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

FEBRUARY 28
- Launch website, which has the short URL hav.to/climatesurvey

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

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