Sustainability at DePaul
2025 Content Strategy Report

Created For Just DePaul

By Lisa Dush, Shane Zimmer

& contributors from WRD 532

REPORT STRUCTURE

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RECOMMENDATIONS

02
a. Identity
b. Engagement
c. Workflow
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NEXT STEPS

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METHODS

Methods

1. We met with Rubén at the beginning and mid-point of the quarter.

1. We reviewed the 2023 sustainability.depaul.edu website and other content channels.

1. We created several new user personas
    a. These are the key audiences to keep in mind when creating content and expand the audience defined by the personas developed in 2023.

1. We conducted user interviews (see summary report) with representatives of key audiences, as well as with Just DePaul content creators, to better understand user experience with and response to the current content.

1. We collectively devised recommendations and deliverables that respond to user needs and organizational goals. We have grouped our ideas around four major recommendations: **Identity, Engagement, Workflow, and Network-building**.
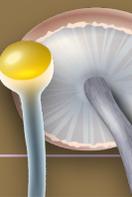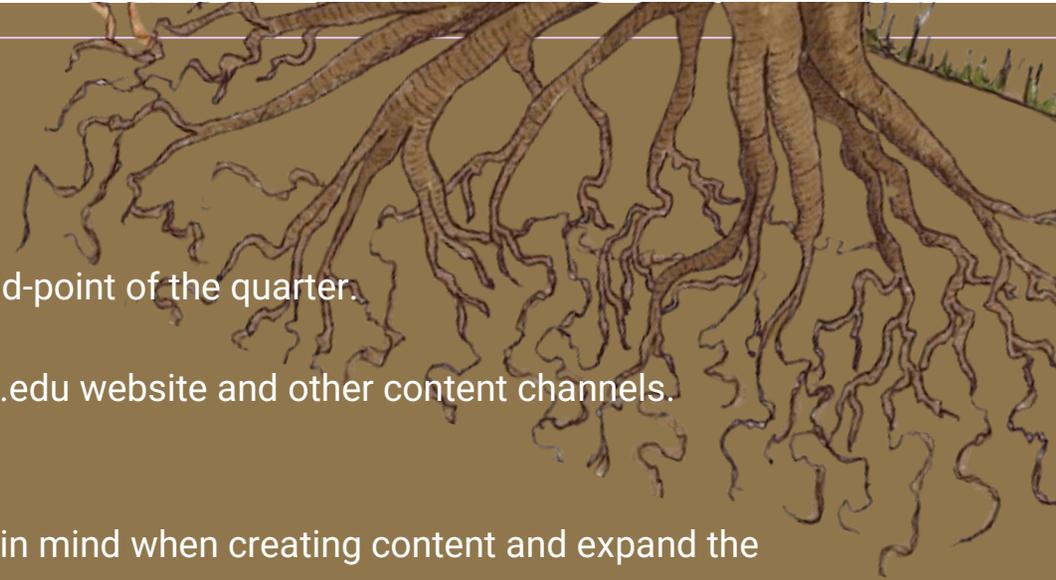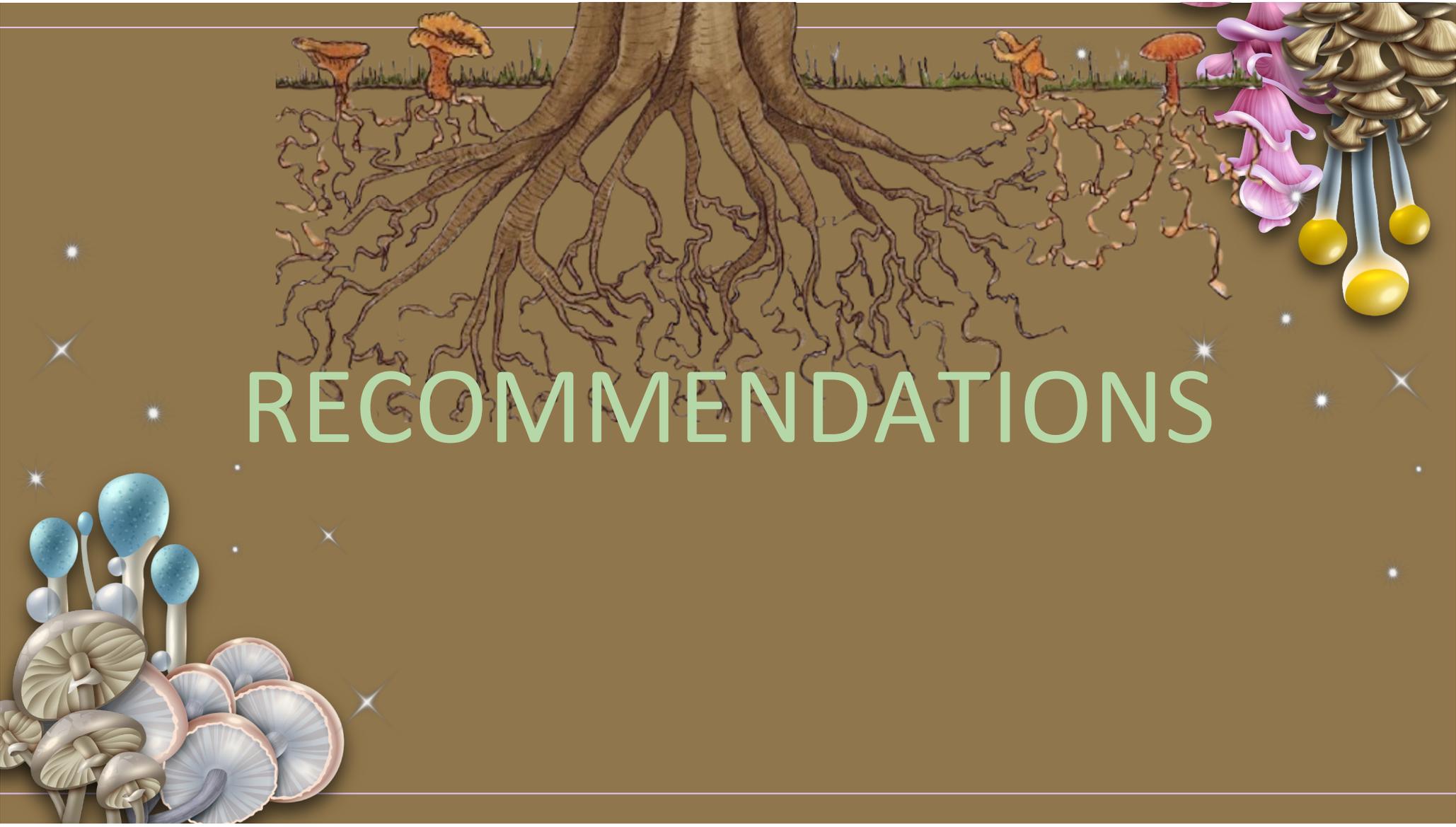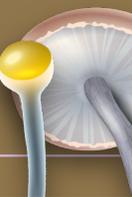
RECOMMENDATIONS

1. Identity-Focused Recommendations

Identity: The visual and textual elements an organization uses to represent its brand
- We focused recommendations in this area because key users expressed confusion at who Sustainability at DePaul is, what you do, and how you do it.

Key recommendations:
1. Clarify the distinctions between Just DePaul and Sustainability at DePaul.
   a. Create voice and tone guidelines and implement across content and channels.
   b. Consider renaming "Sustainability at DePaul" the "DePaul Sustainability Network."
   c. Consider updating the website with DePaul colors and implementing a new logo.

1. Clarify what Sustainability at DePaul does
   a. Revise the Home page: see the full home page (zooming-in required) or the enlarged version

2. Engagement-Focused Recommendations

Engagement: Building relationships with users by encouraging participation
- We focused recommendations in this area because users expressed confusion at how and/or when to get involved with Sustainability at DePaul.

Key recommendations:
1. Foreground events on the website, as events are the primary way that Sustainability at DePaul engages people.
   - Use the CampusPress Calendar+ plugin to create a calendar that lists more events and supports easier event creation
   - Create blog posts for priority events, highlighting these on home-page carousel and in newsletter
2. Redesign website navigation so that key audiences can more clearly see how to engage.
3. Add calls to action (CTAs) throughout the website
   - Implement CTAs on all content pages

3. Workflow-Focused Recommendations

Workflow: The steps and processes used by staff members to complete content-related work
- We focused our recommendations in this area to address pain-points in the content-creation process that were identified by the Just DePaul team and in conversations with Rubén.
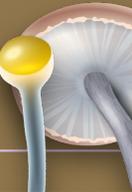
Key recommendations:
1. Change quarterly course listings to a static document, produced annually
2. Implement a blog under News and Stories that publishes spotlighted events and profiles of stewards, faculty and research, to simplify content creation. Use links to these posts as monthly newsletter, emailed to your mailing list.
3. Enable staff to access and edit graphics
4. Update documentation and use an editorial calendar template to plan a month out
5. Over time, begin to keep track of key metrics

4. Network-Building Recommendations

Network-building: Connecting internally and externally to build community and spread the mission
- We focused recommendations in this area because it spreads the organization like a mycorrhizal network!

1. Keep looking for ways to continue conversations/relationships started at events
   a. Produce monthly newsletters that aggregate several blog posts. Newsletters can be created as a "Monthly Update" blog post, with the link emailed to your existing mailing list.
   b. Search for a platform like Slack or Discord that will enable those curious to engage more to do so.
2. Focus on content sharing and conversations in values-aligned platforms where key audiences are
   a. Consider leaving TikTok, Facebook, and Twitter
   b. Update Instagram channel to clarify Just DePaul's sustainability focus
   c. On Instagram, focus on people-featured posts
   d. Consider more LinkedIn use for alumni-specific engagement and to raise awareness with potential donors
   e. Create more print collateral for leaving at/posting in key places on campus, with links or a QR code to the website

NEXT STEPS

Next Steps

1. Implement the core identity-focused recommendations across all platforms/channels, including the home page. Before tackling bigger revisions, implement a few low-effort edits to the existing site.

2. Implement a News and Stories top-level menu item on the website, which hosts a blog. Recreate some of the existing content as blog posts (e.g., Steward profiles and possibly the existing News and Stories Medium posts, which each can be linked to in an individual blog post). The Sustainability Stewards page on the website can be recreated from categorizing all these posts all as "Sustainability Stewards" and creating a link in the menu for the category.

3. Recreate the Events page using the Events plugin and replace the current Events page. Work with staff to create a repeatable process for gathering upcoming events from across the university.

4. Create a monthly newsletter blog post and email that link to your existing list. Alternatively, use Substack or Mailchimp to create a low-fi, easy-to-distribute recreation of that post to distribute monthly.

5. Update Just DePaul documentation to include changes recommended in this report.

6. Make decisions about social platforms and implement an editorial calendar.

7. Going forward, publish Steward Profiles, Event Spotlights, Research Spotlights, and other news and stories as blog posts.

Report Contributors

Lisa Dush

Shane Zimmer

Chiara Aiello

Alex Arias

Amber Corkey

Eryk Markiewicz

Callie McNorton

Maya Muschitz

Leo Swearingen

Maren Williams

THANK YOU!