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Sustainability Branding - supporting the
teaching and learning of sustainability at the
University of Worcester

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Session outline

- Why develop a digital magazine?
- What is the publishing strategy?
- How will we deliver it?
- Change today, protect tomorrow as a brand
- Monitoring and Evaluation
- The Editorial Calendar
- Scoping & Demo

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The University of Worcester has developed a digital publishing strategy to support learning and teaching of sustainability both on and off campus.

linking curriculum, campus, community

change today
protect tomorrow



Why develop a publishing strategy?

Creative solution to a communications challenge and a curriculum challenge

- Learning & Teaching Pedagogy (TEL)
- Key text for taught modules in sustainability
- Digital Literacy skills
- Student Employability
- Links to Wider Community/Industry
- Co-creation of knowledge

What is the strategy?

- A members only VLE to support the multi-disciplinary academic curriculum
- A publishing strategy linking the curriculum and the wider community

Change today, protect tomorrow as a brand

How will we deliver it?

- Resourced through cross-disciplinary academics, students and expert practitioners
- Disseminated through a growing online network of partners and contributors

How is it resourced?

- Budget £15k pilot year
- Double from September 2015
- 6 part time paid student publishing assistants
- Expert digital publishing practitioner
- Academic editorial board

Key function

- to strengthen UWs existing partnerships and links to the community.
- Linked and promoted through talks, events and strategic partnership projects

e.g. EW, WLEP, NUS, Change Agents UK, EAUC, Your Green Future, Hard Rain

Monitoring & Evaluation

- Network of 140 connected subscribers in first year
- Audience Profile includes
 - SME's in Environmental Technology; Strategic Partnerships; Social Enterprises;
 - Multidisciplinary Academic Staff; Members of Community Forums; Students
- Google webmaster/analytics tools
- Regular surveys, polls, focus groups, in-depth interviews

The Editorial Calendar – credibility of authors

- Driving Change
- Working sustainability
- Go Green Week Special- student focus
- It's such a waste
- Technologies

Scoping

This strategy is based on findings from a pilot tested in September 2013 to May 2014 (see academic paper)

Pilot Demo: www.susthingsout.com

Have a go – www.susthingsout.com

In pairs review the articles currently published on the site.

- Identify your 3 top articles
 - Why did you choose these?
- Choose one article and post a comment