**Engagement Sustainability Working Advisory Team**

Date: March 25, 2022

Time: 3-4pm

*Attendees: Ann Witmer (co-chair), Alexa Smith (student clerk), Kathy Adams (staff), Michael McKelvey (Office for Mathematics, Science & Technology Education), Morgan White (F&S)*

*Absentees: Sammy Yoo (staff), Kavya Mula (student), Jie Hu (faculty), Shibu Kar (co-chair), Keilin Jahnke (faculty), Maiah Caise (student), Sonali Kumar (student), Colleen Kling (staff) Dave Guth (staff)*

Agenda:

1. **Administrative** 
   1. Recommendations are due April 8th!
2. **Introducing Morgan White and Michael McKelvey**
3. **ICAP Portal Recommendation:** [**https://uofi.app.box.com/file/920376258542**](https://uofi.app.box.com/file/920376258542)
   1. Purpose of the website:
      1. Back-end repository
      2. Student curiosity & project use
      3. “Sustainability Community” Update Platform
      4. As is, the website is not really conducive to drawing in new people
   2. History of the Portal
   3. Main Proposals:
      1. Investing in analytics—do we have this information?
      2. Adding in a page/information on how the Portal should/could be used
   4. Other Universities Sustainability Websites
      1. Rutgers: <https://sustainability.rutgers.edu/>
      2. UC Irvine: <https://sustainability.uci.edu/>
      3. WashU: <https://sustainability.wustl.edu/>
      4. Kavya’s Comments:
         1. “Under each option in the menu, like under research, it lists out these categories but doesn’t encompass everything that is happening or beneficial for students to learn”
         2. “Under greener campus you have the certificates, etc. But nothing specifically related to involvement”
         3. “Instead of trying to combine everything, creating specific umbrellas and organizing under like the rest of the colleges will be good”
   5. Who else would we like to reach?
      1. Sustainability Champions Committees
      2. Senior Capstone classes focusing on local issues
      3. Researchers
      4. Outside of university for those interested in UIUC sustainability
   6. Aesthetic Suggestions:
      1. Topic Pages Restructuring (need most work)
      2. Long list of orange links is not very user-friendly
      3. Links could be better organized by subthemes, use buttons, bigger titles, more text
4. **Job Board Recommendation:** [**https://uofi.app.box.com/file/920378384209**](https://uofi.app.box.com/file/920378384209)
   1. iSEE does have a couple of volunteer opportunities, but not necessarily a constant/revolving list
   2. Appropriate home for this board would likely be an iSEE website as opposed to the iCAP Portal
5. **Quick Updates**
   1. Committee 3: Social Media Marketing Course
      1. Kathy, Sonali
      2. Updates on Professor Outreach
   2. Committee 2: Sustainability Champions Committee
      1. Sammy, Kavya, Kathy
      2. Update on Grainger stakeholder outreach
      3. Create list of stakeholders for ACES, LAS and Gies

Meeting Notes:

1. **Michael McKelvey**
   1. Web Developer in College of Education
2. **ICAP Portal Recommendation**
   1. History of the Portal
      1. ICAP Portal created 11 years ago
      2. Originally there was a PDF of iCAP, which was transferred to Excel, and then a partnership was formed with MSTE
      3. Other notes:
         1. Not all sustainability-related projects and updates are in there
         2. Accounting system for projects is a separate system
         3. In the past, iSEE has hired a graphic design student to look into portal aesthetics, but it did not work out
         4. Past initiatives have also centered around distinguishing archived and cancelled projects
   2. Purpose of Portal
      1. For Morgan to direct people asking questions about campus sustainability
      2. Encyclopedia of campus sustainability projects
   3. Notable features of the Portal
      1. User with different capabilities
      2. Photos and videos
         1. Gallery, not necessarily searchable
      3. Dashboard
         1. With goals, targets and history
      4. Very flexible
         1. With MOU, funding, etc. it can be adjusted very easily
   4. Current Initiatives Underway
      1. Idea to include stakeholders explicitly on the website, similar to [Experts website](https://experts.illinois.edu/)
      2. Embedding dashboard onto other websites (SSC, Bike at Illinois, F&S)
         1. Idea to encourage department pages to link particular projects, etc.
      3. Weekly Meetings with F&S, iSEE, Sammy, Michael
   5. Morgan’s Walkthrough of Website
      1. All projects organized by theme
      2. If you are interested in learning more about what we’re doing, click on theme to learn about projects
      3. Start with collapse all, and slowly expand to see everything
      4. We need more people contributing to projects for this to be effective
   6. Proposals From Our Team:
      1. Avoiding rabbit holes of information—getting lost
         1. Difficult because:
            1. Goal of the website as a “catch all”
            2. Sometimes the iSEE/F&S/etc. Will hear about a project and use the portal as a way to get more information (hoping that people will reach out)
      2. Investing in analytics—do we have this information?
         1. Yes! Analytics capabilities were shared with Alexa
         2. **If there are any team members interested in looking into this, please reach out to Alexa!**
      3. Adding in a page/information/video on how the Portal should/could be used-> “iCAP by the Numbers”
      4. Based on other university’s webpages:
         1. Creating more buttons and pages for people to click through as opposed to one long orange list could be useful
         2. Adding more text, specifically text written in a cohesive manner, about projects could be useful
         3. Linking to other campus entities with sustainability programs?
   7. Is too much information on the Portal a problem?
      1. No!
      2. For students looking to get engaged in sustainability, iSEE Newsletter should be the first place people go!
      3. Don’t want to scare people away
3. **Job Board Recommendation**
   1. iSEE does have a couple of volunteer opportunities, but not necessarily a constant/revolving list
   2. Appropriate home for this board would likely be an iSEE website as opposed to the iCAP Portal
4. **Other Recommendation Updates**
   1. Committee 3: Social Media Marketing Course
      1. Ann will be meeting with professors of this course soon!
   2. Committee 2: Sustainability Champions Committee
      1. College Facilities Directors
         1. LAS: Derek Fultz
         2. Grainger: Qu Kim
         3. ACES: Doug Wolters
      2. Faculty:
         1. Grainger: Catherine Somers (ECE), Joy Mass (ECE)
         2. Gies: Arlene Vespa
      3. Advice from Morgan:
         1. Come to them with the project they’re already doing—You're already doing x,y,z...we want to help you out//Earth Month
         2. Potential goal: Talk to all department heads about iCAP Portal & sustainability

Action Items:

* Reach out to Alexa if you’re interested in looking at iCAP Analytics/have experience with Google Analytics!
* Synthesize Portal Recommendation information & Clean up Job Board Recommendation (Alexa)
* Meet with Advertising professors (Ann)
* Conduct outreach to College Facilities Directors/Faculty for Sustainability Committees (Kathy/Kavya)