

EN 4: Outreach Materials and Publications

2 points available

A. Credit Rationale

This credit recognizes institutions that produce outreach materials and publications that enhance student learning about sustainability outside of the formal classroom.

B. Criteria

Institution produces outreach materials and/or publications that foster sustainability learning and knowledge. The publications and outreach materials include at least one the following:

- A central sustainability website that consolidates information about the institution's sustainability efforts
- A sustainability newsletter
- Regular coverage of sustainability in the main student newspaper, either through a regular column or a reporter assigned to the sustainability beat
- Social media platforms (e.g., Facebook, Twitter, interactive blogs) that focus specifically on campus sustainability
- A vehicle to publish and disseminate student research on sustainability
- Building signage that highlights green building features
- Signage and/or brochures that include information about sustainable food systems
- Signage on the grounds about sustainable groundskeeping and/or landscaping strategies employed
- A sustainability walking map or tour
- A guide for commuters about how to use more sustainable methods of transportation
- Navigation and educational tools for bicyclists and pedestrians (e.g., covering routes, inter-modal connections, policies, services, and safety)
- A guide for green living and/or incorporating sustainability into the residential experience
- Other sustainability outreach materials and publications not covered above

This credit is focused on ongoing outreach efforts. Materials and publications designed to promote a specific event or time-limited campaign are excluded and covered by other credits in this subcategory.

A single outreach material or publication that serves multiple purposes may be counted more than once. For example, a sustainability website that includes tools for bicyclists and pedestrians may be counted in both categories.

C. Applicability

This credit applies to all institutions.

D. Scoring

Institutions earn 0.25 points for each type of publication and/or outreach material described above, regardless of how many of each type are produced. Institutions with eight or more types of publications or outreach materials earn the maximum of 2 points available for this credit.

E. Reporting Fields

Required

- ☐ Does institution produce the following publications and outreach materials?
 - A central sustainability website that consolidates information about the institution's sustainability efforts
 - A sustainability newsletter
 - Social media platforms (e.g., Facebook, Twitter, interactive blogs) that focus specifically on campus sustainability
 - Regular coverage of sustainability in the main student newspaper (online or print), either through a regular column or a reporter assigned to the sustainability beat
 - A vehicle to publish and disseminate student research on sustainability
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 - Signage and/or brochures that include information about sustainable food systems
 - Signage on the grounds about sustainable groundskeeping and/or landscaping strategies employed
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 - Other sustainability outreach materials and publications not covered above

For each publication or material, provide at least one of the following:

- A brief description of the publication or material
- The website URL for the publication or material

Optional

- ☐ Additional documentation to support the submission (upload)
- ☐ Data source(s) and notes about the submission
- ☐ Contact information for a responsible party (a staff member, faculty member, or administrator who can respond to questions regarding the data once it is submitted and available to the public)

F. Measurement

Timeframe

Report on currently used outreach materials and publications at the time of submission.

Sampling and Data Standards

Not applicable

G. Standards and Terms

Not applicable