

TO: Dr. Friess

FROM: Victor Estrada

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SUBJECT: Audience Analysis Interview Notes

What is the goal of the Office of Sustainability?

- to promote ideas for sustainable projects on campus
- to promote campus involvement in leadership roles in sustainability
- to promote the academic pursuits on campus in the field of sustainability
- to describe how the leadership functions for the Mean Green Fund
- to describe how the funding functions for the Mean Green Fund
- to enhance the UNT reputation as a green school

What is the best way to tailor this message to reach those who would either be interested in producing ideas for campus-wide sustainable projects or interested in being involved in developing campus-wide sustainable projects.

Have you ever lived on campus?

Do you live on campus?

What is your class-level?

What is your major?

Do you participate in any groups or activities on campus?

How does sustainability tie into your program or research?

How do you stay aware of sustainability issues?

What is the most pressing environmental concern for you globally?

What about locally?

How would being involved in a sustainability project benefit your resume or career path?

What would you expect to find at sustainability.unt.edu?

Have you seen the office of sustainability, its events, or its website promoted?

The office sponsors sustainable or green projects on campus developed by students, promotes scholarships, and fosters environmental awareness. How does the sustainable website make that clear to you?