Final Report

Name: Mae Kate Campbell
Position: Communications and Web Initiatives Intern
Academic Year 2014-15
Date: 5/10/2015

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. Serving as a resource to other interns and supporting them in their endeavors is also a key focus.

Accomplishments

- **Student Intern Guide**: Worked over the summer to create a guide for OES interns. The goal of this guide was to present information about the OES and sustainability initiatives on campus, in order to ensure that all interns had access to this information in one place and understood the history, accomplishments, and future plans, and goals of our office.

- **Social Media Analytics**: Analyzed past social media posts and responses to determine more effective strategies for posting type/time.

- **eNewsletters**: Assisted with the publication of monthly eNewsletters. Gathered information for the events, numbers, and green tips sections of the newsletter. Posted the finalized newsletter on our blog and website.

- **OES Hangouts**: Organized monthly OES hangouts. Publicized the events through the creation of a poster and over social media.

- **STARS**: Assisted with data collection for STARS. Created a staff survey to determine the number of classes across departments that contain aspects of sustainability in their curriculum. Reached out to various stakeholders within the college and community to acquire necessary information. Specific credits completed include: Cleaning Products Purchasing, Office Paper Purchasing, Local and Inclusive Purchasing, Electronics Purchasing, Academic Research, and Campus as a Living Laboratory.

- **Updates to the Website**: Completed various updates to the website as needed, including 2015 Ecolympics information, posting monthly eNewsletters and other articles, updating intern information on the staff page, etc.

- **Green Room Program**: Created certificates for the Green Room program and distributed them to certified rooms.

- **Ecolympics Advertising**: Assisted with the creation of Facebook events, college calendar events, and environmental events calendar events to help publicize the Ecolympics competition. Wrote an email to all students explaining the competition. Painted a rock in Tappan to get the word out!
Challenges

Overall, the main challenge I faced this semester was balancing the different tasks I was supposed to accomplish. Taking on the role of the Sustainability Engagement intern, as well as my communications and website duties, I was able to maintain all the programs outlined in those job descriptions, but I do not feel like I was able to put as much energy into them as they deserve.

Key Stakeholders

- Web Team: webteam@oberlin.edu
- The Dashboard Team: John Petersen (Petersen@oberlin.edu) and Sam Hartman (shartman@oberlin.edu)
- Oberlin Review: newseditors@oberlinreview.org
- The other OES interns
- On-campus sustainability groups: CDS Recyclers, Compost Captains, Students for Energy Justice, the Resource Conservation Team, Headwaters, the Environmental Studies department, the Geology department

Deliverables

- The Intern Guide
- Facebook and Twitter Analytics
- eNewsletters

Recommendations

Next year, it would be great to develop a more exact timeline of priorities so that I can plan accordingly.

Unanswered Questions

If I think of anything I’ll let you know!

Conclusion

This year was so hectic, but just as rewarding. It’s been so great to see this office grow! I’m excited to see what next year brings.