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 may include the following:

- 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
- A vehicle to publish and disseminate student research on sustainability
- Building signage that highlights green building features
- Food service area 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 alternative 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 incorporating sustainability into the residential experience
- Regular coverage of sustainability in the main student newspaper, either through a regular column or a reporter assigned to the sustainability beat
- Other

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
- An indication of whether the institution produces the following items or materials:
  - A central sustainability website that consolidates information about the institution’s sustainability efforts
  - A sustainability newsletter
  - Social media platforms that focus specifically on campus sustainability
  - A vehicle to publish and disseminate student research on sustainability
  - Building signage that highlights green building features
  - Food service area 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 alternative 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 incorporating sustainability into the residential experience
  - Regular coverage of sustainability in the main student newspaper, either through a regular column or a reporter assigned to the sustainability beat
  - Other (please specify)

- An affirmation that the submitted information is accurate to the best of a responsible party’s knowledge and contact information for the responsible party. The responsible party should be a staff member, faculty member, or administrator who can respond to questions regarding the data once submitted and available to the public.

Conditional
Required for each category of items or materials the institution is reporting:
- A brief description of the material(s) or publication(s)
Optional

- The website URL where the material, or information about the material or publication, is available (for each item)
- Notes about the submission

**F. Measurement**

**Timeframe**
Report on currently used outreach materials and publications only.

**Sampling and Data Standards**
Not applicable