Communication and Outreach at Eastern:
Eastern’s new Sustainability Logo and Recycling Videos

By Laura Miller
Eastern Connecticut State University
Institute for Sustainable Energy
How to get a logo?

- University Relations Staff
- Design samples
- Green Campus Committee
- Voting
- Vetting
Everyone has a website, but who goes there?

How do you get people to visit?

- Events
- Press Releases
- Contests
- Updated and Relevant information
Social Media

/ise.easternct
@ISE_EasternCT
ise_easternct
Used during event promotion

Emails concerning work of the Green Campus Committee
Merchandise

- Collaboration with campus bookstore
- Fun displays
- Event promotion
Sharing the message

Collaboration with Facilities Staff

Feedback from campus users
Thank you to our wonderful staff and faculty who helped out with the production of this, and our student recycling video!

https://www.youtube.com/watch?v=aRQRSFjBgcI
Questions?

Thanks for listening!