

## **General Information**

Project Name: Illinois Solar Decathlon Marketing

Total Amount Requested from SSC ( $\leq$  \$750): \$700

Project Topic Areas: Land & Water, Education, Energy

## **Contact Information**

Applicant Name: Halie Collins

Campus Affiliation (Unit/Department or RSO/Organization): Illinois Solar Decathlon

Email Address: [haliejc2@illinois.edu](mailto:haliejc2@illinois.edu)

This project is proposed on behalf of Illinois Solar Decathlon

Name of Faculty Advisor: Dr. Xinlei Wang from ABE

Faculty Advisor Email: [xwang2@illinois.edu](mailto:xwang2@illinois.edu)

## **Project Information**

### ***1) Provide a brief background of the project, its goals, and the desired outcomes.***

Illinois Solar Decathlon is competing in the U.S. Department of Energy Solar Decathlon Build Challenge 2020 to design and build a net-zero energy house in Champaign. ADAPTHAUS is a two-module house that is solar-powered and maintains a high sustainability quotient through efficient systems integration, local material procurement and manufacture, recyclability, reusability, and energy efficiency. The project includes a robust University-affiliated website displaying sponsors, and scheduling systems for the organization's social media and communication platforms. We are also launching a product book(s) with the list of all sponsors and how the sponsor's products helped us to increase the sustainability quotient of the house, and the funds would be used to educate the community about the products and how they can save money by using sustainable alternatives to the products that they regularly use.

### ***2) How will this project improve sustainability at UIUC?***

The marketing project will increase public interest in sustainable engineering, promote a prominent sustainability-driven Registered Student Organization, and allow Illinois Solar Decathlon to continue its mission to construct a net-zero solar home for the Department of Energy's Solar Decathlon 2021 Competition. We are planning to list all the sponsors in a book and we would be doing a case study on how their product increased the sustainability quotient of the house. We hope that the case study will allow other student organizations to see the effectiveness of certain products on ADAPTHAUS, and encourage them to choose sustainable options for their projects. A better website for Illinois Solar Decathlon will also help recruit university students to join our organization and work on a mission to lead innovation in design and technology to advance towards an environmentally sustainable future while the members learn about energy-efficient building design.

***3) Where will the project be located? Do you need special permissions to enact the project at this site? If so, please explain and attach a letter of support to your application.***

The project will be located in Champaign, Illinois, and there are no special permissions required. The marketing strategy for Illinois Solar Decathlon will be run completely online.

***4) Other than the project team, who will have a stake in the project? Please list other individuals, groups, or departments indirectly or directly affiliated to this project. This includes any funding entities (immediate, future, ongoing, etc.) and any entities that will be benefiting from this project***

The booklet will promote Illinois Solar Decathlons' 40 product sponsors and financial sponsors, which also includes the Student Sustainability Committee. The website subscription will allow us to have a more organized and professional website that would benefit students interested in joining our mission, current members, as well as our finances since companies would be interested in sponsoring organizations that are presentable. The scheduling system we want to implement into the marketing strategy of our organization will allow Illinois Solar

Decathlon to expand to promote sustainable engineering ideas to a wider audience.

***5) How will you ensure the sustained existence/maintenance of this project (including reporting requirements) once you are no longer involved? If the project will conclude while you are involved, what will happen to the materials purchased for the project and how will you return the project site to its original condition?***

The maintenance of this marketing project is fundamental to Illinois Solar Decathlon's reputation and continuing success. All marketing platforms will be managed by the acting Illinois Solar Decathlon Marketing Director.

***6) Please indicate how this project will involve or impact students. What role will students play in the project?***

Illinois Solar Decathlon is entirely run by students. The funding will be used to advertise Illinois Solar Decathlon to students on the UIUC campus, as well as to students across the nation.

***7) Have you applied for funding with SSC previously? If so, for what project?***

Yes, we have applied to SSC previously. We have applied to the SSC funding for our Re\_Home project, which was Illinois Solar Decathlon's 2011 Solar Decathlon Build Competition entry. We also applied to our ADAPTHAUS project (2021 Build Competition entry), Fall 2019 and Spring 2020.

### **Scope, Schedule, and Budget Verification**

***What is the plan for project implementation? Describe the key steps of the project including the start date, target completion date, the target date for submitting a final report, and any significant tasks or milestones. Please be as detailed as possible.***

The marketing project will begin immediately, and will be completed by April of 2021. A final report will be submitted by May of 2021.

**List all budget items for which funding is being requested. Include the cost and the total amount for each item requested. Please be as detailed as possible. You are welcome to submit a separate budgeting document.**

- \$10/month for Later.com, a social media scheduler
- \$10/month for Mailchimp.com, an internal/external email scheduler
- Since we are in the middle of our project and product/financial sponsors have not been finalized, we do not have a quote for the booklet cost or how many we will be printing.

**If the project is implemented, will there be any ongoing funding required? What is the strategy for supporting the project in order to cover replacement, operation, or renewal costs? (Note: SSC provides funding on a case by case basis and should not be considered as an ongoing source of funding)**

There will be ongoing funding required until the date of the Department of Energy's Solar Decathlon competition, April 10th 2021.

**Please include any other sources of funding that have been obtained or applied for, and please attach any relevant letters of support.**

No other funding has been obtained for the sole purpose of Illinois Solar Decathlon Marketing.

**What is the plan for publicizing the project on campus? In addition to SSC, where will information about this project get reported?**

The project revolves around publicizing Illinois Solar Decathlon around campus as well as throughout the sustainability industry. Our website would be publicized to every student who is interested in joining, possible donors, product/financial sponsors, as well as University Departments and Colleges who are interested in funding our organization.