

# iCAP Team Recommendation

Name of iCAP Team: Engagement

iCAP Team chair(s): Ann Witmer, Kratika Tandon

Date submitted to iWG: 12/7/22

Recommendation title: Advertising Capstone Campaigns

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*For internal use only:* Date reviewed by iCAP Working Group:

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Specific actions/policy 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.

Specific Actions (in order of priority):

- iSEE posters on select MTD buses and kiosks (student-oriented).
- Digital flyers at Illini Union, BIF, all libraries, and other major buildings with high student traffic.
- Seed paper flyers to hang at faculty's office door.
- Giveaways at Illini Union bookstore

Suggested unit/department to address implementation:

iSEE Communications

Rationale for recommendation:

With the Ad Campaigns given to us by the Advertising Capstone class, we hope to use these materials to get more campus members to know what iSEE is and what we do. We have found that many students, faculty, and staff still don't know about iSEE, and our team wants to change that. With posters on MTD buses and digital flyers at each department building, we might be able to see a higher sense of sustainability on campus over these next two years.

Connection to iCAP goals:

"Enhance the overall culture of sustainability on campus and increase the number of certifications issued through the Certified Greener Campus Program by 20% each year from FY20 to FY24."

Perceived challenges:

Funding for all action items—will we be able to have sufficient funds?

We could use funds from SSC if we can prove this leads to a student impact on campus.  
 Metric system—will these campaigns show an improvement in iSEE’s branding and reputation? Will more people know about us? How will we measure this?

Anticipated timeline of implementation:

Spring 2023-Spring 2024

Anticipated budget (identify if cost is up-front or continuous):

\$2500-5000 for Spring 2023-Fall 2023  
 \$2500-5000 for Spring 2024-Fall 2024

We are open to decreasing the budget if need be.

Individual comments are required from each iCAP Team member (one or two sentences):

Team Member Name	Team Member’s Comments
Claire Keating	I fully support this recommendation. Student capstone groups showed great passion towards iSEE’s efforts, and created an advertising portfolio for our organization to use at anytime! I think including these advertising materials around campus will help to increase a culture of sustainability on campus, and further our outreach.
Ann Witmer	I strongly endorse this recommendation! Course research demonstrated that many faculty and students are unaware of iSEE and iCAP, and a series of ad campaigns could go a long way toward building momentum for making our campus more environmentally sustainable.
Kratika Tandon	I completely approve of this recommendation, and firmly believe that this promotional campaign will lead to an increased general interest in sustainability on campus. Implementing a large number of iSEE posters and flyers will significantly expand outreach, thus enhancing the general culture of sustainability at the university.
Shibu Kar	I support both set of advertising campaigns targeting students and faculty. Communication is the key, and being creative on strategies for effective communication could make our campus a sustainability leader.

Kathy Adams	I fully support this recommendation. We need to enable staff and students to see how they can commit and join in the sustainability efforts on campus. People always want to the university to do more and aren't aware of efforts already taking place. These ads connect students and staff in meaningful ways in how they can join in to support current efforts.
Tim Knox	I support the recommendation. These ads will help to further the communication which is necessary to make change.
Sophia Fox	After going to the ADV 498 final presentations, I strongly endorse this recommendation. These students put a lot of work into creating a marketing plan for us that is directly targeted to increasing engagement of the iCAP. Their proposed advertisements have the ability to share our message with faculty, staff, and students the way we want to.
Mika Lew	I endorse this recommendation since it was clear that many students and faculty do not know that iSEE or iCAP exist given the feedback from students of ADV 498. Many of the people interviewed believed that individual efforts were insignificant towards climate change or were aware, but did not know next steps. Thus to change that, I believe that having a campaign will promote relevant organizations and spread sustainability importance.
Dave Guth	
Keilin Jahnke	<i>I strongly endorse this recommendation as a creative and effective means to promote iSEE and the iCAP at the University of Illinois Urbana-Champaign.</i>

Further explanation and background (can be supplied in an attachment):

The next following pages will show the Ad Campaign materials we want to use.

Student Oriented Ad Campaign for the 1<sup>st</sup> Term: “Let’s Break it Down”  
Digital flyers with QR Code leading to a flip book.  
Would like to add different pictures as the background.

## Digital Flyers

- Downloadable PDF
  - Can be shared on website and socials
- QR code → linktree with flyers



QR Code leads to a flip book that students can engage with.

# Digital Flipbook

- Send PDFs to [instantflipbook.com](https://instantflipbook.com) to create
- Link to download in Instagram linktree
- Interactive: flipbook links to socials



Hold a Giveaway at the Union Bookstore next semester with sustainable materials. They will have to follow our socials for a chance to win. Add visuals on a screen.

## Information market + Giveaway

- Location: front room inside Union
- January 16th; 9:00 AM - 5:00 PM
- 100" Projection screen with visual + QR code
  - QR code → linktree with socials, digital flyers and flipbook, sustainability calendar on website
- Giveaway bundles: follow socials for a chance to win
  - Eco-friendly brands + products
    - YETI 36 oz Rambler
    - Illinois tote
    - 3 Pack Bees wrap
    - Klean Kanteen Reusable Straws
    - Patagonia gift card



Another version of the digital signage.

## Digital Signage

- JPEG: 1921 pixels wide x 827 pixels high
- QR code to linktree
- Location: All undergraduate Residence Halls & Dining Halls
- Targets students and staff



Faculty-Oriented Ad Campaign.

## Creative: Teacher/staff meeting announcements

- 16:9 Ratio
- Presentable slides to be included monthly in staff meetings and sent to faculty to share in classes

Help the Illinois Climate Action Plan reach our goal of carbon neutrality!

Everyone can do their part whether through research, teaching, or administrative decisions.

**Upcoming event:**  
Bike to Work Giveaway  
April 10th -May 12th  
Weekly winners!

Check us out!  
sustainability.illinois.edu

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Together for change.

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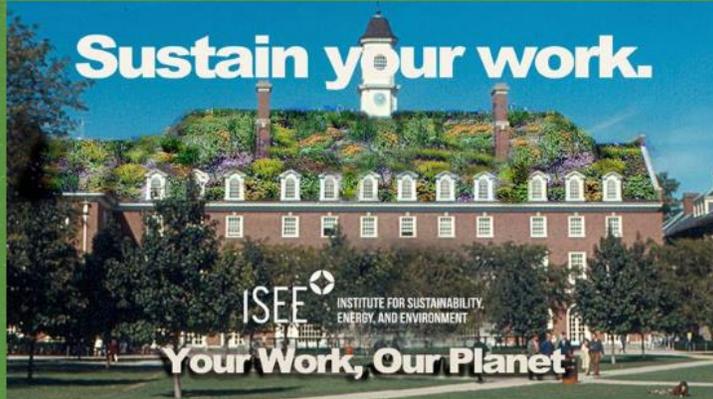
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Want to use river visuals and “Sustain your work” message on seed paper door handles as away to engage faculty and staff. iSEE volunteers could hang these up at different buildings on campus.

# Creative Concept: Sustain your work.



Integrating sustainability fits right in with the work you're doing, and won't top onto an already busy life. Visually demonstrated through green imagery growing from unexpected places and things associated with various industries. Uses campus imagery to connect deeper with audience. Multiple executions show variety of disciplines sustainability can be brought into.

## DOOR FLYERS

- 1000 placed all around campus and in community
- Printed on Seed Paper!
- QR code links to promo video



<https://docs.google.com/file/d/14ipaILRUoUx7Mz4DajpIJHXtqy-NZbIZ/preview>

I thought that this video was very cool. We might be able to use it sometime.

A potential graphic geared towards students, faculty, and staff.

## Projector Stickers

5x5 inch square stickers

500 units

Placed next to high-traffic items, such as projector panels and HDMI connections

QR links to portal



Comments from consultation group (if any; these can be anonymous):