

Marketing, Communication and Outreach Committee

Overview

The Marketing, Communication and Outreach working group will assist the Sustainability Director with the development of best strategies to engage and raise awareness in the broader Yale community about Yale's commitment to becoming a sustainable institution. In year one, working group members will consist of graduate and undergraduate students representative of a broad range of disciplines with staff and faculty serving in an advisory capacity.

The vision of the working group is to:

Promote an integrated culture of sustainability amongst students, staff, faculty and administrators of the Yale University community.

The goals of the working group are to:

- Support the effort of creating an administrative commitment to the culture of sustainability at Yale.
- Educate the Yale University community about sustainability
- Engage the broader community in the process of becoming a sustainable institution
- Develop key messages for communication

Short-term goals:

- Recommend an identity for the Yale sustainability initiative
- Develop creative, innovative and accessible information on Yale's effort to becoming a more sustainable institution
- Develop and define a "responsible citizenship" campaign
- Assist with the development of a web site and newsletter
- Unify and distinguish existing campus sustainability initiatives
- Creatively and effectively inform the broader community of institutional commitment
- Provide a clearinghouse of resources accessible via the web

Long-term goals:

- Develop a "shadow curriculum" at Yale that reflects a commitment to sustainability principles [Students need to experience these issues from the classroom to the dining halls to the residence halls.]
- Integrate Yale's commitment to sustainability and responsible citizenship into freshmen orientation and recruitment material.
- Foster a sense of leadership and coordination between "environmental" groups

Three audiences have been identified:

Marketing and Communication working group

- Students
- Faculty/Staff/Administration
- Peer institutions

Deliverables and time line

Phase I: complete by January 15, 2005

Phase II: complete by May 1, 2005

Approach

Phase I: complete by January 15th, 2005

1. Develop a list of innovative and creative ideas of how to engage the Yale community in the sustainability initiative
2. Establish a web site for the initiative that informs, unifies, engages and educates the general public.
3. Outreach and engagement

Public community forum: The public forum would provide an opportunity for the Yale community members to learn about and provide input into the process.

Outreach to established groups/organizations: Strategically reach out to existing groups to solicit input and feedback.

Phase II: complete by May 1, 2005

1. A more robust website with on-campus and external links
2. A comprehensive communication and outreach plan of action
3. A set of activities to be implemented in 2005 – 2006.

Marketing and Communication working group

Leadership and Committee members

Membership and participation on the committee will be for one year. At the end of each academic year, a review process will take place to assess the progress and determine the needs and next steps. Proposed members of the committee are listed below.

Committee Chair:

Julie Newman, Sustainability Director

Committee Members:

Benjamin Beinecke

Jeffrey Warren

Caroline Howe

Maren Haus

Dean Hosgood

Virginia Lacy

Deanna Lekas

Madeleine S. Meek

Sarah Selig

Jeffrey Thompson

Bailey Mccallum

Terrelle Hairston

Flora Lichtman

Advisory capacity:

Brad Gentry,

Dean Plummer

CJ May