
  - Berkeleyan
  - New Employee Orientations
  - Annual Sustainability Summit
  - On-line training - to be developed
  - Emails –
    - Staff/faculty listserv – Nathan Broston’s Office (- draft email and send to Kathleen)
      - Lisa’s signature – Kathleen can approve
      - Nathan’s signature – his office must approve
      - Could send just to Deans & Directors, Chancellors
    - Chancellor’s email list: both fac/staff & student listservs
      - send to his assistant, for his signature
    - Student listservs – Student Affairs Unit
      - Can send to just students
  - Blu – Staff/Faculty Intranet [https://blu.berkeley.edu/](https://blu.berkeley.edu/)
    - Announcements on Blunews
  - Union communications – 11-13 Unions mostly system-wide
    - Clerical, technical, service – plumbers electricians & trade, nurses
    - Also faculty unions, Grad student employee unions
  - Building Coordinators
  - Staff organizations – analogous to student organizations [http://stafforg.berkeley.edu/](http://stafforg.berkeley.edu/)
  - Staff Committees – made up of both faculty & staff, and sometimes students [http://berkeley.edu/admin/committees.shtml](http://berkeley.edu/admin/committees.shtml)

8.1.2 FACULTY & ACADEMIC

• **Key Messages for Faculty & Academics**
  - Campus sustainability is a “We” issue, not a “they” issue
  - Climate Action Plan / Report / Accomplishments
  - Sustainability.berkeley.edu website as a resource – Staff & Faculty Guide
  - Green Department Program
  - Green Labs
  - Composting
• **Communication Channels**
  
  Note: A goal for 2009-2010 is to discover how to better communicate to academic staff.
  
  o [http://atyourservice.ucop.edu/forms_pubs/categorical/newsletters.html](http://atyourservice.ucop.edu/forms_pubs/categorical/newsletters.html)
  
  o [Calcierge http://calcierge.berkeley.edu/](http://calcierge.berkeley.edu/) – lures faculty into coming – Lisa has contact – names of professors – ask them about their experience/exposure/awareness, what worked best
  
  o Building Coordinators
  
  o Emails – getting them to read / care
  
  o Berkeleyan
  
  o Blu
  
  o Annual Sustainability Summit
  
  o On-line training
  
  o Academic Senate
    - Committee on Committees
    - Subcommittee on sustainability
    - Other Committees touch on these issues
  
  o *Do we need to break out:*
    - Permanent faculty
    - Visiting Instructors
    - Visiting scholars & post-docs – Kira has a contact person

8.1.3 STUDENTS

• **Key Messages for Students**
  o Sustainability.berkeley.edu website as a resource – Student Guide
  o Green Events Program
  o Recycling guidance at Res Halls
  o I Heart Tap Water Campaign
  o Student Groups
  o Learning Options (DCals, etc)

• **Communication Channels**
  o **Undergraduate**
    - Daily Cal
    - KALX
    - Mass emails
    - Orientation – new students
    - Res Student Services Programs
      - CalDining
      - RSSP – Room & Board
    - Student Clubs
    - Service learning / DCal
    - **Transfer students** – mid-year (Spring) – main CalSO program if Fall, auxiliary program if spring
    - Off-campus - still do CalSO
  
  o **Graduate**
    - Website for Grad Students
    - Dean of Grad Affairs
    - Graduate Assembly
  
  o **Professional**
- Law, Business, Public Policy, Public Health, Journalism, Architecture, Urban Planning

8.1.4 ALUMNI
- **Key Messages for Alumni**
  - Sustainability.berkeley.edu website as a resource
  - Initiatives & Events
  - Annual Publications
  - Opportunities to donate time, $$, career advice

- **Communication Channels**
  - BEAN publication [http://my.berkeley.edu/site/Clubs?club_id=1129&pg=main](http://my.berkeley.edu/site/Clubs?club_id=1129&pg=main)
  - BEAN Alumni Career Events

8.1.5 DONORS
- **Key Messages for Donors**
  - Sustainability.berkeley.edu website as a resource
  - Initiatives & Events
  - Annual Publications
  - Opportunities to donate $$

- **Communication Channels**
  - Climate Action Fund
    - Small donors – local people, potentially alumni, could be local businesses, event organizers, faculty
  - University relations – big central gifts
    - Development office handles alumni, corporate; Climate Action Fund set up through here
    - Development people in various Departments

8.1.6 BERKELEY COMMUNITY
- **Key Messages for Community**
  - Sustainability.berkeley.edu website as a resource
  - Improve Town-Gown relationships
  - Transportation
  - Initiatives & Events
  - Opportunities to partner

- **Communication Channels**
  - Bridging of Cap with City and Campus – joint presentation w/ community groups
  - Building Sustainability at Cal did City Hall Composting
  - Relationship with StopWaste.org - joint programs (Lisa Bauer)
  - Economic Development in City of Berkeley – sat on panel for Sustainable Business in Berkeley Awards (City Hall main offices are on Milvia between Center & Allston)
  - Partnering with Community Business, e.g., Café Strada
  - UCB Community Grant Program

8.1.7 MEDIA
Note: There is official Berkeley protocol for communicating with external media. However, the OS practice is to involve media relations on any external communications, especially any press releases. This may also apply to UC Berkeley publications.

- **Key Messages for Media**
• **Sustainability.berkeley.edu website as a resource**
  • **Annual Publications (such as the Plan and Assessment)**
  • **Press releases on a regular basis**
  • **Opportunities to cover Initiatives & Events**

  **Communication Channels**
  • **Sarah Yang – Campus media group**
  • **City of Berkeley Publications**
    ▪ Berkeley Voice
    ▪ Berkeley Daily Planet
  • **Campus newspapers – info on their readership may be on their websites**
    ▪ Daily Cal – students (some staff/faculty read, mostly students) – mostly undergrad
    ▪ Berkeleyan – faculty/staff (more staff that read it)
      ▪ Under Public Affairs umbrella
        o Also does external media relations
    ▪ Sustainability Beat Reporter
  • **“Cal in the Community” - Cal Publication that goes to community – Sustainability Assessment was highlighted in there – May have been disbanded**
  • **KALX – UCB radio – basement of Barrows Hall**
    ▪ Public service announcement
      ▪ Submit, get approved, DJs read a handful every hour
      ▪ Talk to DJs who already have programs – would sustainability topics fit in?
        ▪ Maybe a student broadcast
  • **Find the right people and make right connection**
  • **UCTV - UC-wide, out of OP**
  • **Videos from Public Affairs**

  **8.1.8 PEERS**

  **Key Messages for Peers**
  • **Sustainability.berkeley.edu website as a resource**
  • **Sharing information, best practices, especially on implementing UC-wide policies**
  • **Opportunities to partner**

  **Communication Channels**
  • **UC-Wide Monthly Calls**
    ▪ Sustainability Officers Call
    ▪ Sustainability Call – Officers, Chairs of Advisory Committees – mostly staff, but could be students (TGIF Coordinators are on the call)
    ▪ Food working Group
    ▪ Green Building
    ▪ Transportation
    ▪ Etc
  • **AASHE – members**
  • **ACU President’s Climate Commitment – ACUPCC (other resources)**
    ▪ 645 signatures; UCOP signed
    ▪ Perhaps an AASHE initiative
  • **Sustainability Conference – annual – CC & State U system**
  • **Green School List (Lisa?)**
8.2 Challenges, Background, Lessons Learned

8.2.1 CHALLENGES

- Decentralization of campus – requires more diverse and targeted communication effort
- Faculty in particular are highly independent and difficult to engage – requires leveraging the faculty “green champions”, faculty organizations, and examples that apply to faculty.
- “Green costs more” stigma – requires promotion of “as good or better” options, as well as clear articulation of why it makes sense to do the things that actually do cost more.
- Staff not sure how to apply sustainability to their own jobs – requires providing examples and best practices, a lot of self-serve information (e.g. purchasing), and encouraging supervisor support.

8.2.2 BACKGROUND - SUMMARY OF OS COMMUNICATIONS TO DATE

- Website – re-launched sustainability.berkeley.edu and CACS websites – positive feedback
- Bright Green Newsletter – response has been positive and readership is increasing
- Some tabling at events – hard to hold people’s attention at larger events (such as Caltopia), fewer takers at smaller events (such as Earth Week), but in general worthwhile to help raise awareness.
- Communications through organizations such as CACS and CalCAP Steering Committee
- Green Event & Green Department Certification programs – a lot of interest
- Berkeleyan Articles about annual reports, press releases
- Emails to staff regarding copy paper guidelines & sustainability summit
- Presentations to various groups and DCal classes
- Presentations at conferences
- Coordination with PPCS and other key Departments

8.2.3 LESSONS LEARNED

- Giveaways & other collateral
  - T-shirts - not enough ‘bang’ for the buck, plus the issue of sizing for each intern
  - Stainless steel water bottles are not as big of a draw for a raffle because most people who will use them already have several
  - Music downloads are less useful because maybe half of all students do not have an iPod/MP3 player
- Events
  - CalFest / Staff Appreciation Day – limited opportunity for exposure to staff, so not worth tabling at this event
  - Calday – annual prospective students event – better served by student environmental groups than the Office
- General
  - Don’t wait until the last minute to decide how you’re going to get your message out. Research and plan for the venue as you’re developing the message – you may need some lead time for getting out mass emails, press releases, creating banners.

8.3 Best Practices / Benchmarking

Common sustainability communication strategies across peer schools include:

- “What You Can Do” guidance - sustainability tools and tips provided online
- Sustainability Curricula – degrees, certificates, institutes
- Calendar

Other notable strategies:

- Sustainability link on university home page
- Sustainability Principles online
- Counters showing real-time campus consumption & resources
- Catalog of sustainability reports and documents (including student research)
- Training

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<td>Harvard</td>
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<tr>
<td>University of British Columbia</td>
<td>Institute for Resources, Environment and Sustainability: <a href="http://www.sdri.ubc.ca/">http://www.sdri.ubc.ca/</a></td>
</tr>
<tr>
<td></td>
<td>Online, counters showing real-time campus consumption &amp; resources saved <a href="http://www.sustain.ubc.ca/">http://www.sustain.ubc.ca/</a></td>
</tr>
<tr>
<td></td>
<td>What can you do about Climate Change: <a href="http://climateaction.ubc.ca/">http://climateaction.ubc.ca/</a></td>
</tr>
<tr>
<td></td>
<td>Catalog of student sustainability reports: <a href="http://www.sustain.ubc.ca/seedslibrary/">http://www.sustain.ubc.ca/seedslibrary/</a></td>
</tr>
<tr>
<td></td>
<td>Sustainability Videos: <a href="http://www.sustain.ubc.ca/">http://www.sustain.ubc.ca/</a></td>
</tr>
<tr>
<td>UC San Diego</td>
<td>Sustainability Principles: <a href="http://sustain.ucsd.edu/commitment/principles.html">http://sustain.ucsd.edu/commitment/principles.html</a></td>
</tr>
<tr>
<td></td>
<td>Guidance for Individual Actions: <a href="http://sustain.ucsd.edu/difference/index.html">http://sustain.ucsd.edu/difference/index.html</a></td>
</tr>
<tr>
<td>UC San Francisco</td>
<td>Sustainability Series, incl. Paperless Office: <a href="http://calendar.ucsf.edu/event/15670/">http://calendar.ucsf.edu/event/15670/</a></td>
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<tr>
<td></td>
<td>Listing responsibilities and targets for each initiative: <a href="http://www.fm.ucsf.edu/ucsf_sustain_cmtte.html">http://www.fm.ucsf.edu/ucsf_sustain_cmtte.html</a></td>
</tr>
<tr>
<td>University of Michigan</td>
<td>Campus Sustainability link on Home Page: <a href="http://www.umich.edu/">http://www.umich.edu/</a></td>
</tr>
<tr>
<td></td>
<td>Sustainability Fieldtrip for schoolchildren: <a href="http://snre.umich.edu/ties/overview">http://snre.umich.edu/ties/overview</a></td>
</tr>
</tbody>
</table>
### 8.4 Future Ideas

- **Catalog of sustainability reports** and documents (including student research) – help integrate work and build on, rather than re-create research that has been done.
- **Expanding the sustainability curriculum and degrees offered.** For more information, see the examples in the Best Practices / Benchmarking section of this plan, as well as the UC website: [http://www.universityofcalifornia.edu/sustainability/curriculum.html](http://www.universityofcalifornia.edu/sustainability/curriculum.html)

### 8.5 Branding Brainstorm

**Words & Themes from June 2009 Brainstorm Session**

- access
- excellence
- engagement
- pursuit of excellence
- leadership
- example
- bright green
- daily activities
- sustainability lens
- engagement
- humility
- continual improvement
- process
- journey
- best practices
- aspiration
- motivation
- inspiration
- practicing
- results
- engagement
- breadth & depth
- innovation
- campus as lab
- integrity
- transparency
- green must be as good or better
- accountability
- responsibility
- stewardship
- goals
- contribution
- control
- recognition
- goals
- relevance
- tangible
- involvement
- process
- priorities
- bold
- every effort counts