Program Campaigns

Susan B. Walker

Awareness is a vital component to the SEE energy efficiency program for both school district and corporate markets. As part of each program package, I was responsible for a new campaign theme, design, and age appropriate copy to help engage young energy-conscious students across a district as well as corporate professionals within a workplace setting. Large hallway posters to inspire action, classroom tip sheets to help motivate change, and light switch stickers to keep energy saving habits "top of mind" were all created for every program year. As Program and Content Development Manager I was responsible for inception of all ideas and themes, creative direction, and writing and editing of all poster and extension campaign materials.