**OUTREACH WORKING GROUP**

Mid-August Update

Prepared by: David Dean

The Outreach Working Group is primarily populated by communications staff members from various campus departments and colleges. University Dining, Athletics, Housing, Waste Reduction & Recycling, Campus Recreation, NC Solar Center, CALS – Extension, Mechanical and Aerospace Engineering, News Services and more are consistently represented.

The group started meeting July 8, 2010. Since that time, the group has completed the following tasks:

* Endorsed *Change Your State* name for energy behavior change campaign.
* Brainstormed names for the final plan, consisting of the CAP, Energy Charge and Sustainability Strategic Plan.
* Developed key messages for *Change Your State*, including:
* Don’t be a drip
* Little changes, big impact
* Break for transit
* Do one thing
* Drop the load
* Shut the sash
* Buy local
* Walk the talk
* Started work on strategies for CAP. All agreed over-arching strategy should be, ‘create a culture of sustainability.’ Sub-strategies have started taking shape and will be finalized by close of business, August 26, 2010. Examples of sub-strategies, include:
* Improve sustainability literacy
* Infuse a sense of urgency
* Communicate sustainability results
* Create a network amongst local university communities
* Sustainability as the first impression when stepping onto campus
* Create and promote sustainable curriculum
* Preliminary tactics came out of some early brainstorms. Tactics discussed, include:
* Define sustainability terminology specific to NC State
* Develop brand book to ensure all communicators maintain a consistent image and messaging
* Integrate into new student/employee orientation
* Encourage units and individuals through programs such as the recently launched statewide “10% Local”
* Utilize Dining locations via info tables and awareness opportunities
* Promote campus walk/bike safety
* Decrease vehicle usage through campus