



Communications Cohort - Summer 2024

Join a close-knit group of higher education sustainability communicators to connect over shared experiences and fine-tune your strategy.

Communications Cohort is returning this July! Whether you're a seasoned professional or new to higher education sustainability communications and outreach, this cohort is for you! Take time before the start of the school year to develop an effective communications strategy.

[Register Online](#)

About the Cohort

The cohort will meet virtually for five weeks and dive into topics like key messaging, social media strategies, storytelling techniques, content creation, scheduling and metrics, behavior change principles, and more each week. Plus, there will be ample opportunities for discussion, workshopping, and practice. Templates and take-home activities and resources will be provided, as well as optional 1:1 coaching and discussion debriefs with your cohort members.

Connect with like-minded individuals, expand your network, and gain inspiration from fellow cohort members. Take advantage of this unique opportunity to enhance your communications and learn from others in a casual and fun environment.

Please Note: This cohort is discussion-based and participants will be expected to complete short homework assignments each week and share their thoughts and questions in both small and large group discussions.

Green LMN strives to host inclusive, accessible events that enable all individuals, including individuals with disabilities, to engage fully. To request an accommodation or inquire about accessibility, please contact lisa@greenlmn.com

Once registered, attendees will receive a brief survey to confirm availability and topics of highest priority. This will shape the content of the cohort and ensure maximum participation.

Space is limited! The cohort will be capped at 15 participants.





COMMUNICATIONS COHORT SUMMER 2024



Schedule

Mondays: Content + Practice + Discussion (2 hours)

Monday's content will be recorded and shared following each session. All other cohort discussions will not be recorded.

Thursdays: Practice + Discussion (1.5 hours)

A collaborative document will be used to keep track of shared resources, discussions and tips shared during the Thursday debriefs.

Mondays 3:00pm-5:00pm EST (2 hours)

July 8

July 15

July 22

July 29

August 5

Thursdays 3:30-5:00pm EST (1.5 hours)

July 11, 3:30-5:00pm EST

July 18, 3:30-5:00pm EST

July 25, 3:30-5:00pm EST

August 1, 3:30-5:00pm EST

August 8, 3:30-5:00pm EST

Please note: The schedule is subject to change. All schedule changes will be promptly communicated to Cohort participants.

Syllabus

As a cohort member, you'll have access to all recordings, presentations, and the LinkedIn Group throughout and following the end of the cohort.

This Syllabus provides the weekly content schedule, with an overview of the templates and exercises we'll cover. In addition, I'll be sure to send email reminders each week to keep everyone on the same page. Cohort participants will have the opportunity to suggest additional topics of most interest during the pre-cohort survey and a halfway point survey.





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WEEK ONE: CORE

In the first week, we will take time to get to know our fellow cohort members, review the cohort schedule, and set expectations with our Full Values Contract. We will cover the following concepts as we discuss Communications Strategies: voice, audience, channels, and key messages. All participants will complete a communications audit for websites, social media, and newsletters.

WEEK TWO: CREATE

The second week will cover content creation, review style and branding guides, break down channel-specific content, and more. Principles of effective communications, including those informed by behavioral science will also be covered.

WEEK THREE: CONSISTENT

Making time for communications is a big challenge. This week we will dig into calendars and scheduling, using a variety of templates and resources. We will also discuss how to maintain consistency by creating simple policies and guidelines.

WEEK FOUR: COUNT

This week we're talking metrics: which to track and why, how to track them, and how to understand the numbers. We'll also discuss assessment and reporting strategies and learn how to use our learnings to inform and adjust our strategy.

WEEK FIVE: CHANGE

In the final week, we'll cover behavior change principles as they relate to communications and outreach. We will also set goals to integrate the learnings from the cohort into our work.

Cohort Bonuses:

- Weekly Worksheets
- Templates and Resources
- Private LinkedIn Group
- 1:1 time with Lisa





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About your Instructor

Lisa M. Nicolaison (she/her) is a communications and outreach professional with over 8 years of experience in sustainability in higher education and founder of Green LMN. Green LMN helps educational institutions, non-profits, community organizations, and local businesses tell impactful sustainability stories. Formerly the Engagement and Communications Manager with Princeton University's Office of Sustainability, Lisa managed the Office's student and staff engagement programs and communications. Lisa received her B.A. from Elon University in Psychology and her Masters in Business Administration with a focus on Management from Rider University.

Cost

The cohort program is \$450.

[Register for the Summer Cohort!](#)

Scholarships

A limited number of scholarships are available to individuals who need financial assistance to participate. Please apply using our [Scholarship Application Form](#) by Friday, June 7, 2024 to be considered for a scholarship for this program.

Registration Policies

- Registration deadline is Monday, July 1, 2024 5:00 p.m. ET.
- Payment is accepted in the form of credit card.
- If you need to pay by check or ACH, please email lisa@greenlmn.com by Friday, June 7, 2024.
- Cancellation Policy: A 20% processing fee applies to any cancellation before Monday, July 1, 2024. No refunds will be given after Friday, July 5, 2024.
- No substitutions are allowed.
- Questions? Contact lisa@greenlmn.com





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FAQ

Who can attend the Communications Cohort?

Higher education professionals working in sustainability offices or related offices. Whether you're a seasoned professional or new to higher education sustainability communications and outreach, this cohort is for you! This is not open to students or student staff (sorry!)

Do I have to participate in every session?

To get the most out of the communications cohort, we hope that you will participate in as many sessions as possible. However, we know things come up and will be as flexible as possible to changing schedules.

Can multiple staff from our office attend?

Please contact lisa@greenlmn.com to discuss group rates.

Testimonials from the January Cohort

- ★ "I found it to be really engaging and something I looked forward to each week. This is a great starting point for folks who need help taking an inventory of their communications."
- ★ "I loved being able to talk through what we were learning and hear opinions and experiences from others."
- ★ "I have been part of a few different networking panels before, but none of them have been able to match the level of engagement that Lisa was able to bring out of this group. Combining engaging content with discussion time and breakout sessions gave me a great chance to learn new information, while also sharing ideas with some of my colleagues."
- ★ "I really liked having the worksheets and templates to help audit and frame the work I am doing in correlation with the sessions."
- ★ "The greatest value of this cohort was absolutely connecting with other like-minded 'communicators' in this work! As a staff member who works remotely, it was so refreshing to get into a routine where I was able to share experiences."

