### Learning Outcomes

- Describe proposed course in one sentence; including campus sustainability element
- Course will tell students about experiences learning about sustainability initiatives and events on campus while also helping to promote and show them initiatives with faculty, staff, and students
- What specific skills will students learn?What knowledge will they gain?
- Students will learn more about the sustainability related experiences in campus and community
- Students will discuss marketing and communication challenges and opportunities specific to the unique issues of sustainability, climate change, and climate action in general and specifically in SSU.
- Students will learn more about the promotion, marketing, advertising, and public relations involved in Sustainable SSU.
- The students will gain knowledge about what sustainability is and how campus SSU is actively engaged in sustainability initiatives.
- What Sustainability Outcomes does your team want the students to achieve?
- Understand what sustainability is. How impacts them that how involvement on campus contributes to their professional development. Resulting in effectively communicating sustainability efforts through media.
- Increased student engagement in curricular activities around sustainability.
- Increased student participation in campus sustainability events.
- Increased student enrollment in sustainability-related courses.
- Increased student engagement in marketing and public relations campaigns for sustainability.
- Increased student engagement in the CALL program.
- Increased Facilities Management involvement with CALL strategic goals.
- Increased communication between CALL and the Sustainability Office.
- Reduced waste and energy use initiatives.
- Increased student and campus engagement.
- Increased social media engagement, E-mail signatures, and websites.
- Increased sustainability outcomes.
- Increased Faculty involvement in CALL strategic goals.

### Connecting to CALL

- How does this proposed course align with CALL program objectives?
- Course will align with the CALL program objectives by pairing the Director of Sustainability with a faculty partner to use the course to increase student, faculty, and staff awareness and engagement with sustainability initiatives at Sustainable SSU.
- Which activities can CALL program support?
- CALL can help to determine what other CALL elements are needed to achieve goals, such as faculty involvement with campuses in establishing or knowing what opportunities are there to collaborate with other campuses. Though a social media, there needs to be a common initiative way to gain awareness, especially faculty engagement with sustainability, the ways identifying non-traditional ways to use instructors.
- What is the team’s vision for the future year as part of the CALL redesign program?
- Marketing and communication "Sustainable SSU" campaigns
- Create awareness about sustainability and the "Do One Thing Today" campaign.
- Market Sustainability Day and Earth Week/Day.
- Increase social media integration, design, and engagement.
- Future Tasks: Call for student assignments that align with CALL strategic goals.
- What is the team's vision for the future year as part of the CALL redesign program?
- Future Tasks: Call for student assignments that align with CALL strategic goals.

### Tracking Success

- How will you know if students achieved Sustainability Outcomes?
- Increased student engagement in curricular activities around sustainability.
- Increased student participation in campus sustainability events.
- Increased student enrollment in sustainability-related courses.
- Increased student engagement in marketing and public relations campaigns for sustainability.
- Increased student engagement in the CALL program.
- Increased Facilities Management involvement with CALL strategic goals.
- Increased communication between CALL and the Sustainability Office.
- Reduced waste and energy use initiatives.
- Increased student and campus engagement.
- Increased social media engagement, E-mail signatures, and websites.
- Increased sustainability outcomes.
- Increased Faculty involvement in CALL strategic goals.

### Taking Action

- What tasks/activities will the students perform?
- Taking, evaluating, creating, marketing, promoting, blogging, website design, promotional material design, overviewing, looking at sustainability, etc.
- What role will facilities/sustainability officer have in redesign process and course delivery?
- Paul will identify and help facilitate the relationship with sustainability entities on campus who are engaged in sustainability initiatives.

### Future Tasks

- Designing the assignments
  - Structure of assignments (group/solo)
  - Sequencing of assignments
  - What kind of formative assessment/feedback along the way?
  - Overcoming Obstacles
    - Are there mismatches between desired learning outcomes and sustainability outcomes?
    - How will you assess whether students have addressed Sustainability Outcomes?
    - How will you describe assignment to students?

- How will you know if this redesigned course is an improvement over the current version? How will you measure?
  - Student feedback and engagement in the course (end of semester evaluation)
  - Student turnover in the course with long term goals and projects will set as a challenge.

- What role will facilities/sustainability officer have in redesign process and course delivery?
  - Facilities (or CLIENT): Wants marketing and public awareness around sustainability work/projects/ goals accomplished on campus.
  - In-charge of events, marketing, communication, etc.) may be in conflict of interest.
  - Student turnover in the course with long term goals and projects will set as a challenge.
  - Do you need to modify existing outcomes?
    - I don't think so.

### Overcoming Obstacles

- Are there mismatches between desired learning outcomes and sustainability outcomes?
- How will you assess whether students have addressed Sustainability Outcomes?
- How will you describe assignment to students?
The plan was to have students in this course work on specific projects each semester in order to help with the identity crisis that sustainability has on Sonoma State.

COMS 340: PR Firm is a course designed to give students hands-on experience working with real-world public relations projects. This course is offered...

WHAT IS COMS 340?

COMS 340: PR Firm is a course designed to give students hands-on experience working with real-world public relations projects. The plan was to have students in this course work on specific projects each semester in order to help with...
University’s campus. People use the word sustainability but don’t often know what it means or what efforts the university is making to help support these goals. Additionally, students would learn about sustainability as a whole and learn practical skills in public relations, which for many of them is the career they want to pursue.

Sample Collateral

DO COMPOST:  
- Fruits & Vegetables  
- Egg Shells  
- Napkins  
- Paper  
- Coffee Grounds & Tea Bags

DON'T COMPOST:  
- Plastic or Metal  
- Single Served Packets  
- Glass  
- Meat or Fish  
- Oils & Grease  
- Styrofoam

EARTH WEEK
April 17th-21st 2017
SUSTAINABLE SSU - JUMP

Monday - April 17th
Earth Day Fair (1pm-8pm) (承包商 Plaza)  
- Free bike rentals  
- Free bike maintenance and smoothing

Tuesday - April 18th
Free Outdoor Yoga (9am-10:30am) (Outside Rec Center)  
Campus Garden Work Party and Campus Garden

Wednesday - April 19th
Documentary  
7pm (Robertson in Seawolf Plaza)  
- Free Non GMO popcorn  
- Free bike rentals  
- Free bike maintenance and smoothing

Thursday - April 20th
Speaker: (location)  
- Free popcorn  
- Free coffee

Friday - April 21st
CEP Alpreno Fall Bike at 7:30AM  
- Sign up in front of Rec Center

How-To Help Your Friends Step Up Their Sustainability Efforts

CONSERVE
Water

www.sonomaweb.com/sustainablessu