

Sustainability Communications Subcommittee

Thursday, June 4th

10:00 am -12:00 pm

AGENDA

1. Communications Goals for 2009-2010 Academic Year
2. Communication Plan and Implementation – Include with each subsection a timeline and contact/point person who will be in charge of meeting deadlines

WEB

Design/Functionality

Pages/Features

Target Audiences

Upkeep/Maintenance

Promotion

Monthly Contests/Challenges

Turn out the lights month, Pick up or better yet don't throw your butts on the ground month, Reusable water bottle month – no plastic throw away bottles, trayless month, Winterize your dorm room/office month, alternative transportation – you get the idea;

Promote widely – announce to statewide media, monthly as homepage feature, MSU Today and other communication venues as spelled out in this plan – direct to sustainability Web page

Listservs/Facebook/MySpace – how can we use social networking to our advantage?

Sustainability Luncheons and other events; possibly service projects – promotion and expansion

Student, faculty, staff organizations – inclusion and support for efforts

Other....

3. Timeline
4. Budget
5. Measurement tools – how will we know we achieved our goals?
6. Schedule next meeting