Successful Sustainability Efforts

Action from Constructive Communication

Gary Cocke,
UNT Student Sustainability
Coordinator

Laci Kettavong,
UNT Student Sustainability
Graduate Assistant

March 7, 2017

EST. 1890

UNT

UNT Student Sustainability

- Sustainability in Student Affairs
- Leveraging Green Fee
- Key projects
  - Community Garden
  - Solar Trailer
  - Pollinative Prairie
  - Sustainable T-Shirts
  - I Bike UNT
  - Stormdrain Artscapes
  - UNT Goes Greensense
  - ….And STARS!

WE MEAN GREEN FUND

Making The World Safer For Pollinators
Bee Campus USA
One Campus At A Time

Agenda

- Introductions
- Goals
- STARS Report
- Technical Communication
- Synthesis
- Conclusion
- Questions

Goals

- Understand how using technical communication skills can positively affect campus sustainability efforts
  - Specifically, the STARS report generally, sustainability campaigns on campus

- Connect core communication competencies (writing, editing, design) as well as areas of specialization in technical communication (content strategy, usability/user experience, and digital literacy) to various stages of STARS reporting and outreach efforts.

- Realize the necessity of interdisciplinary cooperation to boost campus sustainability, which includes the main sustainability entity/office and other departments

Sustainability Tracking, Assessment, and Rating System Report (STARS)

- Overview
  - Purpose
  - Structure
- Importance of completing the STARS report
  - Conveying the message
- Planning and strategy
  - Four stages
- Identifying and engaging stakeholders
- Collecting data
  - Initial vs. alternative data collection plans

Sustainability Tracking, Assessment, and Rating System Report (STARS)

STARS Overview

The Sustainability Tracking, Assessment & Rating System™ (STARS®) is a transparent, self-reporting framework for colleges and universities to measure their sustainability performance. STARS is intended to engage and recognize the full spectrum of colleges and universities—from community colleges to research universities, and from institutions just starting their sustainability programs to long-time campus sustainability leaders. STARS encompasses long-term sustainability goals for already high-achieving institutions as well as entry points of recognition for institutions that are taking first steps toward sustainability.

STARS is designed to:

- Provide a framework for understanding sustainability in all sectors of higher education.

- Enable meaningful comparisons over time and across institutions using a common set of measurements developed with broad participation from the international campus sustainability community.

- Create incentives for continual improvement toward sustainability.

- Facilitate information sharing about higher education sustainability practices and performance.

- Build a stronger, more diverse campus sustainability community.

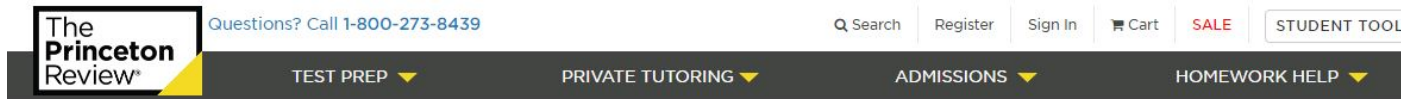# Sustainability Tracking, Assessment, and Rating System Report (STARS)

Public Recognition

STARS is composed up of credits that span the breadth of higher education sustainability and include performance indicators and criteria organized into four categories: Academics, Engagement, Operations, and Planning & Administration (see the STARS Technical Manual for details). An institution may pursue credits that are applicable to its particular context and earn points toward a STARS Bronze, Silver, Gold or Platinum rating or to earn recognition as a STARS Reporter.

Sustainability Tracking, Assessment, and Rating System Report (STARS)

- Importance of completing the STARS report

Questions? Call 1-800-273-8439   Q Search   Register   Sign In   🛒 Cart   SALE   STUDENT TOOL

TEST PREP ▼   PRIVATE TUTORING ▼   ADMISSIONS ▼   HOMEWORK HELP ▼

Guide to 361 Green Colleges: 2016 Edition Press Release
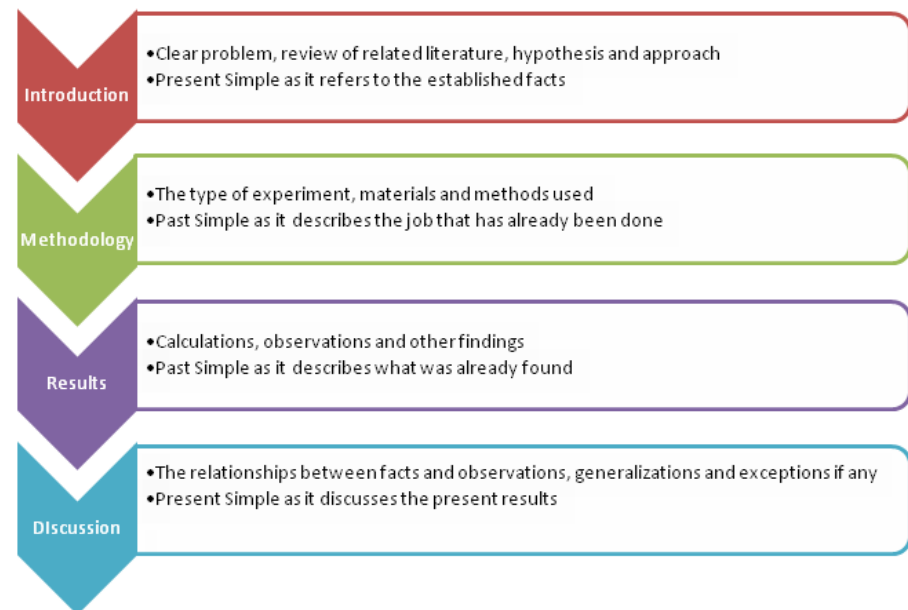
THE PRINCETON REVIEW RELEASES ITS FREE DOWNLOADABLE "GUIDE TO 361 GREEN COLLEGES: 2016 EDITION"

Related Articles and Links
Green Guide 2016

"Among nearly 10,000 teens who participated in our 2016 College Hopes & Worries Survey, 61% told us that having information about a school's commitment to the environment would influence their decision to apply to or attend the college," said Robert Franek, The Princeton Review's Senior VP-Publisher. (A complete report on that survey is at www.princetonreview.com/college-hopes-worries.) "We strongly recommend the schools in this guide to environmentally-minded students who seek to study and live at green colleges."

EST. 1890

UNT

Sustainability Tracking, Assessment, and Rating System Report (STARS)

- Planning and strategy
  - Four stages
  - Initial Planning
  - **Identifying and engaging stakeholders**
  - **Data collection**
  - Submission & sharing
    - Focus on two in particular
    - Identifying and engaging stakeholders
    - Data collection
  - Comparison to IMRaD report style

Introduction
- Clear problem, review of related literature, hypothesis and approach
- Present Simple as it refers to the established facts

Methodology
- The type of experiment, materials and methods used
- Past Simple as it describes the job that has already been done

Results
- Calculations, observations and other findings
- Past Simple as it describes what was already found

DIscussion
- The relationships between facts and observations, generalizations and exceptions if any
- Present Simple as it discusses the present results
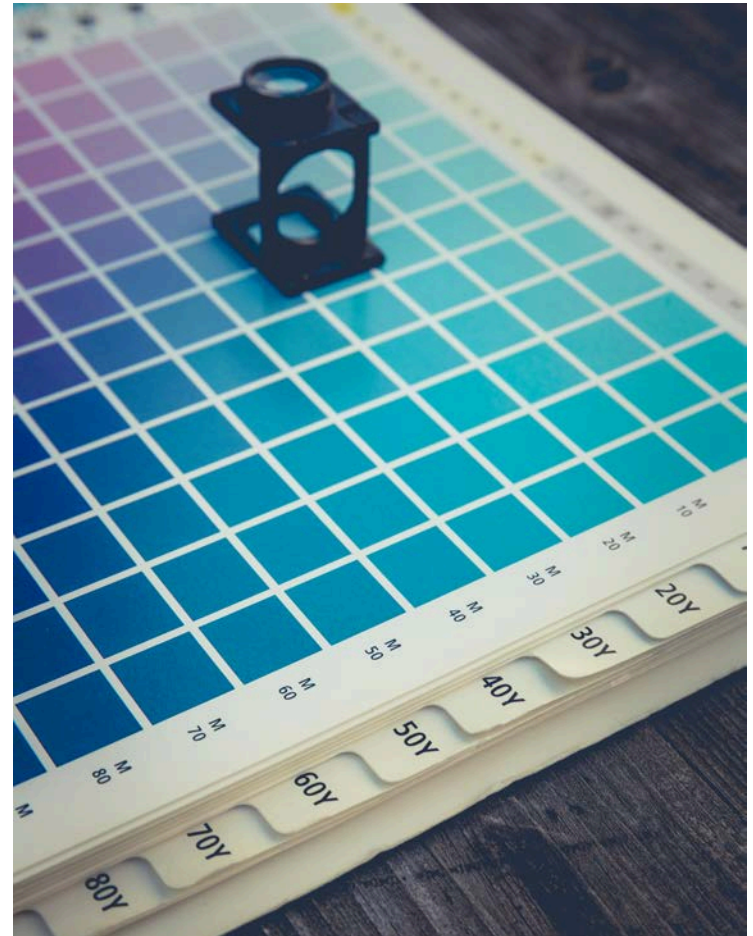
Sustainability Tracking, Assessment, and Rating System Report (STARS)

- Identifying and engaging stakeholders
  - Continuous process
- Collecting data
  - Initial vs. alternative data collection plans

UNT®

Technical Communication

- Core competencies
    - Writing (Elements of Style)
    - Editing (IMRaD report writing)
    - Design (document design)

Technical Communication

- Specializations
  - Content strategy (quantitative & qualitative audits, project management, content strategy)
  - Usability/user experience (STARS Online Reporting Tool)
  - Digital literacy (data analysis, survey research, web)

ID #	Title/Topic	Content	Goals/Messages	Audience	Call to Action	Findability	Consistency	Purpose	Comments	
1.0.0	Home									
1.0.1	Title: Technical Communication	Title, Subtitle, Link, background image	Encourage readers to learn more about the program: this tells them very little about tech comm	Students / anyone trying to learn more	Learn about our degrees	Easy	Good	Inform, direct	Considering our biggest issue is showing people who we are, this could do a better job of describing techcomm.	
1.0.2	Description Text	Title, subtext	Inform students of the program quickly: this is still somewhat vague	Students / anyone trying to learn more	None: probably don't need on here because there is one directly above	Easy	Good	Inform, motivate	The subtext here is still vague, but is an improvement over the page title subtext	
1.0.3	Common Links	3 text boxes w/ links	Convince students to explore other parts of the site to learn more	Students / anyone trying to learn more	All strong	Easy	Good	Direct, inform	My only note is consider moving this up	
1.0.4	News links	3 text boxes w/ links	Build credibility of audience	Students, other programs, industry	Read more news: this is under the links it's unclear what these boxes are or why people should read them until after they have read them	Medium: this is low on the page but is fine to remain there	Medium: The frith post has an image and the rest do not have images	Direct, inform	I would put a title before the news links. It's not clear if this is benefiting the home page.	

Communicating Sustainability Initiatives

- During reporting process
    - Technical communication skills: writing, editing, design
    - Successes
    - Challenges

- Post-report submission
    - Technical communication skills: content strategy, usability/user experience, digital literacy/survey research and data analysis
    - Future endeavors
    - Tips for the next report

UNT®

Succeed in Your Sustainability Efforts

- Recognize the scope of your work, be it the STARS report or other outreach campaigns, and plan accordingly

- Use and improve your communication skills & learn new ones when necessary

- Create relationships with your campus members for their investment in time and support to advance sustainability on campus

UNT®

Thank You.

Laci Kettavong
laci.Kettavong@unt.edu

UNT
UNIVERSITY
OF NORTH TEXAS®

EST. 1890