

GREEN
EDUCATION.US



GREENLIGHT SOLUTIONS GREEN PAPER

SPRING 2023

CREATED BY GREENLIGHT SOLUTIONS:
YASMIN CALDERON FELICIANO | JANE HILL
OCEANE INGRAM | JOSHUA JEFFERS

This project explored survey creation and analysis while examining the current state of the sustainability workforce and receiving feedback on Green Education.US's educational offerings. Infographics were created and distributed through social media partnerships to promote the Project Partner.



PROJECT PARTNER:
JILL DONELLO | GREEN EDUCATION.US

Visit GLSolutions.org to learn more & donate. Contact info@GLSolutions.org to get involved.



[@GreenLightSolutionsFoundation](https://www.linkedin.com/company/greenlight-solutions)

[@GreenLightSolutions](https://www.instagram.com/greenlight-solutions)

[@GreenLightSolutionsFoundation](https://www.facebook.com/greenlight-solutions)

[@GLSFoundation](https://twitter.com/GLSFoundation)

Copyright © 2022. GreenLight Solutions. All Rights Reserved.

Challenges & Opportunities

The Project Partner faced challenges with social media outreach and spreading the word of Green Education.US's (GE.US) services to potential students seeking certificates in sustainable resource management.

Many of these challenges were rooted in the lack of access to broader connections who specialized in working with students. The Project Partner also had not previously explored promotional content creation or dispersion to engage their audience or draw in more people, making this whole project something of an experimental process.

We had the opportunity to overcome these challenges by assisting GE.US in expanding their outreach through social media collaborations and gaining feedback through survey creation and distribution. This would broaden GE.US's reach, as well as provide the organization with more data on the students they hope to serve and the businesses hiring those students.

Recommended Solutions

For expanding outreach to broader audiences, our goal was to form partnerships across social media platforms to promote GE.US's programs. We aimed to be featured in at least **4** social media posts (Instagram stories, LinkedIn posts, etc). Our team exceeded this goal, achieving **6** features.

As for survey creation, we aimed to create **2** surveys each with their own distinct purpose. We met this goal by creating both surveys, one exploring the desired attributes of professionals in the field of sustainability and the other exploring current college students' awareness and opinions on Green Education.US's programs.

Project Benefits

BENEFITS TO PROJECT PARTNER

- Obtained exposure to a broader audience of sustainability professionals and students
- Gained relevant data on those audiences

BENEFITS TO SOLUTIONEERS

- Gained outreach and data collection skills
- Created and distributed surveys in order to collect consumer data
- Collaborated with different stakeholders through social media platforms

BENEFITS TO THE COMMUNITY

- Students and professionals learn more about educational opportunities for their sustainability career
- More people equipped with the knowledge to sustainably manage the Earth's waste