Final Report

Name: Mae Kate Campbell
Position: Communications and Web Initiatives Intern
Academic Year 2013-14
July 1, 2014

Introduction

The goal of this position is to publicize sustainability initiatives on campus in order to increase student involvement in and knowledge of sustainability. This involves keeping information on the website up to date, reaching out to stakeholders across multiple social media platforms, writing articles, and presenting information in engaging ways.

Accomplishments

- **Updates to the Website**: Completed various updates to the website as needed, including 2014 Ecolympics information, posting monthly eNewsletters and other articles, updating intern information on the staff page, etc.
- **Green Office Program**: Created a basic web framework to highlight the Green Office program when it is launched. The framework is in place and ready to go as soon as content becomes available.
- **Wordpress Site**: Redesigned the Wordpress site to make it easier to navigate and more visually appealing. Reformatted the eNewsletter section so that it features actual eNewsletter content, not just links. Followed up with interns to ensure intern blog posts were written for the site.
- **Social Media Outreach**: Posted on Facebook and Twitter to advertise various sustainability events, share articles, and highlight sustainable initiatives happening on campus and beyond.
- **eNewsletter Content**: Assisted in creating content for the Green Tips, Numbers, and events sections of the monthly eNewsletters.

Challenges

Coming into this project as a freshman, I was not super well acquainted with sustainability efforts on campus and other environmentally-focused groups. Because of this, it was difficult to offer suggestions or feedback about OES projects. I sometimes felt like I was not able to positively or effectively contribute to the group because of my limited knowledge and experience.
Key Stakeholders

- Web Team: webteam@oberlin.edu
  - Marsha Bragg, on the Web Team: mbragg@oberlin.edu
- Other OES Interns

Deliverables

- New layout to the Wordpress site: http://oberlinsustainability.wordpress.com
- Social media posts on Facebook (https://www.facebook.com/OberlinSustainability) and Twitter (https://twitter.com/OberlinOES)
- Green Tips and Numbers for the March and April eNewsletters
- A Facebook album highlighting Ecolympics 2014 events

Recommendations

I really love the idea of a new-intern orientation guide that would help new interns become familiar with the OES and other sustainability initiatives on campus. In the future, I also think it would be awesome to have project ideas outlined at the beginning of the semester that can be broken down into specific benchmark points. This would help keep interns on track and keep everyone accountable to their work.

More specific to the communications position, having goals and benchmarks (i.e. metrics) outlined would be a very helpful way to keep track of our progress as we continue to expand our outreach. This would definitely center around utilizing analytics information for the website and each of our social media platforms to determine the most effective communication times and messages. I will be examining the available analytics data over the summer and will use it to help tailor our message. Additionally, I think that the creation of a document to be filled out weekly with analytics data (overall likes/followers, responses/likes/favorites to posts, etc.) would be really helpful in tracking our outreach, and for making sure we stay active on each platform.

Unanswered Questions

- How can we tailor our social media message to make it more effective?

Conclusion

This year has been a really positive experience overall! I am so glad to be a part of the OES and to have worked with such fabulous people all year. I have learned a lot about web design and social media, and I am thrilled that I will have the opportunity to continue learning and growing into this position next year.