



STONEHILL COLLEGE

Environmental Stewardship Council Meeting

Tuesday, September 27, 2022

8:30 a.m.

via Zoom

MINUTES

Attendees: Mark Agana, Craig Binney, Bruce Boyer, Kim Cordeiro, Liam Dacko, Lee Damore, John Duggan, Jessa Gagne, Avery Holzworth, Katie Lloyd, Brittany Lorgeree, Fr. Tim Mouton, Deb Norton, Paul Ricci, Cheryl Schnitzer (Chair), Colin Spencer

The meeting commenced at 8:30 a.m. and was chaired by Prof. Cheryl Schnitzer.

1. **Welcome**

New attendees introduced themselves: Liam Dacko (Communications Manager, Media Relations), Avery Holzworth '25 (Class Representative), and Katie Lloyd (RD for Corr and Villa Theresa).

2. **Meeting Minutes**

The August 30 meeting minutes were approved as distributed.

3. **Successful Messaging**

Liam provided a presentation on best practices for social media management & planning, which will be helpful for promoting ESC initiatives.

The presentation covered the following topics:

- Picking the Platforms that are Right for your Brand
- Planning Your Content
- Developing Social Media Copy
- Posting Content
- Taking Inventory of Social Media Channels

It was suggested that Canva or Photoshop be used for creating content. Hootsuite and Zoho Social are social media platform management products, and Bitly is used for URL shortening.

Liam stated that his office does not control Stonehill's social media posts but is available for assistance.

Here is a link to Liam's presentation to the ESC:

<https://stonehill.zoom.us/rec/share/BJBv0gRhTKvemsgsivHjLseyW7sbBXvZ45hOYUf-zCAHZYAikqYljFKkLQWXlyz.5gZStG-stcf0AwsP> Passcode: ^^em?c07

4. **Subcommittee Updates**

Strategic Planning

Craig shared his *Sustainability at Stonehill* presentation, which was developed to provide an overview to Professor Duggan's Business 101 classes as well as to the Advancement Division and any other groups on campus.

The presentation, which was tailored to the Business class, highlights the College's accomplishments:

- Hiring an Energy Manager - Jessa Gagne
- Solar installations
- Water fixture upgrades
- Oil to natural gas boiler conversions
- LED lighting conversions
- Waste and recycling progress
- The Farm
- Our green ratings through the annual Princeton Review survey and AASHE STARS
- An explanation of the *Triple Bottom Line* sustainability framework which measures a business's success in profit, people, and the planet
- ESG (Environmental/Social/Governance) - a set of standards for a company's behavior used by socially conscious investors
- Information on the ESC and how to join us.

Feedback was provided. It was noted that the presentation can be tailored to a specific class or group.

Communication/Marketing

Colin noted that work continues on the Sustainability website.

5. **21-Day Racial Equity Habit-Building Challenge**

Brittany polled the group for interest in participating in the Challenge this fall. It was determined that November would be the best time. Katie, Lee, Kim, Cheryl, and Colin all expressed interest, and Brittany will connect with them for further planning.

6. **Upcoming Events**

Kim noted that in celebration of the feast of St. Francis of Assisi, the Blessing of the Pets will be held on October 2 at 2:00 p.m. outside of Alumni Hall.

7. **Recap/Action Items**

- Craig will present to BUS 101 and the Advancement Division.
- Bridget will coordinate the 21-Day Racial Equity Habit-Building Challenge for November.
- A link to Liam's Social Media presentation will be distributed with the minutes.

The meeting was adjourned at 9:30 a.m.

Next Meeting: October 25