

# Successful Outreach and Engagement for Your Sustainability Project

There is not a one size fits all model for connecting with and informing your most important audiences, but there are best practices and tried and true methods that can help you align your timing, tactics, and messages with your goals.

## Stakeholders

Define and prioritize your project stakeholders. Think about how you might address their priorities, hopes, and concerns in your work.

Your stakeholders might include:

- » Students
- » Faculty
- » Staff
- » Board
- » Parents
- » Alumni
- » Donors
- » Campus services
- » Nearby businesses
- » Nearby residents
- » Community members
- » City leadership
- » State leadership
- » Local and regional media
- » Local utilities

## Goals

Define your project goals as well as your outreach, engagement, and communications goals.

Your goals might include:

- » Increase awareness and understanding of new low-carbon energy source on campus.
- » Increase energy and climate literacy by contextualizing campus efforts and impacts.
- » Limit confusion and prioritize safety during construction.
- » Increase student engagement and leadership on residence hall energy efficiency campaign.
- » Proactively communicate construction project with students and parents before fall semester.



# Tactics

Based on your stakeholders and goals, define a set of tactics. Many of these tactics could be applied to reach various goals. These categories are just some example applications.

## INFORM THOSE IMPACTED

- » Individual emails, calls, or meetings
- » Signage
- » Door knocking
- » Surveys
- » Flyers
- » Marketing campaign
- » Website
- » Mass email and text
- » Campus newsletter
- » Intranet

## GARNER ENTHUSIASM AND AWARENESS

- » Trivia
- » Bingo
- » Movie night
- » Public art
- » Giveaways
- » Social media
- » Press event or pitch

## INCREASE COMMUNITY AWARENESS

- » Tabling at Existing Campus Events:
  - » Orientation
  - » Socials
  - » Meetings
  - » Fairs
  - » Res life
- » Host your own engagement event or table

## EDUCATE AND NURTURE ADVOCATES

- » Energy tour
- » Symposium
- » Curriculum integration
- » On-campus presentations
- » Conference presentations
- » Student ambassadors or monitors
- » Internships

### *Outreach and Engagement Feature*

## Denison University

**Project:** Energy master planning

**Goals:** Educate students, faculty, and staff on the campus energy system and potential decarbonization technologies



*An engineering presentation to students at Denison*

# Oberlin College

**Project:** Oberlin College's four-year program to convert the campus to geothermal heating and cooling and achieve carbon neutrality by 2025. The project includes upgrading the century-old steam heating infrastructure serving campus to a hot water system.

**Goals:** Communicate with all campus and community stakeholders throughout planning and construction to increase awareness and positive sentiment, inform those impacted, grow energy literacy, and integrate with curriculum and educational opportunities.

Campus signage



Wayfinding signage



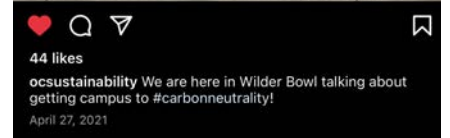
Student tabling



Presentations



Tours



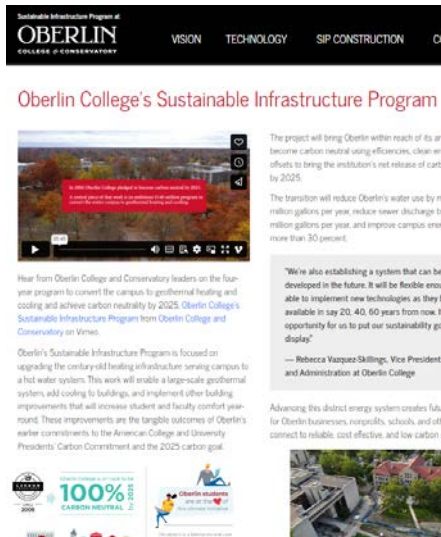
Curriculum integration



On-site technology diagrams



Web and digital



Internships





## Redesign East Lake Redevelopment

**Project:** Former US Bank site redevelopment featuring a low-carbon district energy system that will use the aquifer as thermal storage called aquifer thermal energy storage (ATES).

**Goals:** Socialize the energy system concept with the community, introduce team members and company to the community, increase awareness and educate



*On-site tabling to share information*



*An artist engagement activity to teach about energy*

## District Energy St. Paul

**Project:** Outreach, education, and tour program for student, community, and customer groups

**Goals:** Build and grow relationships within the community, share hands-on perspective with students, community members, and customers



*A technical college plant tour*



*An arts engagement project to educate about the steam plume*