

# Your campus, your voice

## HAVERFORD'S CLIMATE SURVEY

2022

FEB

**FEBRUARY 28**

- Launch website, which has the short URL [hav.to/climatesurvey](http://hav.to/climatesurvey)

**WEEK OF FEBRUARY 20**

- Committee begins development of survey instrument as guided by Rankin
- Website development begins
- Draft President Raymond's invitation to participate
- Develop marketing plan
- Begin work on a news story
- Develop initiative branding
- Review, edit, and approve draft website
- Committee finalizes question of possible incentives
- Approve marketing plan
- Design promotional collateral

MAR

**MARCH 1**

- Send first Wendy Raymond letter to campus introducing the project and bulleting timeline.

**MARCH 2**

- Mention at all-Staff meeting

**MARCH 8**

- Complete survey design
- Engage student reps re promotional opportunities

**MARCH 22**

- Open survey
- Daily Digest post
- Use broadcast lists to send the second of President Raymond's letter to students, staff, and faculty inviting them to participate in the survey.
- Promote the survey via social media
- Promote the survey via news article on the main Haverford website
- Promote the survey via print collateral such as posters

**MARCH 24**

- Mention at Faculty meeting
- Athletics begins team outreach

**WEEK OF MARCH 27**

- Testimonial videos



HAVERFORD  
COLLEGE

APR

**WEEK OF APRIL 3**

- SAEC note to staff encouraging participation
- Put up lawn signs
- DC tabling by Committee members

**APRIL 8**

- Mention at All-Staff meeting

**WEEK OF APRIL 10**

- Follow up email reminder from President Raymond
- Follow up reminder on social media
- Change out posters to something about closing in on our participation goal

**APRIL 14**

- Mention at Faculty meeting

**APRIL 22**

- Survey closes

**APRIL 23**

- Thank you email to students, faculty, and staff including reference to next steps

TBA

**TBA**

- Analysis of data
- Report findings and recommendations
  - College leadership
  - Committee
  - Students, faculty, staff
- Development of actions in response
- Promulgation of actions in response