

Higher Education Engagement Best Practices

How you can engage your campus community to join you
and take the California Clean Air Day Pledge

OPERATIONAL

- Get an endorsement *and* participation from top campus leaders including chancellors, provosts, deans, department chairs, etc.
- Establish an internal committee that includes various departments from facilities to student affairs to external affairs
- Support a student working group from various student organizations
- Ensure you have your external affairs or marketing manager participate on their regional Clean Air Day working group

COMMUNICATIONS

- Announce your Campus's participation through:
 - Faculty & Staff communications (in meetings, with paychecks, via email, on intranet, etc.)
 - Student communications (emails, through student orgs, campus newspaper ads, on campus posters, on social media, etc.)
 - Alumni communications (newsletters, emails, on social media, etc.)
- Tell the stories of specific students, faculty, and staff involved in air quality issues, or just highlighting them to show that the whole campus is involved
- Create a drip email campaign to all your stakeholders offer a reminder and tip each week leading up to Clean Air Day
- Provide resources and written or graphic content to your stakeholders on how they can participate

INCENTIVES

- Provide free food to all participants on Clean Air Day (or in advance of it) so they don't have to travel
- Host a lunch and learn to educate your employees on issues of air quality
- Provide transit passes for employees



- Provide office plant give-away to employees
- Tie existing events to clean air day to
- Match employee donations to clean air non-profits

COMPETITIONS

- Create friendly competition between schools, departments or residence halls
- Create competition between campus locations
- Host a social media competition to encourage students, alumni and faculty/staff to post with a campus-specific hashtag along with #CleanAirDayCA and offer a prize to a “winner” (via random selection or some voting system)
- Challenge other campuses, cross-town rivals, or sports competitors amplify school spirit and boost morale and participation



LAUNCH A NEW PROGRAM OR INITIATIVE

- Encourage your employees and students to leave their car at home
 - Establish enhanced, ongoing telecommuting options
 - Establish “car-free” days (biking, walking or safely taking public transit)
 - Provide comped or discounted transit passes for employees as an employee benefit
- Create a campus-community tree planting initiative
- Launch enhanced shuttle routes



cleanairday.org
[@cleanairday](https://twitter.com/cleanairday)

