

Conference Schedule

Day 1: July 24, 2023

1:00-1:30 pm EST

Conference Kick-Off

Welcome to Communications & Conversations! The conference will kick-off with a brief introduction by Lisa Nicolaison, founder of Green LMN and host of the conference. A quick Zoom Events tutorial and conference schedule overview will be provided.

1:30-3:00 pm EST

Get Strategic Around Your Communication

Dallase Scott
Often, we start communication campaigns without an overarching strategy or create strategic plans without taking into account how we'll communicate with important individuals. Dallase Scott will lead an engaging session using behavior change theory to demonstrate how psychology can enhance our communication strategies and empower us to leverage communication as a potent tool to establish trust and garner support for organizational changes.

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

3:00-4:00 pm EST

Developing a Message Matrix to Guide Office Communications and Strategy

Lauren Becwar & Anna Oetting
Developing a Message Matrix to Guide Office Communications and Strategy
This presentation will introduce the process of developing and implementing a message matrix, a communication tool that can be utilized to define and guide the various messages an office is communicating about. The University of Nebraska – Lincoln (UNL) will present a case study on the communications challenges the Office of Sustainability faced, and how the message matrix was created to provide consistent, purposeful, and impactful communications through various platforms. Attendees will learn more about guidelines for designing the message matrix and incorporating the plan into their communication strategy.

Lessons Learned from a Website Redesign

Isabel Jenkins & Evelyn Nelson
Learn from the PLAN team about their experience as a small organization taking on a rebranding and website overhaul this past semester! Practical advice will be shared on building engaging messaging & visuals, sourcing contractors, compromising with other team members, and emphasizing visual accessibility in platforms. The Post Landfill Action Network (PLAN) is a national nonprofit that equips students with the resources and tools to lead zero waste solutions on their campuses. Collectively, we can build a world beyond waste.

4:00-5:00pm EST

Organizing intersectional grassroots student coalitions to facilitate a systems change on college campuses

G.L. Genco
Generation Conscious is the only student-led zero waste and zero water for profit hygiene company that builds intersectional grassroots coalitions and utilizes creative climate fellowships to change systems. Their zero waste and zero water hygiene ecosystems address accessibility, affordability and income inequality. Since launching their first pilots 18 months ago, they've amassed a national coalition of thousands of college students and facilitated hundreds of thousands of package free refills on dozens of college campuses. They've facilitated inter-campus collaborations on creative climate fellowships to supercharge the passion and excitement of their community. Come learn how Generation Conscious has mobilized thousands of college students to transform extractive systems based on shared values, community care and design-led projects.

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Day 2: July 25, 2023

12:00-1:00 pm EST

Staff Networking

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

1:00-2:00 pm EST

Future Focused: Grow Engagement on Climate Action Planning with Details & Data

Janna Cohen-Rosenthal
Have you heard the phrase; Data or didn't happen?
In today's world, your stakeholders will unlikely rest on platitudes about your climate action; they want to see the data!
But how do you decide how much data to convey? In what platforms and for which audiences? How can you streamline the story while also sharing the complexity? Are you using the correct and accurate terminology?
As the past Climate Programs Director at Second Nature and from work on multiple campuses, including Brandeis, MIT, & Harvard, I know the challenges of communicating complex data to diverse stakeholders. Sustainability staff often also have limited time and resources, with many projects to juggle. Often if an institution accurately conveys transparent climate data and infographics, the focus is only on past results and can get quickly out of date. I am proposing

that we also focus on providing more data about your future actions and goals. I will address how to create methods for ensuring accuracy and engagement. We will look at best practices and walk away with a plan for a mini communications audit of your data story.

Green Influencer Program: Expanding Our Reach Through Existing Student Social Networks

Cathy Liebowitz

Sometimes it feels like the same people are talking about environmental issues. That's where the Green Influencer Program joins the chat. The Office of Sustainability at the College of the Holy Cross designed the Green Influencer program to expand its reach into new audiences. A small group of student micro-influencers share content on their personal Instagram stories and contribute to the College's sustainability Instagram account via takeovers. The program aims to increase awareness of environmental issues through peer to peer learning, and it's a bonus if influencers can also inspire environmental action. For Green Influencers, the program strives to offer a space to explore communications, marketing, and influencing as careers. During this session, we'll examine the Green Influencer program as a means of expanding outreach, engagement, and content creation. This program is particularly useful for teams with limited people power.

2:00-3:00 pm EST

How to Plan 3 Months of Content in 1 Day

Maria Bryan
Let’s demystify the content planning process. In this session, you'll gain the tools to create content with purpose and intention—that converts. We'll clarify what it takes to produce messaging that breaks through the noise and develop stories that inspire action.

Takeaways
> Take-home tools and templates to kick off your content planning right after our session, including a year editorial calendar, a social media calendar, a marketing production calendar, key messaging points, and more.
> Understand what it takes to plan a birds-eye view of a year's worth of stories in a day and build three months of content in a day.
> Learn how to map out your messaging and tell incredible stories that compel action.

Successfully Supporting Students: How to Work with Students to Create Effective Communications

Kelly Harer & Hannah Miller
How can professional sustainability staff work with students to create effective and engaging communication? What kind of support is valued by student workers? This session will highlight the training, structure, and tools used by staff in the Office of Sustainability at Elon University to support the Communications Intern. This intern is responsible for effectively managing all office social media accounts (Instagram and LinkedIn), creating monthly newsletters, and designing all flyers and digital media for the Office of Sustainability.

3:00-4:00 pm EST

Art Workshop: Imagining a Sustainable and Inclusive Campus

Nicole Kelner
Nicole Kelner will lead an art workshop exploring the topics around sustainability on campus and how to create a more inclusive environment. We will have group breakout sessions to brainstorm, time to create art around your own interpretation of this prompt, and a group reflection around this topic. Please bring a pencil, eraser, and any paints/colored pencils/crayons if you have them. No prior art experience required.

4:00 - 5:00 pm EST

Measuring Metrics and Assessing Analytics

Lisa Nicolaison
Communications are crucial for engaging campus communities in sustainability and for inspiring transformative action and meaningful change. However, higher education practitioners often question the value of their communications efforts and may be unsure of how to assess their effectiveness. This session will provide attendees with the tools and resources to evaluate key metrics and set measurable goals in order to effectively assess their analytics. The session will focus primarily on social media, websites, newsletters, and events metrics.

No Food Left Behind: A free text service to reduce food insecurity and food waste

Erin Meyer

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

No Food Left Behind is a free text service at the University of California, Merced that connects UC folks to events that might have food leftover. This helps UC Merced move towards two major goals of reducing food insecurity and food waste. Participants will learn how the text service was set up, lessons learned, social media management/engagement and other tips so that participants can create similar programs.



Day 3: July 26, 2023

12:00-1:00 pm EST

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

1:00-2:00 pm EST

Play It Again, Sam: How (and Why) to Create Content You Can Share & Share Again

Abby Jarvis
You spend a ton of time, effort, and resources creating content that educates and inspires your audience. Get the most out of it! Intentionally creating content you can share (and re-share) on multiple channels will help you reach more people and strengthen your messaging—all while saving you time.

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Join this session to learn how! You'll learn:

- Steps you can take to learn what kinds of content your audiences want to see
- How to create a content calendar that will keep you and your team on track
- Tips for creating versatile content that works on every channel
- Tried-and-true strategies for sharing (and re-sharing) your content

If you're looking for opportunities to create compelling content, share it with your community, and save yourself some time, this session is for you.

Really, You Should Make Reels

Hannah Miller & Lisa Nicolaison
Are you ready to jump into Instagram Reels?

2 billion people interact with Reels every month and the Instagram algorithm (currently) promotes Reels more than any other content type. By implementing IG Reels into your social media strategy you can increase engagement, build trust with followers, and grow your audience! Not to mention incorporate a little fun into your sustainability education and outreach. During this session we'll review best practices for creating Reels, discuss the creative process, and practice hands-on Reel creation.

2:00-3:00 pm EST

Sustainability Ambassador Programs for Staff: Engagement Tactics and Workshopping for Success

Paige Strickland
Join Paige Strickland, Program Coordinator at ASU's University Sustainability Practices department for a 1-hour session comprised of two 30-minute sections. She will present about the Green Devil Ambassadors program, a staff sustainability engagement network at ASU, and provide a 30-minute workshopping opportunity. This session is designed for coordinators with a similar program, or those looking to implement one, to work together to brainstorm the best methods for successful implementation.

Student Networking

Meet fellow students working in sustainability communications and share ideas and best practices!

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3:30-4:30 pm EST

Marketing That Does No Harm: Trauma-informed Storytelling in Action

Maria Bryan
Storytelling has the power to move hearts and minds. Can we gather and share stories in a way that protects, dignifies, and respects those we serve? This session will explore trauma-informed storytelling, a safe and healthy process for your beneficiaries, audiences, and even storytellers. You'll be equipped with actionable insights and tools to tell trauma-informed and ethical stories that have a huge impact.

Takeaways
> Take home resources and tools to support you on your journey to becoming a trauma-informed storyteller.
> Understand why trauma-informed storytelling matters.
> Learn about the three kinds of people impacted by a story— the story owner, the story receiver, and the witness.
> Gain simple and actionable steps to integrate trauma-informed practices into your role.

Movement Memes

Isabel Jenkins & Evelyn Nelson
This hands-on session will explore how an increasingly relevant social media niche — memes — can be used to further your mission, educate about current events, and make a statement on important topics. We will practice with templates that you can take home to start adding humor and relatability to your own platforms! The Post Landfill Action Network (PLAN) is a national nonprofit that equips students with the resources and tools to lead zero waste solutions on their campuses. Collectively, we can build a world beyond waste.

Registration Information:

Sliding Scale

There are three tiers of paid conference registration access, and we encourage you to pay what you can to attend. All conference participants will have the same level of access to sessions and conference-related materials regardless of how much they contribute on the sliding scale. Your contributions help offset the costs of the conference, pay our amazing speakers, and help to sustain future conferences.

Free Registration for Students!

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Current Undergraduate and Graduate students with proof of enrollment are free to attend. Student tickets are limited, and will most likely sell out, so please register early!

Conference Scholarships

If you cannot contribute a registration amount to the conference, we ask that you complete our Conference Scholarship form by June 23, 2023.

Register Now!

Registration deadline is Monday, July 17, 5:00 p.m. ET

This conference is brought to you by Green LMN

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