

# ENERGY AND CLIMATE POLICY STUDENT-DEVELOPED EMPHASIS AREA

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## PROGRAM OVERVIEW, MISSION, AND GOALS

Fall 2022





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## OVERVIEW

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The Energy and Climate Policy Undergraduate and Graduate Student-Developed Emphasis Area is a professionally focused and interdisciplinary program within the Schar School's Center for Energy Science and Policy (CESP) at George Mason University.

This new student-developed academic curriculum is designed to prepare the next generation of practitioners to conceptualize, strategize, and implement solutions to exponentially complex climate and energy challenges. The recommended courses will provide students with an applied learning experience that will help them develop transferable professional skills, putting them at a competitive advantage in a variety of fields upon graduation.

The Communications & Marketing Strategy is the public marketing and student outreach strategy for this effort. In line with the Provost grant stipulations and as a part of the CESP's broader Local Climate Action Planning Initiative, the Communications & Marketing Strategy accompanies the development of this academic curriculum and provides further guidance for marketing and outreach goals.

## PURPOSE

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The purpose of this Communications & Marketing Strategy is to provide clarity and synchronization for this new academic curriculum. This strategy is a central component to the success of this nascent effort by providing a deliberate framework for crafting courses and curricula. By intentionally using these tools and branding, CESP will be able to establish and distinguish this student-developed emphasis area's reputation amongst the Mason student body.

# MISSION

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The mission of The Energy and Climate Policy Undergraduate and Graduate Student-Developed Emphasis Area is to empower students with the knowledge and experience in an applied learning environment to become the next generation of leaders and changemakers for the betterment of community resilience, energy security, and environmental justice.

# VISION

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Our vision is an energy and climate change policy academic program that provides students with an unparalleled student-driven learning experience, where applied knowledge is integrated with professional development to prepare students for real-world energy and climate challenges.

# VALUES

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## APPLIED LEARNING

We seek to create a tangible learning experience for students that actionizes course concepts in real-world challenges and collaboration with practitioners.

## Policy and Science Communication

We seek to improve the translation of scientific information and research, break down information silos, and promote scientific knowledge in the public policymaking process.

## Interdisciplinary Frameworks

We seek to develop an academic curriculum that blends multiple perspectives and areas of academic expertise with employers and practitioners to understand cross-sector challenges.

## Transdisciplinary Problem-Solving

We seek to approach problem-solving through a collaboration that pushes thinking about challenges from the perspective of others.

## Environmental Justice

We seek to uproot inequity and disenfranchisement in systematic and institutional structures through community empowerment to create cleaner, healthier, and more resilient communities.

## Community-Driven Solutions

We seek to cultivate citizen-engaged scholarship by listening to the needs of the community and helping develop locally-led, tailored solution.





# OBJECTIVES

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1

Identify communication channels and promote CESP's new student-developed emphasis area and courses.

2

Distinguish this academic curriculum with Mason students by focusing on two primary aspects:

- I. This academic curriculum focuses on obtaining highly valued jobs or career advancement through internships, capstones, and coursework that exposes students to real-world, experimental learning that engages with actual employers.
- II. The recommended course curriculum offers two core classes: one course in energy and climate policy and one course in energy and climate law. The curriculum is then divided into two tracks: (1) an international track, focusing on international politics, security, and sustainable project development; and (2) a state and local track that focuses on community climate adaptation, sustainability, and equity.

3

Build relationships among Mason programs, colleges, student organizations, and faculty to enhance Mason's engagement in energy and environmental efforts, with an emphasis towards marginalized communities.

4

Build relationships with prospective employers to create an applied learning experience for students, a pipeline for internships and jobs, and to build external partnerships with CESP.

- Prospective employers include federal, state, and municipal governments, non-profit organizations and NGOs, and private sector firms.



# Key Messages

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Key messages are the word associations that CESP's brand intentionally uses to market the ECP Student-Developed Emphasis Area and effectively talk about it to undergraduate and graduate students, faculty, and external stakeholders. When crafting any communication piece, the intended audience should always be at the forefront of how things are worded, displayed, and accessed. Key messages should be used extremely frequently in all communication mediums and be a reflection of the mission, vision, values, and concentration's experience. Key messages include:

- "Student-Developed" Emphasis Area

We want to bring the appeal of a flexible and dynamic concentration to the forefront of our marketing. The ECP Student-Developed Emphasis Area seeks to attract students from a wide range of disciplines at the energy and climate nexus through the two tract structure. To effectively appeal to a variety of student interests, the curriculum should feel exciting, engaging, personable, and practical for students, and that they will gain what they seek out in terms of learning outcomes.

- Internships, External Fellowships, and Jobs

The cornerstone of this emphasis area is the engagement with employers in the energy and environmental fields. Students will have unparalleled opportunities to build relationships with municipalities, government agencies, and private sector stakeholders through their coursework. Students will be able to forge relationships with employers that are seeking individuals with their knowledge foundations and skillsets.

- Hands-on, Transferable Professional Skills

By design, the emphasis area seeks to create an applied, hands-on learning experience in each course, taught by practitioners with incredible expertise in their respective fields. The concentration is built upon the input from employers and will give students the experience to take their next professional steps, whether it be in their first job, a career change, or a promotion.