How to Develop a Comprehensive Communication Plan for Sustainability Offices in Higher Education

Planning a Campaign

1. Idea
2. Request Form
3. Information Shared with Communication Team
4. Is There Enough Time to Complete the Request?
5. Communication Team Member is Assigned to the Campaign
6. Content is Developed & Revised
7. Campaign is Mapped Out
8. Execution of Campaign Based on Request

Content Standards

- Concise
- Grammatically Correct
- Working Links
- Positive & Inclusive
- Readable
- Clear
- Compelling
- Correct Aspect Ratio
- Appropriate
- High Resolution
- Minimal Text
- PDF Software Compliance
- Captions
- Alternative Text
- Color Safe

Organizing & Keeping Track

Do You Utilize...
- Planners?
- Outlook?
- Weekly or Master Calendars?

Do You...
- Send Informative E-mails?
- Team E-mails?
- Department E-mails?

Communication Team

- Hold Communication Team Meetings?
- Ask for Help?
- Assign Tasks?
- Review Campaigns & Provide Feedback?
- Create Systems of Accountability?

Diversity, Outreach & Inclusion

Think About Audience
- Who do you cater to?
- Who is represented in your promotional materials?
- Who attends your events?

D&I Exercises
- Are You Facilitating:
  - Workshops?
  - Assessments?
  - Discussions?

Broader Patterns
- Consider the Following:
  - Environmental Stereotypes
  - Location-specific Demographics
  - College-specific Demographics
  - Environmental Issues & Vulnerable Groups

Resources & Tools

- Text
- Photo/Video
- Institution Specific
- ADA Accessibility
- CMS & Social Media Rules
- Specific Writing Style
- Poster Policy
- Chalking Policy
- Consistent Branding
- Concise
- Compelling
- Specific Writing Style
- Correct Aspect Ratio
- Appropriate
- High Resolution
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