



COMMUNICATIONS & CONVERSATIONS

A GATHERING FOR HIGHER EDUCATION SUSTAINABILITY PROFESSIONALS

JULY 25 - 26, 2022



Conference Schedule

Day 1: Big Picture

1:00-1:15pm EST

Conference Kick-Off

1:15-2:15pm EST

Start with Strategy: Adapting to a Changing Communications Landscape

[Hannah Ulloa](#) & [Allison Vitt](#)

The past two years have brought almost constant change to the needs and expectations of our communications and outreach efforts. In their respective roles as Climate Action Manager for the Office of Sustainability at Swarthmore College and Communications Manager for the Energy

Institute at Colorado State University, Hannah Ulloa and Allison Vitt share how a strong foundation for communications and social media strategy has allowed their team to adapt to large and small shifts due to COVID-19, anti-racism movements, or the growing urgency of the climate crisis. Attendees will leave with a deeper understanding of tools, techniques and lessons learned that may be applicable in strengthening the communications strategies within their own Higher Ed institutions.

2:15-3:45pm EST

Applying a Behavioral lens to Communications and Program Evaluation

[Katie Williamson](#)

Many environmental and social challenges are behavioral challenges. So to solve them, we need behavioral solutions. In this short workshop, we will share why bringing a behavioral lens to communications and program evaluation is so important, six levers of change and principles to use in your work, and an overview of the methodology we use for designing and measuring behavioral solutions. We will also present a psycho-social theory of change, which articulates the logic of a program and how the activities lead to actual changes in awareness, attitudes, beliefs, and behavior. Participants will get a chance to practice applying these principles and concepts and work with other educators and sustainability professionals in collaborative breakout groups. By the end of this workshop, participants will gain an understanding of core behavioral principles and ideas for applying them in their own work.

~ 15-minute Break ~

4:00-5:00pm EST

Networking Session

Meet your fellow attendees in a casual and fun virtual atmosphere.

Day 1 Wrap-up



Day 2: Nitty Gritty

9:15-9:30am EST

Day 2 Kick-Off

9:30am-10:30am EST

Making Sense of Analytics

[Hannah Hickman](#)

Your digital platforms provide you with a litany of numbers, metrics, and analytics. But what does it all mean? And how can you use these figures to inform your strategy? Dive into the world of analytics, figure out what is essential and what will hold you back, and how to adjust your strategy to get your message across.

The World is but a Canva(s) to our Imagination: An Intermediate/Advanced Training in Canva Design

[Marissa Mejia](#)

This interactive tutorial will help attendees up their Canva game through sharing design tips and tricks that have proven to be successful in promoting environmental messages on social media

platforms like Instagram and Facebook. The presenter will guide participants in creating aesthetic Instagram grids, determining which design styles to use when conveying different types of messages, and more! Although the training itself will not cover basics and will instead jump to intermediate/advanced skills in design, a beginner's guide to Canva made by the presenter will be shared with attendees beforehand.

PLEASE NOTE: This session will be very hands-on and a [Canva account](#) is required for attending. It is highly recommended that you come prepared with at least a basic Canva account, which is free, but a Pro account is preferred. If you sign up for a free account, you can opt into a free 30-day trial of Canva Pro.

10:30am-12pm EST

Web & Digital Materials Accessibility

[Sarah Brylinsky](#)

Web accessibility ensures information access regardless of device, language, culture, location, or physical and mental ability, and makes resources equitably available to those with cognitive, hearing, and mobility impairments. Accessibility is a critical practice for social sustainability, and case studies show that accessible websites have better search results, reduced maintenance costs and increased audience reach. This session will provide a blueprint for understanding web accessibility design principles, assessing your content, and creating a plan for remediation.

In 2019, Cornell's Campus Sustainability Office comprehensively updated sustainablecampus.cornell.edu to meet W3C's Web Content Accessibility Guidelines (WCAG) 2.0 standards. The team will present on their design and development process, and walk session participants through a live tutorial of how to assess web materials, work with web developers, and begin to create a plan for remediation. Session participants will have an opportunity to use free and paid tools available for web accessibility in real-time, and see examples of what works (and what doesn't) in Cornell's ongoing goal to update 100% of existing sustainability resources in print, PDF, graphics, and social media to meet similar standards. Participants are encouraged to bring a website or document they would like to make accessible to this session to work on.

12:00-1:00pm EST

~ One-hour Break ~

1:00-2:00pm EST

A Conversation with the Climate Optimist: How to Communicate Hope During the Climate Crisis

[Marcy Franck](#)

The monthly [Climate Optimist](#) newsletter from Harvard Chan C-CHANGE at the Harvard T.H. Chan School of Public Health shares timely stories about climate change with a large dose of cheekiness and tips for what readers can do to help. By highlighting how climate actions improve health, the newsletter aims to inspire people to overcome despair and take action. This conversation will explore what resonates most with readers based on insights learned from over three years of writing about climate change, based on open/click rates, new subscribers, and reader feedback.

2:00-3:00pm EST

Get to the Source: How to Assess your Communications for Diversity, Equity, Inclusion, and Antiracism

[Gwen McNamara](#)

Across sustainability in higher education, more and more folks are working toward goals and initiatives that seek to involve a wide array of people in important areas of change to make a difference for the future of our institutions and communities. But are your communications up to the task? Learn how to use the technique of a source audit to understand where your communications stand in terms of diversity, equity, inclusion and antiracism and what to do about it.

~ 15-minute Break ~

3:15-4:15pm EST

20/20/20

Share communications success and challenges with fellow attendees in three 20-minute themed sessions.

4:15-4:30pm EST

Concluding Remarks and Farewell

Please note, this schedule is subject to change at any time and any changes will be announced promptly to all attendees.

Presenters

View the [conference presenters](#)

Registration Information:

Registration is \$75 (\$81.20 with fees) and free for students. Group discounts and a limited number of Scholarships are available.

[Register Now!](#)

Registration deadline is Monday, July 18, 5:00 p.m. ET

This conference is brought to you by [Green LMN](#)

