

iWG Assessment

iCAP Team Recommendation Ref #: Engagement004 ADV498 Sustainability Campaign Partnership

Date of iWG Assessment Started: 12/12/22

Assessment Transmitted:

iWG Recommendation: iSEE's Communications office should take the materials created by the ADV 498 class and integrate the concepts in the overarching iSEE marketing program. iSEE could develop a marketing task-force to work with the iCAP Engagement Team on this integration.

Ideally these messages will be distributed at strategic locations across campus, from Spring 2023 to Spring 2025. One key location should include the Campus Instructional Facility, using the digital signage partially funded by SSC.

iWG Routing Direction (*Department name, iCAP Team, or Council*): iSEE (Tony Mancuso)

Individual comments from each iWG member:

iWG Member Name	iWG Member's Comments
Jennifer Fraterrigo (iSEE)	I support this recommendation to raise awareness of the iCAP and iSEE through a marketing campaign spearheaded by iSEE Communications. However, I encourage the working group to align the campaign with other sustainability-related campaigns on campus (e.g., Don't Waste, plastic education) to achieve consistent messaging.
Morgan White (F&S)	It will be good to have a consistent and commonly recognized iSEE messaging campaign about campus sustainability to help spread awareness of the iCAP and the resources at iSEE and through the iCAP Portal.
Jamie Singson (Representing Auxiliaries)	I support the recommendation of raising awareness via iCAP and iSEE and development of a marketing task force. I also liked the comment today of marketing on MTD buses. Perhaps on their H2 buses? MTD's H2 Buses: Truly Zero Emissions - YouTube
Brian Bundren (Provost Office)	I support this recommendation.
Jim Brennan (Academic Senate)	I support this recommendation.
Sandy Yoo (System Office)	UOCP supports this initiative. We recommend that iSEE's communications office coordinate with the University's communications office for concurrence and recommendations.
Qu Kim (Representing College Facilities)	I support this initiative.
Derek Fultz (Representing College Facilities)	I support this recommendation. Especially in light of the coordination with student capstone projects and other campus learning initiatives.

Lucy Nifong (Student Sustainability Committee)	I fully support this initiative. The iSEE communications team should establish a working group to implement the branding throughout campus. Branding message should be concise and positive.
Danika Ford (Student Sustainability Leadership Council)	I strongly support this recommendation. Engaging students in this capstone class is a fantastic way to incorporate sustainability into classes that I hope goes beyond just this advertising capstone.
Alexandra Gergova, Illinois Student Government Environmental Sustainability Committee	ESC supports this recommendation.

Original iCAP Team Recommendation:

The Engagement Team recommends that we implement two sets of campaigns (one designated for students and the other for faculty/staff) that will promote iSEE’s message across campus. Our team has compiled a set of advertising campaigns that were created by this year’s ADV 498 Capstone class to use as advertising materials around the campus. Furthermore, we request that iSEE’s Communication team uses these materials and campaign methods for each term (Spring 2023-Fall 2023 and Spring 2024-Fall 2024). The iCAP Engagement Team can stay involved in this effort if need be. Please see attached documents for Ad Campaign plan.

iWG Assessment of budget and policy impacts (*check one*):

moderate budget and/or policy impact OR major budget and/or policy implications

iWG Routing Need (*check one*):

more detailed study OR transmit recommendation OR forward to Sustainability Council