

CALL FOR PROPOSALS



BREN COMMUNICATION CAPSTONE (ESM 449) SPRING 2022

Do you need help with an environmental communication, media, or outreach product? Submit a proposal to have a talented team of Bren Communication Master's students work on your project over 10 weeks, March 28 - June 3, 2022.

Overview: The Bren Communication Capstone (ESM 449) is a required course for students in the Communication Focus. The capstone provides hands-on, professional experience in designing and creating environmental communication and media products for clients. Clients benefit by getting high-quality materials to help achieve their communication and outreach goals. Students are also encouraged to propose their own creative projects.

Project Requirements: The Capstone is flexible and a variety of projects and formats are acceptable; students or clients may submit proposals. The Capstone should have a clear communication goal, such as raising awareness, promoting engagement, creating educational opportunities, or compelling individuals to engage in pro-environmental behavior—it should not simply be promotional work. Projects must also be properly scoped to be completed within a 10 week period. All projects must clearly **incorporate at least two** of the following elements:

**Strategy | Narrative/story development | Audience research
Development of a communication skill or tool**

Successful past capstone projects include: audience research, branding strategy, short films/video shorts, a series of blog posts or stories, development and implementation of new educational curricula, engagement strategies to promote awareness or pro-environmental behavior, and design and distribution of infographics. For examples of past Communication Capstone projects, please visit www.BrenComm.com/capstone

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What to include in your proposal: Your proposal should be no more than 700 words and include:

- Project Title, Client, Primary Client Contact & Contact Info
 - Project goal
 - Target audience
 - List of marketable skills for students (e.g. writing, audience research, infographic design)
 - Project description, including the required project elements (be sure to indicate whether you're including strategy, story development, audience research, and/or comm skill)
 - Final and interim deliverables (interim deliverables will be what the client reviews during the project to provide feedback and help guide the final product)
 - Timeline, with benchmarks & scheduled check-ins with primary contact
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DEADLINE:

Friday, February 18 @ 5pm

Email proposals to Lisa Leombruni
lisa@bren.ucsb.edu

Eligibility & Budget: Any organization with an environmental mission and a need for communication or media assistance may be a client. Note that should a project require travel, research incentives, purchase of footage, music licensing, or any other additional support, the organization must provide funding to cover these expenses.

Timeline: Your proposal will be reviewed twice: 1) by the Capstone Review Committee, and 2) by students enrolled in the capstone (ESM 449), who will ultimately select the final capstone projects. You can expect to be notified as to whether your project was selected by the end of March 2022.

Please contact Lisa Leombruni (lisa@bren.ucsb.edu) for assistance in designing your project.