

Campus Engagement

iSEE Communications

3/2/2021

iSEE

Institute for Sustainability, Energy, and Environment



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ILLINOIS
URBANA - CHAMPAIGN

iSEE Communications



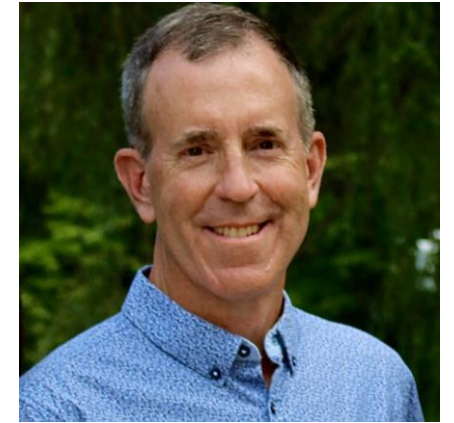
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iSEE Communications

“ Bridge the gap between science and the general public to increase awareness and understanding of sustainability-related research, educational opportunities, and programming at Illinois. ”



Research

Profiles of scientists & projects
Funding announcements
Exciting research breakthroughs



Education & Outreach

Sustainability minor & courses
Public lectures and seminars
Q Magazine and the CEW



Campus Sustainability

Certified Greener Campus Program
Challenges, contests, & events (oh my!)
Illinois Climate Action Plan (what's that?)



Outreach Channels

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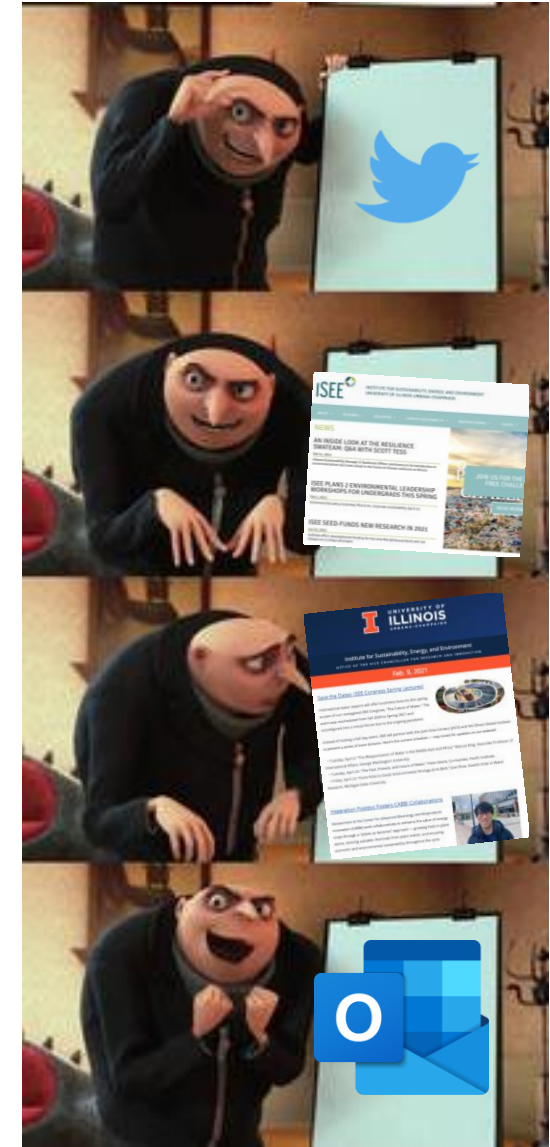
- *e-Newsletter*
- *Social media*
- *Websites*
- *Features, press releases*
- *NSRC digital signs*
- *Print fliers*
- *Annual, quarterly reporting*
- *Science Comm: EurekAlert!*
- *Class presentations*
- *In-person outreach (usually):
tabling, Quad Day, etc.*

Campus

- *Departmental newsletters*
- *Campus calendars*
- *News Bureau & story
submissions*
- *Email listservs*
- *Campuswide campaigns
(#PowerofI)*
- **Direct outreach*

Community

- *Local media outlets*
- *Expert interviews*



Best Practices

Content + Audience + Impact → Strategy



Thank you to our Certified Green Chapters

Gold Certified Chapters

Silver Certified Chapters

Bronze Certified Chapters



Communicating the Environment

- Translate science clearly and concisely
- Tell human stories
- Establish stakes: hit close to home, and then back up (or vice versa!)
- Build community — we're all in this together!
- Call your audience to action: what can they *do/think/share* about the topic?

NEWS RELEASE 16-FEB-2021

Out of this world: U of I researchers measure photosynthesis from space

Research team develops model to accurately calculate gross primary productivity (GPP) in bioenergy crops using satellite data.

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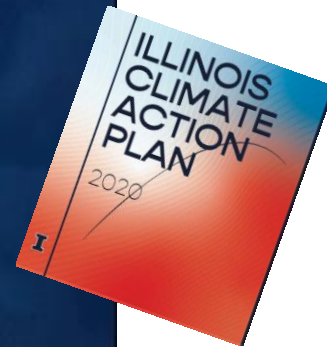
Research News

f t v u c SHARE

As most of us learned in school, plants use sunlight to synthesize carbon dioxide (CO₂) and water into carbohydrates in a process called photosynthesis. But nature



Putting It All Together



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Phase 1: Engage the Community

"Faces of..." campaign

Audience | Students, faculty, staff, & community members

Message | "We need YOU!"

Impact | Forums & feedback



Phase 2: It's Published!

Media outreach

Audience | Local media, journalists, campus communicators

Key Message | “Notice us!”

Impact | News coverage, shout-outs

iCAP 2020 Published; Official Launch at Campus Sustainability Celebration

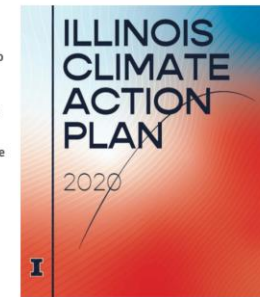
Oct 12, 2020 | News Releases

Urbana, Ill. — On Oct. 20, University of Illinois Urbana-Champaign Chancellor Robert J. Jones approved and signed the newest version of the Illinois Climate Action Plan (iCAP). iCAP 2020, developed through broad stakeholder engagement and led by the Institute for Sustainability, Energy, and Environment (ISEE) and Facilities & Services (F&S), commits the campus to divest from fossil fuels, switch to clean energy sources, cut landfill waste, and pursue environmental justice.

iCAP 2020 is the campus's strategic sustainability plan to achieve net-zero carbon emissions as soon as possible and by 2050 at the latest. This is critical and urgent, as atmospheric greenhouse gases (GHG) contribute to unstable agricultural productivity, food insecurity, and heightened levels of air and water pollution that will particularly affect our most vulnerable communities.

SMART (specific, measurable, achievable, relevant, and time-based) objectives crafted in pursuit of this goal are organized into eight key themes: Energy, Transportation, Land & Water, Zero Waste, Education, Engagement, Resilience, and Implementation. Among the 56 diverse iCAP 2020 objectives:

- Increase the number of trees on campus
- Use clean energy sources for 15% of the total campus energy demand



A Campus Sustainability Plan to Be Proud Of on Earth Day and Beyond

The University is drafting the 2020 update to the Illinois Climate Action Plan, our strategy to achieve carbon neutrality. Members of the Sustainability Working Advisory Teams are proud of the U of I campus, and they want you to know that wherever you are, YOUR choices have an impact!

[WATCH VIDEO](#)

2020 ILLINOIS CLIMATE ACTION PLAN

New version includes divestment from fossil fuels

By **BEN ZIGTERMAN**
bzigterman@news-gazette.com

URBANA — After more than a decade of activism, the University of Illinois is committing to divesting its investments in fossil fuels.

That's among the 56 goals in the 2020 Illinois Climate Action

Plan, which Chancellor Robert Jones plans to sign at 3 p.m. Tuesday during the virtual Campus Sustainability Celebration.

The updated Climate Action Plan has Jones sending a letter encouraging divestment to the University of Illinois Foundation, which manages the endow-



Today on WDWS 1400-AM

PENNY: Champaign County Clerk **Aaron Ammons** (9 a.m.) and **Jim Dey** (10) join host **Brian Barnhart**.

ment with an independent board. The university has already divested its direct investments in coal, and under the new goal, by

fiscal 2025, it would divest from other fossil-fuel companies, which currently make up less than 1 percent of its portfolio.

The plan, developed by the UT's Institute for Sustainability, Energy, and Environment and Facilities & Services, also calls on the university to commit to a sustainable investing policy by fiscal 2024.

Please see PLAN, B-4



Phase 3: Spread the Word

Keep up the momentum

Audience | All of the above

Key Message | Don't forget me!

Impact | "Off years"
involvement



iSEE at U of I @sustainILLINOIS · Nov 2, 2020
Now that the iCAP is published, did you think we'd stop talking about it?!

Now it's time to get our hands dirty! Every other week, we'll be doing an **#iCAPrecap** to highlight one of our sustainability areas — starting with transportation!

ILLINOIS CLIMATE ACTION PLAN 2020

TRANSPORTATION

"Being committed to sustainability efforts is more than just reducing our footprint, it is a commitment to our Earth."
— Gwenna Heidkamp, '20

Learn more: <http://go.illinois.edu/iCAP2020>

WHERE WE'VE BEEN

- The U of I earned Silver designation as a Bicycle Friendly University (2019)
- Staffed the full-time equivalent of three employees for sustainable transportation (2019)
- UI Ride, a shuttle service between the Urbana and Chicago campuses, was unveiled (2019)

WHERE WE'RE GOING

- Establish an Electric Vehicle Task Force to support the use of electric vehicles on and off campus by FY22
- Reduce net air travel emissions by 50% by FY24
- Establish telecommuting policies for campus by FY24

ALT



In the Field

Assessing campus buildings



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A Few Best Practices

- For buildings *without* unified comms: Do building managers know which academic units occupy the space? Are they in contact?
- For buildings *with* unified comms: Do the building managers know how to get plugged in to existing efforts?
- Reach out directly to communications staff! If they know you're requesting communications for a particular reason, they will be more likely to follow up.
 - *Pro Tip: Who moderates your building's digital signage (IT, Academic unit?) and bulletin boards*
 - *Communications staff can access email listservs*



Try This!

A building manager could work with a unit communications team to:

- Create a social media campaign to engage students, translating energy use data into infographics
- Run a “Weekly Energy Update” campaign with the goal of decreasing total usage per week
- Publish a feature story about energy updates in the building
- Launch a building challenge between units/offices to reduce energy/water use or curb waste and publicize the results on building signage or social media.
 - *Tie-in to iSEE’s Certified Greener Campus Programs*
- Write profiles about the people behind these efforts (building staff, recycling stars, etc.), or photos/videos showing the impact of waste-reduction programs
- Relate to the #PowerofI campaign and interest a wider campus audience by emphasizing “Innovation” (as an example).



Interviewing Like a Pro

Asking the Right Questions

- **Be prepared:** Charge your phone/recorder. Be courteous and on time!
- **Do your research:** Gather information beforehand, so you know what to ask.
- **Make a list:** Write down 5-10 key questions you need answers to.
- **Be tenacious:** If you're confused by an answer, don't be afraid to ask for clarification. If they don't have an answer, ask how you can find out.
- **Get it right:** Make sure you have their name, title, duties, etc., correct.
- **One last question:** Ask if you've missed anything: "What else should I know?"
- **Follow up:** If you forget something, or need more info, follow up via phone/email.
- **Be confident!** You know what you're doing – and it's important work!



“Thank you”

~ Illinois Climate Action Plan (2020)

p. v

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Resources

Handy links

- [iSEE e-newsletter sign-up](#)
- [iSEE Sustainability Calendar](#)
- [Q Magazine](#)
- [canva.com](#) (a free, online graphic design tool)
- [Office of Strategic Marketing and Branding](#)
 - This website contains helpful guidelines concerning the U of I brand, and downloadable graphic materials
- [LAS Office of Communication & Marketing](#)
 - [Lincoln Hall digital signs](#)
 - [Digital signs in all LAS buildings](#)
 - [Submit to LAS Lineup](#)
- [Public Affairs social media guide](#)
 - [Verified U of I social media accounts & managers](#)
 - [Chief Communications Officer list](#)
 - [Apply to take over the U of I Snapchat account](#)
 - [U of I Zoom virtual backgrounds](#)
 - [Land Acknowledgement Statement](#)

Downloads

- [Campus digital signage info](#)
- [Photo and video talent release form](#)

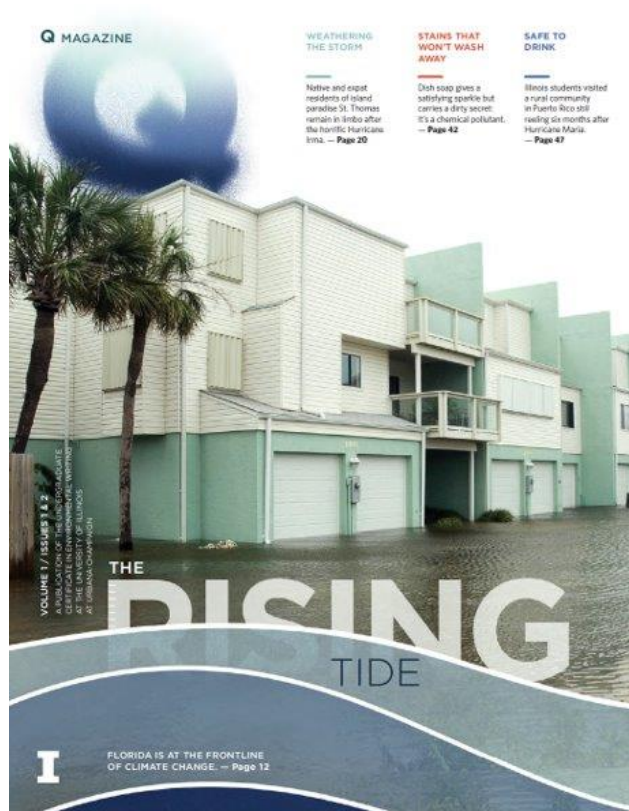
Contact us for...

- [iSEE branding materials](#)
- [Professional stock photos from the U of I database](#)
- [Any questions or concerns!](#)



Q Magazine

Student-written, professionally curated | q.sustainability.illinois.edu



Magazine



Institute for Sustainability, Energy, and Environment | sustainability.illinois.edu

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