

# EN 4: Outreach Materials and Publications

**2 points available**

## Rationale

This credit recognizes institutions that produce outreach materials and publications that enhance student learning about sustainability outside of the formal classroom.

## Applicability

This credit applies to all institutions.

## Criteria

Institution produces outreach materials and/or publications that foster sustainability learning and knowledge. The publications and outreach materials include at least one the following:

- A central sustainability website that consolidates information about the institution's sustainability efforts
- A newsletter or social media platform (e.g., Facebook, Twitter, or interactive blog) that focuses specifically on campus sustainability
- Signage that highlights sustainability features on campus
- A sustainability walking map or tour
- A guide for green living and/or incorporating sustainability into the residential experience

This credit is focused on ongoing outreach efforts. Materials and publications designed to promote a specific event or time-limited campaign are excluded and covered by other credits in Campus Engagement.

## Scoring

Institutions earn 0.4 points for each type of publication and/or outreach material described above, regardless of how many of each type are produced. Institutions with all five types of publications or outreach materials earn the maximum of 2 points available for this credit.

## Reporting Fields

### Required

- ☐ Does institution produce the following publications and outreach materials?
  - A central sustainability website that consolidates information about the institution's sustainability efforts

- A sustainability newsletter or social media platform that focuses specifically on campus sustainability
- Signage that highlights sustainability features on campus
- A sustainability walking map or tour
- A guide for green living and/or incorporating sustainability into the residential experience

For each publication or material, provide:

- A brief description of the publication or material (Include website URL where more information is available.)

### Optional

- ☐ A brief description of other comprehensive sustainability outreach materials and publications not covered above
- ☐ Additional documentation to support the submission (upload)
- ☐ Data source(s) and notes about the submission
- ☐ Contact information for a responsible party (an employee who can respond to questions regarding the data once it is submitted and available to the public)

## Measurement

### Timeframe

Report on currently used outreach materials and publications at the time of submission.

### Sampling and Data Standards

Not applicable.

## Standards and Terms

Not applicable.