Longhorns Don't Litter Toolkit

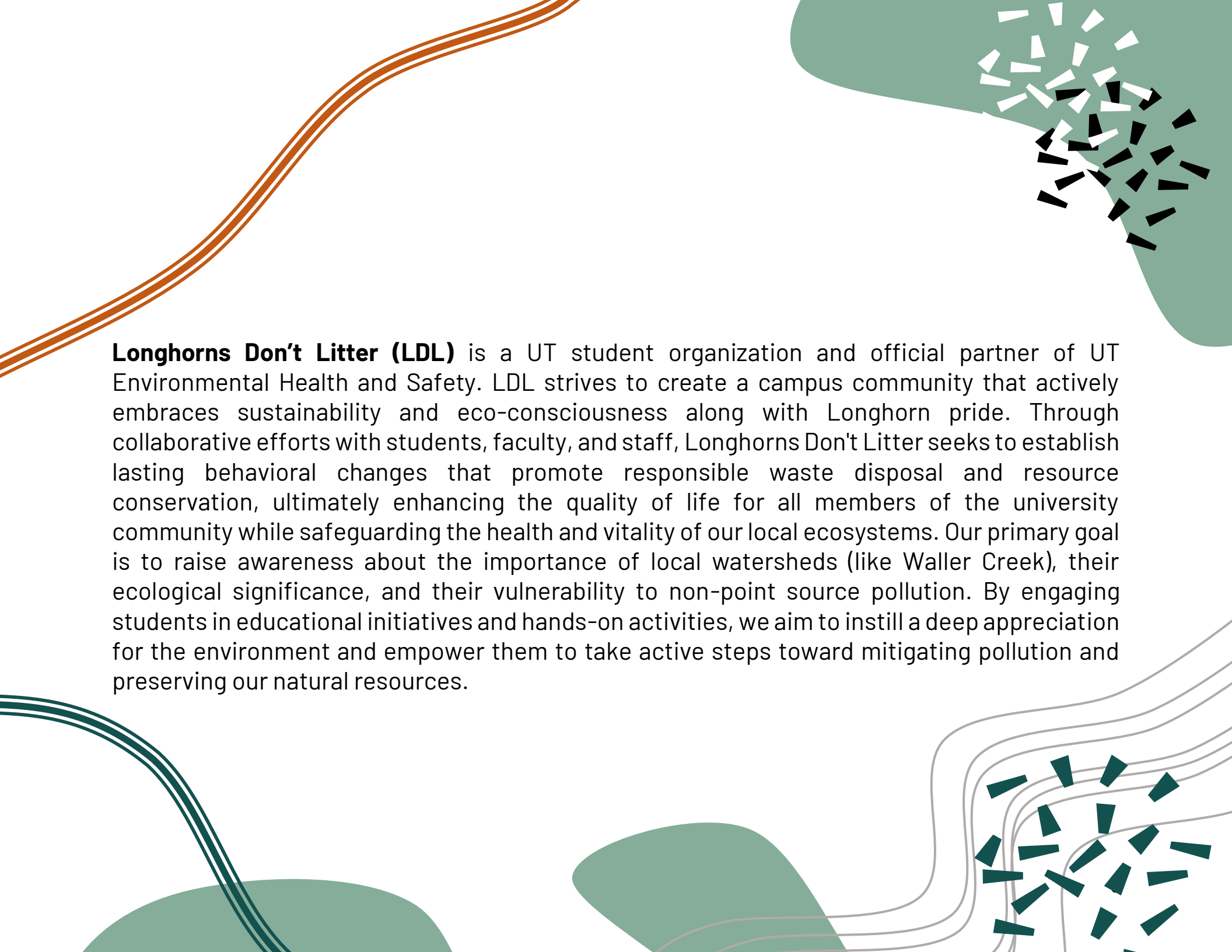# Table of Contents

Introduction

Longhorns Don't Litter (LDL) is a UT student organization and official partner of UT Environmental Health and Safety. LDL strives to create a campus community that actively embraces sustainability and eco-consciousness along with Longhorn pride. Through collaborative efforts with students, faculty, and staff, Longhorns Don't Litter seeks to establish lasting behavioral changes that promote responsible waste disposal and resource conservation, ultimately enhancing the quality of life for all members of the university community while safeguarding the health and vitality of our local ecosystems. Our primary goal is to raise awareness about the importance of local watersheds (like Waller Creek), their ecological significance, and their vulnerability to non-point source pollution. By engaging students in educational initiatives and hands-on activities, we aim to instill a deep appreciation for the environment and empower them to take active steps toward mitigating pollution and preserving our natural resources.

History & Purpose

What is now the Longhorns Don't Litter student organization was once an advertising course contracted by UT Environmental Health and Safety (EHS). The course, called "Environmental Communications," served as a way for EHS to fulfill their Waller Creek stormwater permit education requirements and evolved into what exists today.

In the initial stages of the course, students conducted market research to better understand where the UT community stood on issues pertaining to stormwater pollution prevention. Specifically, survey respondents were asked questions about their knowledge of the environment, their willingness to support campus environmental initiatives, and their role(s) in polluting the environment. This research found that many students were unaware of the Waller Creek watershed and identified non-point source pollution—like littering and pet waste—as a major concern on campus.

After analyzing the survey results, the students decided to focus on elevating awareness of Waller Creek in the UT community and determining how to reduce non-point source pollution. To accomplish these goals, the Environmental Communications students rebranded as "Longhorns Don't Litter" (LDL). As LDL, they reached out to the community through tabling and participating in UT events, labeled storm drains, and worked with other entities on sculptures, bus boards, and more.

 The completion of these initiatives by the Fall 2023 semester led the LDL students to establish LDL as a UT student organization and focus the organization's scope exclusively on litter. As a UT student organization, LDL is better able to recruit members to help with the cause and keep our initiatives running.

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The Elevator Speech

Did you know about 1 in 5 Longhorns admitted to littering in 2021? Well, we're "Longhorns Don't Litter" (LDL) and we're here to change that. LDL first started as a UT Environmental Health and Safety (EHS) advertising campaign that aimed to raise awareness of Waller Creek among the UT community and instill a sense of ownership in students. Although still an official EHS partner, LDL is now a registered UT student organization.

Our goal as a student organization is to address littering within the Waller Creek Watershed, make Waller Creek feel like UT's own backyard, and promote responsible environmental stewardship within the university community. We encourage the participation of new members and partnership with other organizations to work on various initiatives like Waller Creek Cleanups and the installation of LDL storm drain labels. You can sign up for our club on Hornslink, join our newsletter mailing list, and follow us on Instagram.

Note: We also discuss points from the provided fact sheet when pitching our organization to prospective members and partner organizations. Particularly that half of students are unaware of Waller Creek, only 17% "definitely know" the natural source of their drinking water, and 80% of students have noticed litter on or around campus.
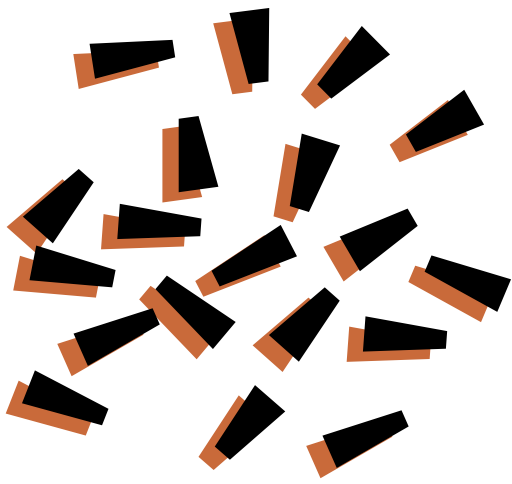
Keeping The Longhorns Don't Litter Brand

Longhorns Don't Litter Brandbook

Logos

Circular Logo

Representative

Most representative and recognizable logo that can be used in almost all material

Description

Our logo is made from UT's official typeface and icon, giving a professional look while representing University of Texas at Austin. Balanced yet interesting use of arcs.

Reproduction

Logo should only be reproduced from what is supplied on the website, slides, and official material and should not be changed. Can use in various background due to circle protecting the legibility of words.

Simple Reduced Monogram

Representative

Less identifiable logo that can be used when space is limited full logo is repetitive, when logo needs to be small, or in secondary documents where people know what LDL is.

Description

Having the Longhorn horn while not defacing the brand. Still recognizable internally and used simply. LDL simplified for Longhorns Don't Litter.

Reproduction

Logo should only be reproduced from what is supplied on the good drive, slides, and official material and should not be changed. Should have the same position and proportion without change. Usually the background should be white, but if not, make sure the background is light for that strong contrast and legibility. You can also utilize this with transparency as a watermark.

Square Logo

Representative

Recognizable and professional logo that can be used in almost all material, especially when a circle composition doesn't fit

Description

Our logo is made from UT's official typeface and icon, giving a professional look while representing University of Texas at Austin. Professional and aligned

Reproduction

Logo should only be reproduced from what is supplied on the website, slides, and official material and should not be changed. Should be used in light background to keep the legibility of words.

The University of Texas at Austin
Longhorns Don't Litter

Walking Tour Logo

Representative

Internal Logo that can be used for the Experience Waller Creek Walking Tour

Description

Our logo is made from UT's official typeface with an original minimalistic design giving a professional look for our significant internal event.

Reproduction

Logo should only be reproduced from what is supplied on the website, slides, and official material and should not be changed. Can be used in a dark or light background but only should be used when related to the Experience Waller Creek Walking Tour.
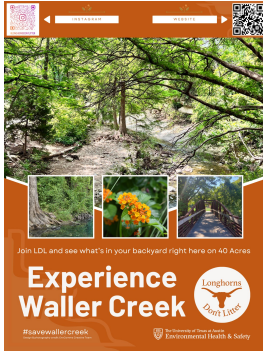
Rules

POSITIONING

Can position logos however designer thinks is the best composition. However usually place in the corner, center it with the pages and words, and follow basic composition rules like rule of thirds or the golden ratio

LOCK UPS

Try to make sure it's horizontally centered and enough space is between the logo and surrounding words, imagery, and other logos. Also size and scale in a proportionally and visually balanced way.
Will probably need to lock or attach the logos to the client, supporter, or partner, in this case, make sure there is equal presence.

CLEAR SPACE

Make sure there is enough negative space around the logo to give it emphasis, unless it's the circular pattern around the circular logo or clear intended designs that reinforces or integrates the logo.

Uses

MARKETING

One of the logos should be integrated into any type of marketing content. The monogram can be used as a watermark with transparency.

SOCIALS

Use the circular logo for social profile icons. Utilize the different logos for posts based on composition, but always have a logo on posts.

MERCHANDISE

Make sure anything that is printed or created has a legible logo, look at the sizing section to see what can be legible or not.

Sizing

Be mindful of what kind of logo is being used for certain scales, so it still remains legible

SMALL

Use this logo if in general if the logo is hard to read or with a width less than 1 inch in print or 300 pixels on screen with 300 DPI or 72 pixels on screen with 72 DPI (doesn't include watermarks)

MEDIUM AND LARGE

Don't place these logo with a width less than 1 inch in print or 300 pixels on screen with 300 DPI or 72 pixels on screen with 72 DPI

Do's

Be consistent and only use the originals
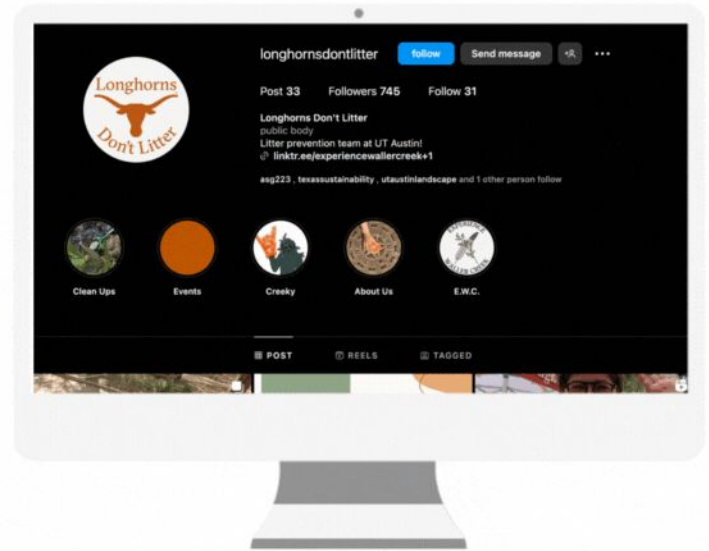
Don'ts

Be consistent and only use the originals of all logos.

Don't Recolor or Outline

Don't Fill with Gradients or Pictures

Don't Rotate

Don't Change Spacing

Don't Change Aspect Ratio

Look & Feel

Merch: T-Shirts

Our Classic shirt :

- They're simple
- UT Logo, Our Logo, recognizable

New Shirts:

- Less corporate more "homey"
- Continue trend of ink made- or look of ink made
- Not busy, simple

T-shirt ideas

Cozier and warm, logo could go in middle, LDL at bottom, feel intimate and real person made

Faded, vintage "ink on paper" look and feel, more homemade, simple and clean still
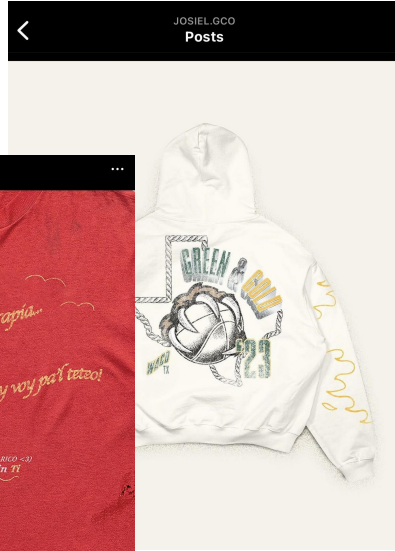
More examples of the screen printing, ink, vintage feel, not busy
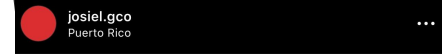
Collectibles

Tote bags

- Illustrated and screen print
- more childlike but still fun and authentic feeling
- clean , still less busy

Reusable bottles

- Logo is nice and large
- simple but nice
- Prefer clear but our tinted colors may be nice

Collectibles: posters

WALLER CREEK
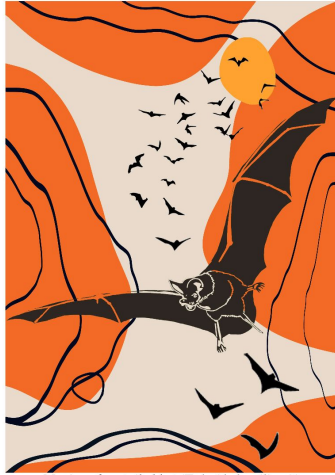
Mexican free-tailed bat (*Tadarida brasiliensis*)

The University of Texas at Austin
Environmental Health & Safety

- displays both Waller Creek values and look and feel of authenticity
- Vintage look could also be a look and feel to aim for
- "special versions" creates incentive while encouraging Waller Creek education
- Poster designs could also be used for postcards and other memorabilia

Collectibles: stickers

Current:

- Just our logo
- Possibly too simple
- Longhorns and a longhorn image, might be redundant

Ideas:
- Fun, could incorporate Waller Creek flora & fauna
- Utilization of Creeky as mascot, as well as our slogan

Corporate

- Should be simple yet elegant, cleaned up version of our authentic look and feel
- Illustrates our colors, typography and logo

- Uses Waterloo Greenway as stepping stone
- Creative while still incorporating color scheme and keeping it simple and clean

- Bus board is good representation of corporate look and feel, still feels creative and utilizes all necessary elements

Paid Advertising

Bus board

- Representation of corporate look and feel
- Showcases a creative side of our logo and colors
- Incorporates elements such as our logo and partner logos
- Typography is simple, not too much and legible

Creek Monster "Creeky"
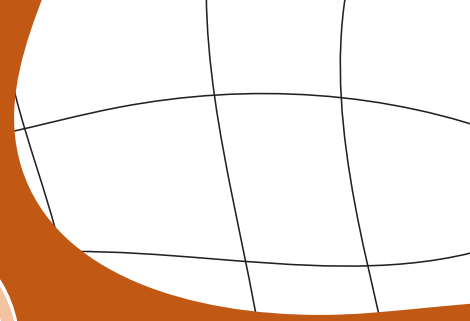
Creeky Design Concepts

- Amphibian Creek Monster
- Gentle and welcoming mascot-esque character
- Rounded features
- UT Pride elements
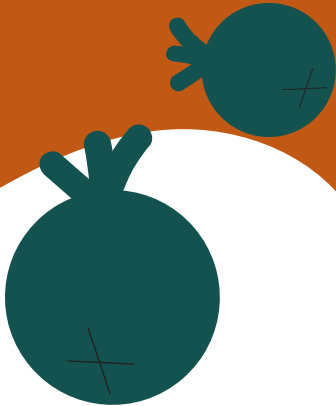
Creeky Design

UT Pride!
- UT Burnt Orange bandana, tail fins, eye and leaf-nose colors
- Burnt Orange Highlights in clothing and design (orange shading for horns)
- Longhorns Don't Litter Brand shirt

Mascot
- Round, huggable body shape- resembling other beloved mascots
- Big eyes and tail to emphasize friendliness
- Webbed fingers/tail, Axolotl fins, and lizard/dragon shaped face for amphibian features

Creeky Design Reference

Creeky Imagery

Creeky may have various LDL, UT and stakeholder merchandise/ accessories

- Base Design clothing will remain (Right image)
- Add the accessories in conjunction with the base clothing (left) nothing inappropriate or misrepresenting of the LDL brand

How Should Creeky be Portrayed?

Kind
Creeky is a kind soul that wants nothing but the best for Waller Creek and its inhabitants

Silly
He has an anxious personality, but feel free to bring out his goofy side!

Cute
Creeky is a large creek monster, but the idea is to have him approachable and appealing!

Creature
Creeky can do things that are more animal-esque, like squeaking and chirping! Take inspiration from other Waller Creek animals

Creeky Comic Guidelines

Family-Friendly

- Only portray Creeky in situations that are family appropriate
- Creative liberty with content, however, its best to do comics and art that align with the LDL goals, and our desired perception of Creeky

Short & Sweet

- Shorter comics that convey an LDL aligned message or give the viewer more of an insight into Creeky's personality
- Short comics (Less than 8 panels) will maintain more attention than long ones

Stylization

- Art style will vary from artist to artist; however, try to adhere to the current visual style of art as possible
- Blocked, colorful Shading
- Clean lineart
- Maintain proportions

Creeky Comic Guidelines

Optimism

- We want to avoid doom and gloom type messages
- Put a positive spin on an unfortunate situation
- Inspire the desire to help rather than the desire to mope and feel bad
- Creeky can feel sad about the trash in his home, but try to end on a positive note!

Back Story

- Remember that Creeky is more shy than extroverted!
- Comics are a great place to explore his reclusive nature, while advertisements or newsletter art may be better for portray him as welcoming and extroverted.

Natural Elements

- Feel free to use elements, critters and other Waller Creek related features in the comics!
- Interactions between him and animals/organisms exclusive to Waller Creek

Creeky's Backstory

Creeky had been with Waller Creek for centuries, appointed as its guardian and custodian. He had witnessed its flow into the Colorado River for a long time, taking care of litter that occasionally collected on the banks of the creek. Creeky's unique ability allowed him to decompose the debris, like a sort of sustenance for him, though at a slow pace. It was fine though as the sticks and leaves would always eventually be absorbed, like everything else.
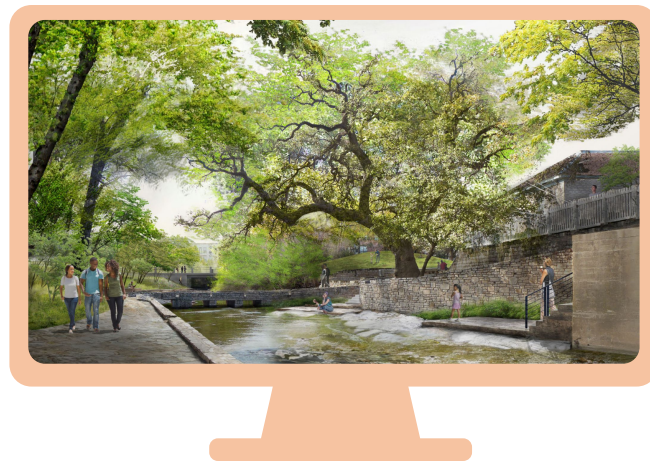
Creeky's Backstory Cont.

Creeky's role as Waller Creek's guardian was one he took with pride, understanding its importance in maintaining the environment. Maintaining the creek's cleanliness was crucial to preventing potential floods that could harm both the creek and its surroundings. Creeky would pick various debris clogging the creek, absorbing it as sustenance. It was a mutualistic relationship; Creeky kept the creek and its environment clean and healthy, and the creek provided him a home and sustenance.

Creeky's Backstory Cont.

With the arrival of humans, Creeky faced challenges he had never faced before in preserving Waller Creek's cleanliness. While he considered humans as new members of the creek's ecosystem, he found it interesting to observe their interaction with the environment. The litter they made was harder to absorb, and there was so much more litter than ever before. He remained hopeful that, over time, they would become more environmentally conscious, just as the other creatures in the creek had been for so long.

Creeky's Backstory Cont.

And they did. Some humans made an effort to keep the creek clean, organizing clean-ups and raising awareness of the state of Waller Creek. Creeky occasionally observed these efforts, giving him hope knowing that he would not be alone in the effort to keep the creek clean. He realized that while some humans might litter and neglect their surroundings, there were others like him – people who cherished and valued the place that they lived in, and who were willing to protect it at any cost.

Creeky's Transformation Expl.

Occasionally, when Creeky absorbs too much trash in a small time frame due to excess trash at Waller Creek, he will undergo a transformation that is often messy and chaotic. When the transformation finishes, Creeky will appear as a more wrathful entity. He is still capable of rational judgement, but the majority of his actions will be clouded by his emotions, as the excess litter turns Creeky into a more unpleasant creature. In this transformation, Creeky can cause harm to others around him as well as hurt the environment. The only way to revert the transformation is by calming him down. This can be done by removing trash from the creek, as Creeky grows distressed at the sight of litter on his creek. Of course, the best way to prevent the transformation is maintaining the creek before it comes to the worst of the worst. However when Creeky's house is clean, he becomes squeaky clean, cuter, smaller, and more adorable.
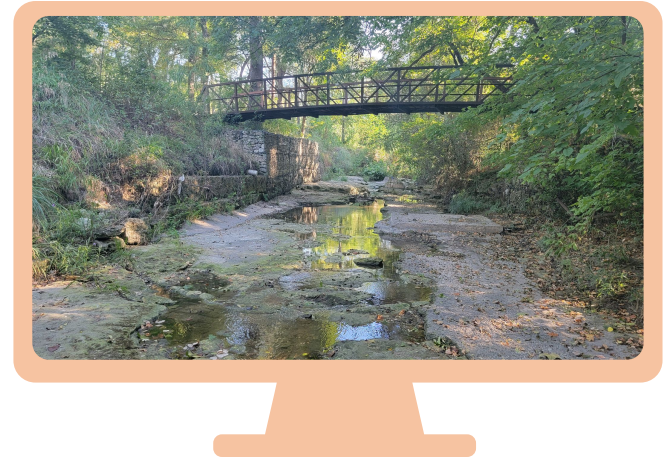
Creeky Transition Moodboard

Creeky is able to transition depending on how much litter his home has. When he absorbs too much trash, he turns scarier, angrier, and harmful. However when the creek is cleaner, he becomes smaller, cuter, and happier. This is meant to promote the protection of Waller Creek, and create an incentive for those who love Creeky to not disturb his habitat by littering and return him to his "happy" state.

The following slides depict the process of creative development for the Creeky transformation. These sections are coherent to the various stages of the Creeky transition, and are a launch-point for future designs for "Cute, Mid-Transformation, and Scary" Creeky.

Although there are various pictures and copyrighted designs from other companies in this table, this graphic is purely meant to be used for inspiration for a future design; Do not steal or heavily reference any image from this table, as we want to maintain artistic and creative integrity. Borrowing or deriving ideas from these designs are encouraged, but please adhere to the previously stated guidelines.

Colors

Creeky Moodboard: Transitions

Cute Version | Transformation

Creeky Moodboard: Transitions

COLORS

#2
X=743,Y=191
HEX #d37a38
RGB (211,122,56)
CMYK (0,42,73,17)

#4
X=315,Y=117
HEX #69937c
RGB (105,147,124)
CMYK (29,0,16,42)

#1
X=337,Y=159
HEX #083d3c
RGB (8,61,60)
CMYK (87,0,2,76)

#3
X=241,Y=62
HEX #c15915
RGB (193,89,21)
CMYK (0,54,89,24)
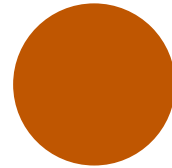
#5
X=423,Y=1
HEX #bf5700
RGB (191,87,0)
CMYK (0,54,100,25)
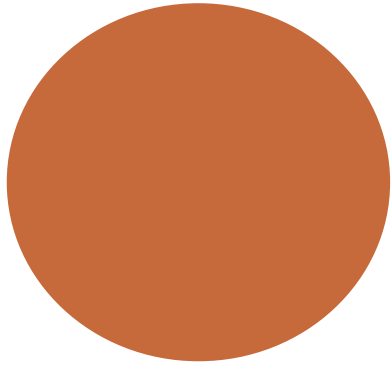
PRIMARY COLOR

A less saturated burnt orange is our primary color. It represents the 70% school pride.
This color will show up in our logo most often, and it will ensure that people can associate our brand with UT.
This color also works very well with the rest of our color pallet.

SECONDARY COLORS

For the secondary colors we are using colors that reflect nature, but we are staying away from true greens due to greenwashing. So, we have two greener toned colors. These colors reflect Waller Creek without choosing green and brown. This gives a split complementary look to the designs with the cool greens and reddish oranges while still giving colors that are analogous to our primary colors.
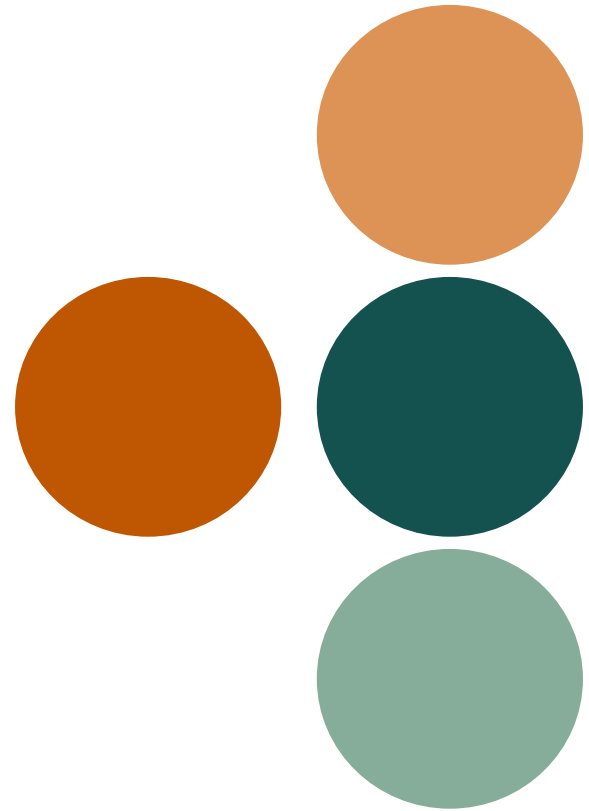
Typography

Typography

Color and Contrast: The typography employs an orange color for headings on a white background, which aligns with the organization's branding and provides strong contrast for readability. The call-to-action button features white text on a green background, which stands out and invites interaction.

Visual Interest: The use of different colors, sizes, and the strategic placement of typography adds visual interest to the site without overwhelming the content. Emphasize focus points on site by using larger fonts and heavily contrasting colors- utilize centered placement for further focus.

Typography

Header Typeface: The headers usually uses a bold, sans-serif font. This creates a modern and clean look that is easy to read. The choice of sans-serif suggests a direct and no-nonsense approach, which is fitting for a campaign focused on action like litter prevention.

Keep your litter off the streets.

Join us for our first creek cleanup of the semester! LDL is hosting a cleanup of Waller Creek on October 20 from 10 am to noon. Click here to sign up for a volunteer slot.

Typography

Keep your litter off the streets.

The University of Texas at Austin
Longhorns Don't Litter

Hello, I'm Creek Monster, but my friends call me Creeky for short! I've been living in Waller Creek for many years and have made the watershed my home. I'm a rather shy creature, but I hope to get to know you all better this year!

Join us for our first creek cleanup of the semester! LDL is hosting a cleanup of Waller Creek on October 20 from 10 am to noon. Click here to sign up for a volunteer slot.

Detailed and Big
Barlow Black or Barlow for designs and pretty fonts and add a shadow if more detailed.

Official and Logos
Utilize the official UT fonts with prior approval for official products, especially logos

Small and Readable
Utilize Garet or Barlow, usually Garet for small fonts when utilizing a lot of words so that it is readable. Be consistent throughout the whole project when utilizing the font

Photography Guidelines

Common Rules of Thumb

For each project establish and consider:

1. Target audience
2. Product focus (the creek in most cases)
3. Accompanying text or information
4. Quality of image
5. Storytelling element
6. Color scheme for intended use
7. Legality and permissions (people in the photo's approval)

*Do not use AI for photo creation! Photos should be authentic and accurate to the current environment of focus

Photography Guidelines

Common Rules of Thumb

1. Rule of Thirds: Place key elements along grid lines or at their intersections to create balance

2. Leading Lines: Use natural or man-made lines to guide the viewer's eye toward the focal point

3. Depth of Field: Control your aperture to adjust the depth of field

4. Golden Hour: Shoot during the "golden hour," which occurs shortly after sunrise or before sunset, creating a more pleasing atmosphere

5. Rule of Space: Leave enough space in front of a moving subject to create a sense of movement or direction. For example, if capturing a person walking, leave more space in the frame in the direction they are walking

Public Relations Guidelines

Creek Cleanups

1. **Schedule the Clean Up Time**
   - During the week late afternoon (4pm-6pm) is best
   - During the weekend late morning (10am-12pm) is best

2. **Contact Landscape Services, EHS, and current Waller Creek Intern**
   - There are creek clean-up interns who will help with supplies
   - CC our client Claire as well
   - Jim.Carse@austin.utexas.edu (head of Landscape Services)
   - Claire.LeGrow@austin.utexas.edu (EHS/client)
   - marymichael@utmail.utexas.edu (current creek intern)
   - *** After scheduling a clean up along side Landscape Services/EHS they WILL provide all materials needed (gloves, trash bags etc)

3. **Choose a Location to Meet**
   - Working alongside Landscape and EHS choose a location to meet up with volunteers
   - Usual meet up places in the past include; Horse statue at the intersection of 24th and San Jacinto, Bellmont hall

4. **Create Signup-Genius for Volunteers**
   - Include link to waiver in signup genius ***all volunteers must sign this waiver before they can enter the creek
   - Waller Creek Clean Up Waiver: bit.ly/WallerCleanupWaiver
   - Generally 15-25 volunteers is ideal
   - Include time and location in signup-genius and work with media to advertise this

5. **Send Out a Reminder Email to Volunteers With Important Information**
   - Send this email a few days before the clean up
   - Include information such as; wear long socks and pants as there will be poison ivy, wear shoes you don't mind getting muddy, bring water
   - Remind volunteers of meeting place, time, and to sign waiver

6. **Possible Incentives**
   - In the past we have advertised certain incentives to volunteers
   - Ideas can include; Win a 10$ gift card for the weirdest trash find!
   - Group who picks up the most trash can win xyz!

7. **Day of the Clean Up**
   - Once volunteers meet at the chosen location, Landscape services/ EHS will go over safety rules and will distribute supplies
   - Volunteers will split up in groups and take different sections of the creek
   - For LDL; take a few minutes at the beginning to thank volunteers for coming and remind them of LDLs elevator pitch (talk about non point source pollution, ect)
   - For LDL; help with the incentives at the end

8. **After the Clean Up**
   - Not required but it may be beneficial for one or two LDL members to stay after the volunteers have left to help Landscape services/EHS weigh the trash

Tabling Guidelines

Tabling opportunities should be utilized as much as possible, and now that we are a student organization, tabling can happed outside of larger tabling events such as UT Marketplace and Earth Day.

Run of Show Template

A run of show should be created no later than a week prior to the event and constantly updated and monitored as new information regarding volunteers, location, and supplies comes in. Details are provided in the linked sample.

Sign Up Genius

In the Creek Comms SignUp Genius account, there is a template that can be used to create both the tabling and clean up volunteer sign up. Adjust the number of people based on the size of the event and expected visitors to our table.

Trivia

Trivia is used at tabling events to increase awareness and knowledge about Waller Creek. Below are some example questions.

1.) Where do we get our drinking water from?
    The Colorado River

2.) What percentage of students aren't aware of Waller Creek?
    50%

3.) What percentage of students admit to littering?
    20%

4.) What sculpture is located on the creek by Dell Medical School?
    a.) The Golden Conch
    b.) Santa Rita Oil Rig
    c.) The Clock Knot

5.) What percentage of rainwater is absorbed by the bioretention ponds on campus?
    85%

6.) What type of bat is the most common in Austin?
    a.) Seminole Bat
    b.) Eastern Red Bat
    c.) Mexican Free-Tailed Bat

7.) True or False? During the Battle of Waller Creek and student tree sit-in, school chancellor Frank Erwin ordered Austin PD to forcibly remove students from the trees. This resulted in a tree limb getting sawed off while a student was sitting on it.
    True

8.) What percentage of rainwater filters into the creek by storm sewer systems?
    95%

9.) True or False? UT produced over 1,000,000 metric tons of Carbon dioxide in 2018
    True

10.) What type of dumping was Waller Creek used for in the past?
    a.) Horse Manure
    b.) Butcher Shop Remains
    c.) Car Parts

11.) What is the name of the creek that runs through campus?
    Waller Creek

12.) How many storm drains on campus leak into Waller Creek?
    162

Newsletter Guidelines

Branding and Design
Newsletters are created through Squarespace's built-in email campaigns templates. Any template can be used if it's adapted to our existing site/email palette:

Email Background

Site Palette   Email Palette

Font Pack   Wide Mixed 1
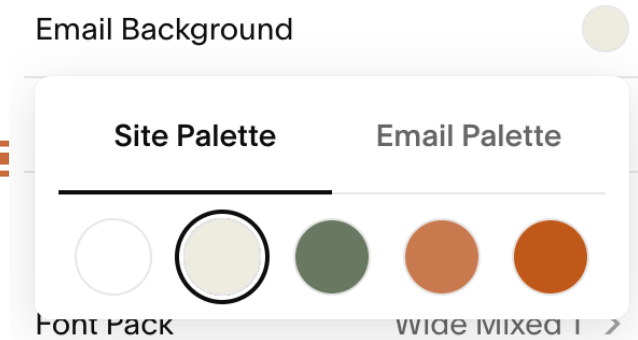
Hex codes: #FFFFFF, #EEECDF, #687861, #CA7A4C, #C15916

Headers

Every newsletter will have a header featuring our logo in the top left and the date in month, day, year format and the corresponding newsletter number in the top right corner. Directly below this should be the newsletter's main tagline in the largest available font size to draw reader attention.

Longhorns
Don't Litter

November 6, 2023 | Newsletter No. 4

Hey Longhorns! We have some exciting updates to share with you.
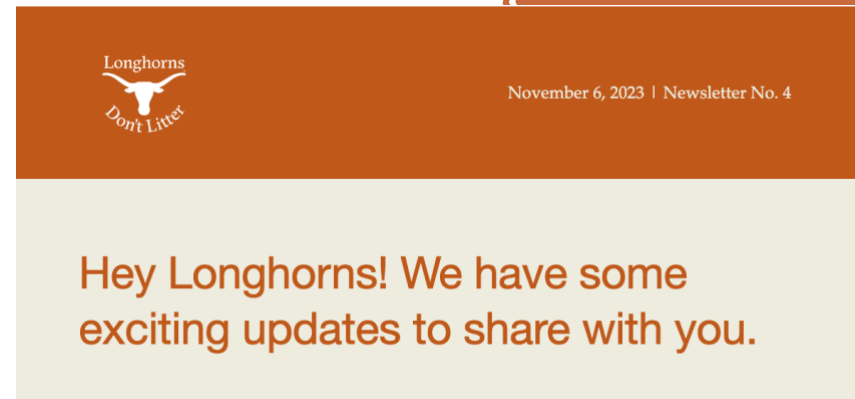
Content

In the body of the newsletter, include three or more main topics with ample padding in between sections to reduce clutter. Try to include as many relevant images as possible in order to make the newsletter visually interesting.

Examples

Creek Cleanup

Join us for our first creek cleanup of the semester! LDL is hosting a cleanup of Waller Creek on October 20 from 10 am to noon. Click here to sign up for a volunteer slot. Make sure to wear long clothes and shoes that can get dirty. Plus, search for the weirdest piece of trash for a chance to win a $10 Target gift card!

UT Sustainability Fair

This Tuesday, sustainability orgs on campus gathered on the East Mall to spread awareness for their efforts to make the University of Texas a more environmentally friendly campus. Among the organizations represented were EHS, Zero Waste, UT Farm Stand, and the NET Project. Longhorns Don't Litter was there asking trivia questions about Waller Creek to students passing by for the chance to win a seasonal Waller Creek bat poster. If you missed us, feel free to test your knowledge of Waller Creek with the questions below!

Footer

- In the newsletter's footer, include our logo, links to our socials, and use the address for the Main Building (newsletter can't be sent out without an address in the sender details).

- Use a white logo on a dark background and an orange logo on a light background. The white logo is the one built-in to our site, so if using the orange logo, choose "image" from the branding tab and upload it as a PNG.

- Make sure links to socials are active and clickable.
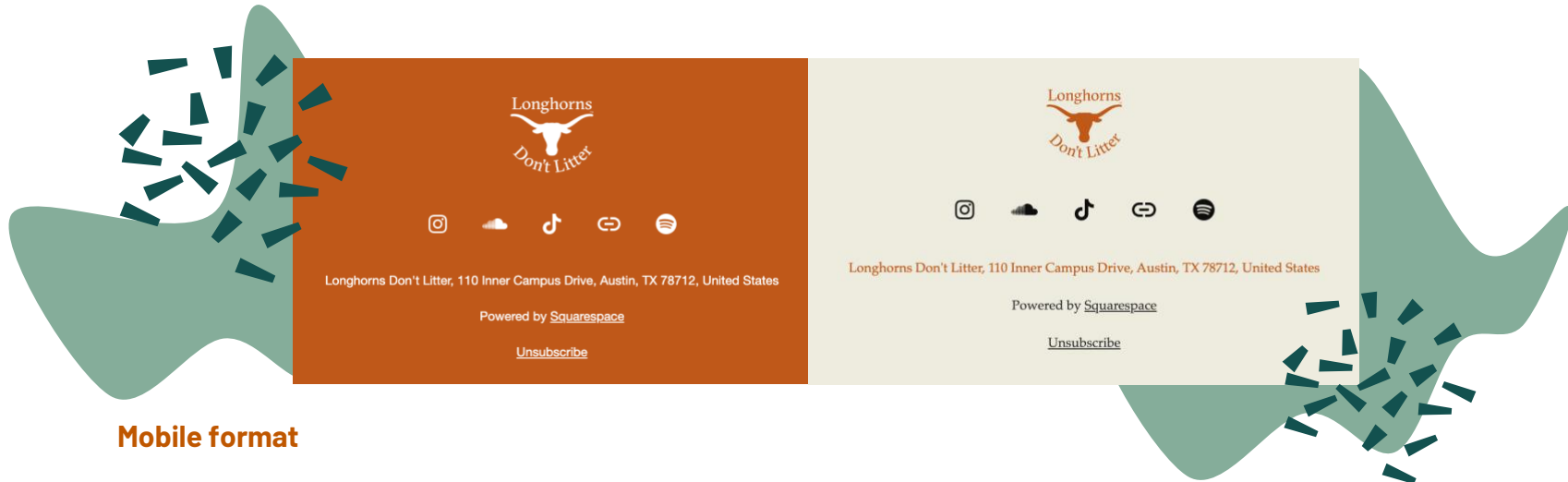
Mobile format

Make sure to clean up anything that looks wonky in the Squarespace editor's mobile view. Ensure all sections are padded evenly and no text/images are lost.

Considerations with Squarespace

- Squarespace has a frustrating feature where white/cream elements appear dark gray when a user views our emails in dark mode. Try to design newsletters with this in mind and always view a test email in dark mode to ensure everything is legible.

- The platform only allows one color for all links in a newsletter. Make sure to play around with background/text color so that links are legible in each section
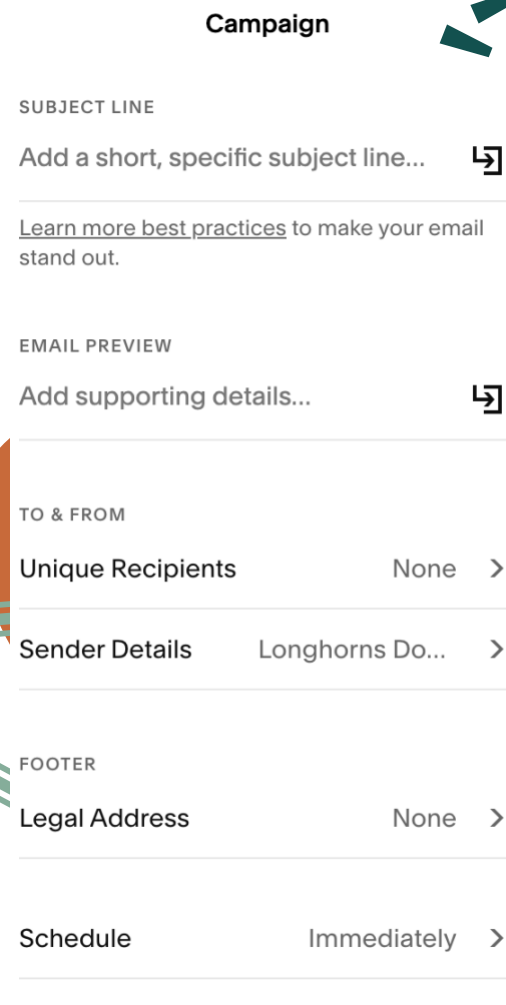
53

Sending out newsletters

Newsletters are released biweekly. Our current schedule is every other Wednesday between 2-5pm (peak visibility hours). Exceptions to the schedule can be made to push important events that may occur before Wednesday of that week.

- Subject line can be the newsletter's tagline

- Preview text can be from the body of the newsletter. Keep it brief and engaging, encouraging readers to click to read more.

- Recipients are the Longhorns Don't Litter mailing list. No unique recipients.

- Again, use the address for the Main Building as our legal address.

Before you send

- Do a Quality Assurance check: proofread all text for grammatical errors and factual accuracy. Ensure all links are active.

- Send a test email to ensure everything is formatted correctly.

- Send to Val for approval

- Get approval for the use of any logos/promotional material that does not belong to Longhorns Don't Litter

Campaign

SUBJECT LINE

Add a short, specific subject line...

Learn more best practices to make your email stand out.

EMAIL PREVIEW

Add supporting details...

TO & FROM

Unique Recipients   None >

Sender Details   Longhorns Do... >

FOOTER

Legal Address   None >

Schedule   Immediately >

Content

Upcoming events should be the first items in the newsletter, featured in order from soonest to latest.

Other options for content include:

- Sustainability Spotlights: showcase sustainability organizations on campus and beyond. Make sure to get approval for any logos used and include links to their socials/websites.

- Member Spotlights: we didn't do these this semester but consider spotlighting one or two LDL members each newsletter. Include pictures, short member bios, responses to questions, etc.

- Upcoming elections where environmental issues are on the ballot. Use neutral language: seek to inform readers about the content of elections and avoid endorsing a particular side/vote.

- Environmental News: quick write-ups on current events with sources linked. Feature positive stories rather than negative ones unless there is a call-to-action readers can take.

Media & Advertising Strategy

Digital Billboards

University Unions DigiKnow Billboards

- Submit Ads 11 to 12 weeks prior to requested week
- Requirement/Size
    - 1920 x 1080 pixels widescreen - horizontal
    - RGB
    - jpeg file
- Ads will run for 7 days

Rec Sports Digital Billboards

- The slide must be sized to 1920x1080 pixels with a resolution of 150 DPI.
- The slide must be a JPG. No other file types will be accepted.
- Requests should be submitted at least 2 weeks prior to the start of your first choice week, and no more than 4 weeks in advance.
- Screen space may be requested for a ONE-WEEK PERIOD only.

Student Service Building Screens

- Availability: Departments and registered student organizations hosting or sponsoring events, activities or services for students.
- Format: 1920 X 1080 pixels and png/jpeg file. This is a horizontal 150 dpi or higher format png/jpeg. Keep file size at or below 1 MB.
- Deadline: Two weeks prior to requested (first choice) display date.

McCombs Hallway Displays

- The MSB Digital Display messaging service is available for advertising all UT-related events, information and groups. Advertisements for private companies will not be accepted.
- The Displays are standard 1920x1080 HD resolution monitors. Images sized to fit that resolution will be the most effective. JPEG and PNG images are accepted.

Options With Printing Costs

Posters/Flyers in Dorms

- Only display flyers/posters for events sponsored by UT Austin departments (design must include the department logo). RA's will post to their floor and public hall areas.
- Requirement: 200 posters/flyers must be delivered to the main DFHS office in Kinsolving separated into these exact quantities: Jester East (35), Jester West (40), WCR (65), WRH (60).

Union Billboards

Estimated Pricing for 4 weeks

Bulletin	$4,000
Digital Bulletin	$5,500
Poster	$1,950
Digital Poster	$2,400

College of Liberal Arts Billboards

- Anyone may post signs about an event on any of the public bulletin boards around CLA that are not designated for a department. Signs and flyers should have an expiration date and should be removed after the expiration date. Items may be not taped to any of the glass, wood or painted walls in the building.

Daily Texan Ad

RSO may post flyers to the two bulletin boards in the building

Other Options for Media on Campus

A-Frames

An A-frame is a temporary structure built and used by student organizations to advertise events and other information about their organization. A-frames are generally made of 2X4's and pieces of plywood. A student organization must submit an A-frame (RSO) reservation request through the Mazevo Reservation System and have that request confirmed by Student Activities before placing an A-frame on campus. The A-frame locations can be found on the West Mall Map (pdf). For fall semesters, A-frame reservation requests may be submitted beginning at 10 a.m. on the first Tuesday in May. For spring semesters and summer sessions, requests may be submitted beginning at 10 a.m. on the first Tuesday in November.

How to Request Space

1. Log in with your EID and Password.
2. Select the UT Austin, Outdoor / A-frames / Banners / Jester Tables option.
3. Click Add New Event.
4. Enter information for Who section, press Next.
5. Enter information for When section, press Next.
   a. For the start and end times, enter 12 a.m. and 11:59 p.m. CT
6. For Where section, select the appropriate building, a-frame (RSO), for the type of request then click Find Rooms.
7. Select the desired room/a-frame space press Next at bottom of screen.
8. Finish entering event information, answering required questions and press Book Room.
9. Student Activities will follow up with you regarding your request.

Rules for A-Frame Space Reservations

- Reservations cannot be for longer than two weeks.
- An organization cannot submit consecutive reservations for the same space totaling more than two weeks.
- A-frames may only be displayed in the designated areas of the West Mall as listed on Mazévo (West Mall areas 2, 3, and 4) and must not obstruct pedestrian or vehicular traffic, or cause damage or defacement of property.
- A-frames may not be larger than five feet by five feet.
- A-frames cannot to be used to promote off-campus businesses or entities, and the name of the student organization must be permanently written on the A-frame.
- A-frames must be removed on or before the date of expiration. If an A-frame is not removed on time, it will be removed by Student Activities, and the organization will be frozen.

Banners

Student Activities reserves the Jester, Speedway Plaza, and West Mall banner spaces for student organizations on a Monday to Sunday basis. To apply for banner space, an officer must complete the banner (RSO) space request through the Mazevo Reservation System. There are three Jester Concourse banner spaces which can only be reserved in seven-day increments Monday-Sunday. Requests outside that time frame, including consecutive requests, will not be approved. Banner locations include:

- Jester Banner A - West space (near Wendy's).
- Jester Banner B - West space (near Sanger Learning Center).
- Jester Banner C - East space (near John I. Warren Center for African American students).

Banners must have 4 feet of rope attached to both the upper left and right corners of the banner, and display the official name of the student organization or department.

Student organizations and departments must hang and remove their own Jester banner. Any banner that is not removed at the end of a reservation or hung without an approved reservation may be removed. Student Activities is not responsible for damaged, lost or stolen banners.

Speedway Plaza Banner Policies

There are two Speedway Plaza banner spaces which can only be reserved in seven-day increments Monday-Sunday. Requests outside that time frame, including consecutive requests, will not be approved. Banner locations include:

- Speedway Plaza Banner A – (Near Welch Hall and the Gates Dell Complex)
- Speedway Plaza Banner B – (Near McCombs School of Business and WCP Student Activities Center)

Banners must be 36 feet wide and five feet tall, and must be made of heavy vinyl or mesh material to withstand the elements. Paper banners will not be accepted. Banners must have at least eight three-inch slits in the banner for wind holes, include grommets in each corner for rope and reinforced edges help prevent tearing. The banner must also display the official name of the student organization or department. Student organizations are not allowed to hang their own banner on Speedway. Banners must be dropped off at the Student Organization Center (2609 University Avenue, Suite 2.112) the Thursday before the reservation begins. Rope will be provided and does not need to be submitted with the banner.

West Mall Banner Policies

There are three West Mall banner spaces which can only be reserved in seven-day increments Monday-Sunday. Requests outside that time frame, including consecutive requests, will not be approved.

Banners cannot be more than 20 feet wide and three feet tall, and must be made of heavy vinyl or mesh material to withstand the elements. Paper banners will not be accepted. Banners must have at least eight three-inch slits in the banner for wind holes, include grommets for rope and reinforced edges help prevent tearing. The banner must also display the official name of the student organization or department.

Well Mall banners must include the appropriate length of rope, and the rope must be attached to the banner. The length of rope needed depends upon the banner size but the total width of the banner with rope must add up to at least 60 feet.

Student organizations are not allowed to hang their own banner in the West Mall. Banners must be dropped off at the Student Organization Center (2609 University Avenue, Suite 2.112) the Thursday before the reservation begins.

For questions about reserving a Jester, Speedway Plaza or West Mall banner space, please call Student Activities at 512-471-3065.

Further resources can be found here

Partnership Program

The Fall 2023 Longhorns Don't Litter (LDL) Public Relations cohort also discussed potentially partnering with local businesses. The idea was for LDL to partner with Longhorn-favorites (like Lucky Lab) and/or companies that focus on sustainability. To accomplish this, LDL representatives would reach out to these businesses and ask to pitch the idea of a partnership. The LDL website would also house a form—and description of what a partnership would look like—so that companies could reach out to us directly and request an official pitch from the LDL organization.

The "pitch" would consist of LDL's elevator speech, purpose, mission/goals, and a more detailed description of what a partnership would look like. For example, we would ask that a partner put the LDL decal in their establishment's windows and potentially on cups or trashcans. In return, LDL would recognize the business partner at our events, on the newsletter, on the website, and potentially on the back of our shirts.

Note: It would be beneficial for future LDL cohorts to create a pitch deck and incorporate it in this Toolkit.
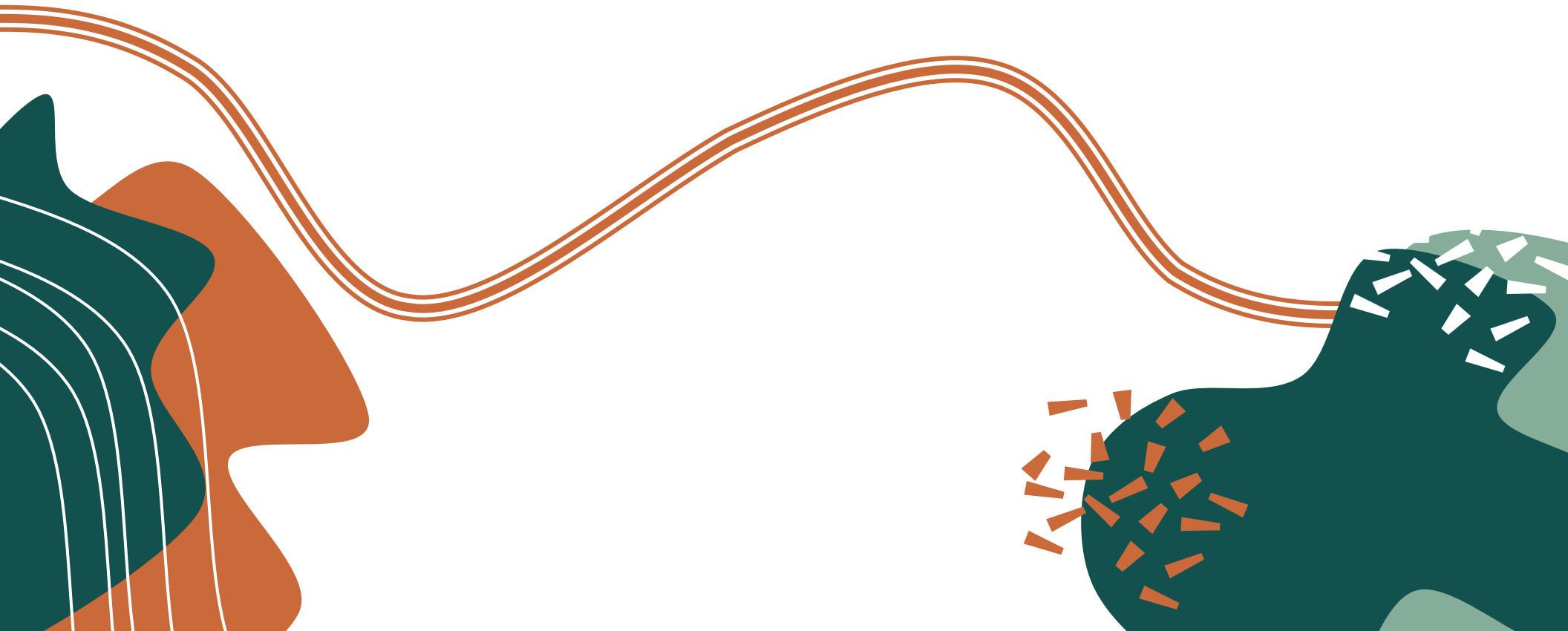
Website Audit and Considerations

In upcoming semesters, assign a webmaster to maintain the site and keep all information current. Once assigned they should look at the audit provided by the Fall 2023 class. Some important first steps would be to streamline all text and ensure the design of the site is consistent with the branding of LDL. The webmaster should also regularly scrub for information accuracy and remove superfluous information. Webmaster is chosen from the PR Committee.

The website is under Prof. Valerie Salinas-Davis's email, so please reach out to her for that information. The website should only be accessible to four people: President, Head of PR, Webmaster, and Newsletter Head.
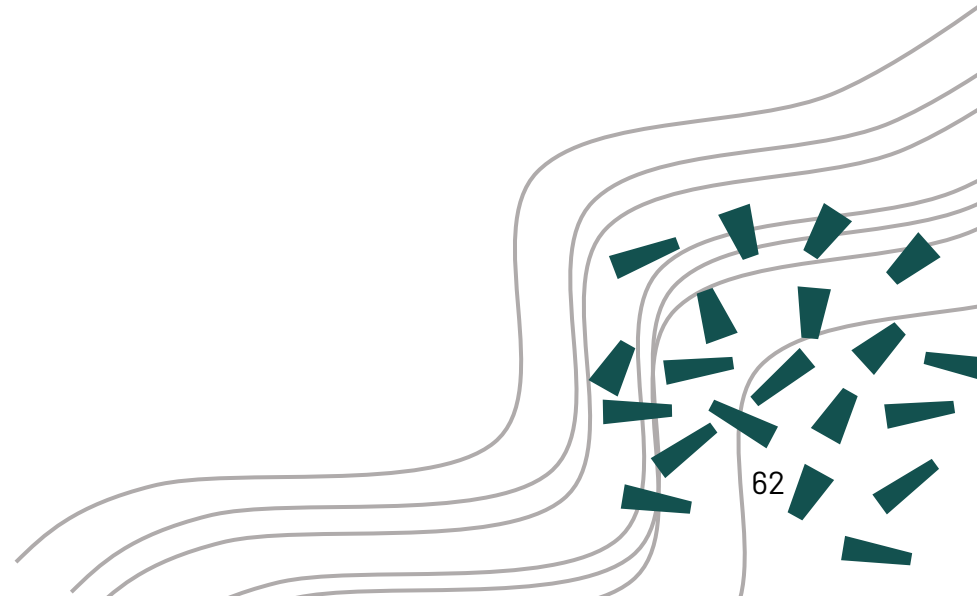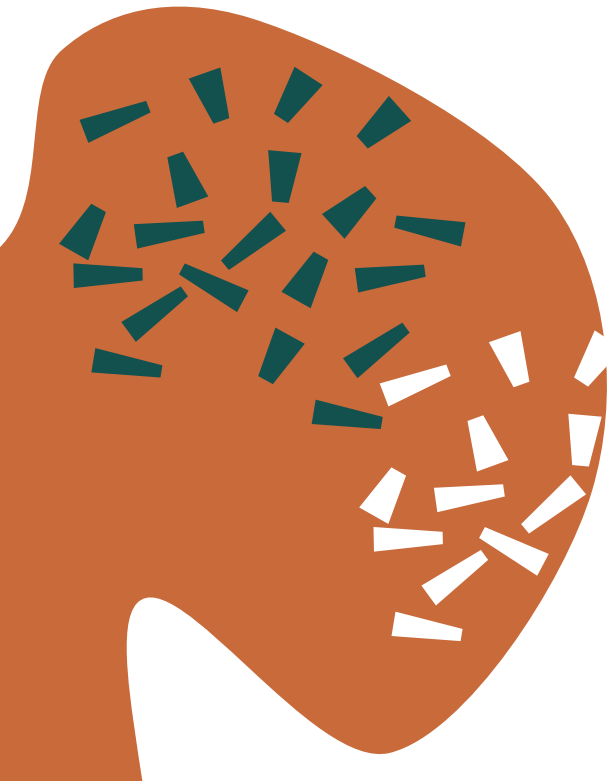
Club Logistics

Membership

Membership Details

I.   Dues
- $20 for new members
- $10 for returning

II.   Dues-paid members have access to T-shirts, as well as discounted merchandise like tote bags, maybe even eco-friendly stamps/stickers, socials, and events.
- Create an LDL Venmo, Paypal, Cashapp, Zelle
  - A. QR Codes

General

III.   Regular membership options are available for individuals who want to be casually involved.
- Show up to meetings, events, and cleanups.

IV.   Committee opportunities for individuals who want to be more involved.
- The committees can be on an as-needed basis.
  1. *Ex. if event planning needs help, there can be a committee tasked to help plan and facilitate events.*

Executive

V.   Elections are hosted in class for the first year to get it started, as there is a better idea of the logistics of the campaign.

VI.   It opens to the public in the second year, but the point system (which tracks how active members are) comes into play.
- Exec positions are not by election, but instead by application. The application consists of a short essay question, a resume, and an interview

Executive Board Roles

I. President
    a. Leadership: Provides overall leadership and direction for the organization.
    b. Representation: Often serves as the primary representative of the organization in external matters.
    c. Meeting Facilitation: Presides over meetings and ensures that the board's decisions are implemented.
    d. Strategic Planning: Works with the board to set the organization's strategic goals and vision.
    e. Communication: Communicates with members, the public, and other stakeholders.

II. Vice President
    a. Support to the President: Assists the president in their duties and may step in when the president is unavailable.
    b. Committee Oversight: Often oversees committees or specific projects.
    c. Succession Planning: May be involved in planning for leadership transitions within the organization.

III. Treasurer
    a. Financial Oversight: Manages the organization's finances, including budgeting, accounting, and financial reporting.
    b. Fundraising: Often involved in fundraising activities to support the organization's financial needs.
    c. Budgeting: Works with the board to create and manage the organization's budget.

IV. Secretary
    a. Record Keeping: Takes minutes at meetings and maintains official records of the organization's activities.
    b. Correspondence: Handles official correspondence and communications.
    c. Documentation: Ensures that the organization's bylaws and other documents are up to date.

V. Parliamentarian
    a. Meeting Facilitation: Assists in the orderly conduct of meetings by providing guidance on proper meeting procedures. Booking meeting rooms, event locations
    b. Conflict Resolution: Helps resolve procedural disputes or conflicts that may arise during meetings. Collaborates with the presiding officer to find solutions that align with parliamentary rules.

VI. Public Relations, Co-Public Relations
    a. Public Image: Manages the organization's public image and relationships with the media.
    b. Communication Strategy: Develops and implements communication strategies.
    c. Social Media Management: Oversees the organization's presence on social media platforms.
    d. Newsletter: Oversees and contributes to the regular release of the newsletter.

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VII. Political Action, Co-Political Action
   a. Advocacy and Lobbying: Engages in advocacy efforts on behalf of the organization, representing its interests to policymakers.
   b. Community Mobilization: Mobilizes the organization's members and the broader community to participate in political activities.
   c. Political Strategy Development: Develops and implements strategic plans for the organization's political involvement. Identifies key political issues relevant to the organization's mission and goals.

VIII. Historian
   a. Record Keeping: Maintains accurate and comprehensive records of the organization's activities, decisions, and events.
   b. Archiving: Organizes and archives historical documents, photographs, and other materials for future reference.
   c. Communication: Communicates historical information to members, stakeholders, and the public through various mediums, such as newsletters, presentations, or publications.

IX. Community Engagement, Co-Community Engagement
   a. Membership Recruitment: Develops strategies for attracting and retaining members.
   b. Member Engagement: Works to keep members actively involved in the organization.
   c. Communication with Members: Communicates with members about events, opportunities, and updates.
   d. Event Planning: Plans and oversees events, socials, programs, or projects
   e. Logistics: Manages the logistical aspects of events, including scheduling and coordination.
   f. Collaboration: Works with other board members to ensure events align with the organization's goals.

X. Mascot, Co-Mascot
   a. Mascot Scheduling and Presence: Coordinate and schedule mascot appearances at events, games, or promotional activities.
   b. Mascot Performance Oversight: Oversee the training and performance of individuals portraying the mascot. Provide guidance on maintaining the integrity of the mascot's character and behavior.
   c. Fan and Community Engagement: Develop strategies to enhance fan and community engagement through mascot interactions. Encourage mascot involvement in community outreach programs, school visits, or charity events.

Committee Board Roles

I. Committees will be formed after a month into the semester after membership increases and people accumulate participation points.

II. Opportunity for people to get more involved in the operations of the club. LDL is partially an opportunity for students to again advertising and marketing experience.

A. Public Relations
   1. Officer head: Public Relations officer
   2. Responsibilities: see public relations description in executive board roles
   3. One person will be elected as a Webmaster. Webmaster will handle the maintenance of the LDL Website.

B. Creative
   1. Officer heads: Community Engagement, Mascot, Co-Mascot
   2. Responsibilities: Correspond with Mascot to facilitate and plan events. Create fun, innovative ways to promote environmentally friendly concepts.

C. Research and Strategy
   1. Officer heads: Political Action
   2. Responsibilities: strategy for club action and legacy to inform marketing strategies and club goals. Research environmental policies to highlight and advocate for.

Meeting Details

I. Biweekly general body meetings outline
    1. Serve Food
    2. Icebreaker
    3. Club updates
    4. Hot topic
    5. Share environmental news
    6. Club events we're hosting (cleanups, tabling, group trips, etc.)

   ** All officers are required to be present (Please give a 24-hour notice).

II. Special Meetings:
    1. Networking opportunities
    2. Socials to get to know other students in the org, as well as other environmental organizations
    3. Community engagement both on and off campus

Socials

I. Having social events will further incentivize the social aspect of the club
    a. Planned by the community engagement officer
    b. Once a month, depending on bandwidth
    c. Locations
        i. Ideally anywhere by Waller Creek (one of the goals of the club is to increase exposure of the creek)
            1. Outside the alumni center
            2. The campus food forest

II. Activity ideas
    a. Summer
        i. Nature painting by the creek
    b. Autumn
        i. Pumpkin carving
        ii. LDL thanksgiving potluck
    c. Winter
        i. Cookies and coco

Incentives

I. Volunteer hours
    a. Event volunteering (ACL, moody center, football games)
    b. Campus/Wampus cleanups
    c. Creek clean up
        i. Each have a different number of hours associated with them
II. Point system
    a. Influences exec decisions and approval to join a committee
    b. Trips
    c. End-of-year prizes
III. Social aspect
    a. Social events
IV. Marketing experience
    a. Experience working with a marketing agency
    b. Join a committee
    c. Continuing to expand the visibility of the club
    d. Partnerships
V. Networking events with professionals
    a. These can eventually lead into job opportunities both on campus and post-grad
VI. Group trips
    a. Cleanups off campus
    b. Conferences
    c. Maybe even large yearly events
    d. UT Rec Trips

Calendar

I. Creek clean up: once a month
II. Off-campus volunteering: once a month
III. Social event: once a month, try to have it consistent like "last friday of the month"
IV. General body meetings: every other Wednesday 5:30-7
V. Board meetings: alternate with general body meetings
VI. Semester Calendar Layout Link

Social Media

Strategy

Awareness Posts/Stories
- Once a week "Waller Creek Wednesday" highlighting a different fact or area of Waller Creek (story)
- Once a month video highlighting a different part of Waller Creek (post)

Sporting Events:
- Twitter Posts (post)
- Instagram Story before the game for reminder to pick up trash (story)

Clean Up
- Announcement about it (post)
- Post with you in the creek and your "craziest" piece of trash- t-shirt giveaway (story)
- Reminder of it the week of with a sign up form (story)
- Maybe reminder of it day of, depending on clean up (story)
- Post-clean up (story/post)

Tabling Events
- Announcement about it (post/story)
- Reminder of it the week of and day of (story)
- Depending on if we have posters or giveaways - post about those on story
- Post-tabling (post)

Environmental Holidays
- Earth Day, National Recycling Day
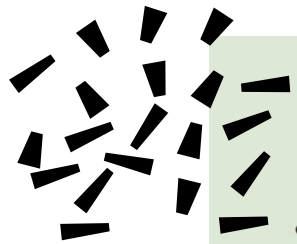- Post Facts Infographic (story/post)

What LDL is doing posts
- Drain Labels: Interactive/Scavenger Hunt, get people to look for them and post a picture
- New info/updates posts about the club

X (Twitter)
- At tabling events, make people follow the X to participate in the prize giveaways (like we do with the Instagram)

Schedule

The example calendar assumes that there is a creek clean up, tabling event, and a baseball game in the month of April. This example shows what social media should look like during a busy LDL month.

APRIL

| SUN	MON	TUE	WED	THU	FRI	SAT
BASEBALL GAME SPORTS POST LITTER REMINDER BEFORE GAME	1	2	3 WALLER CREEK WEDNESDAY	4	5	6
7	8	9	10 WALLER CREEK WEDNESDAY	11	12 CREEK CLEANUP ANNOUNCEMENT	13
14	15 CREEK CLEANUP REMINDER	16 TABLING EVENT ANNOUNCEMENT	17 WALLER CREEK WEDNESDAY	18	19 **CREEK CLEANUP** GIVEAWAY ANNOUNCEMENT VIDEOS OF THE CLEANUP	20 CREEK CLEANUP RECAP POST AND REEL CREEK CLEANUP RECAP VIDEO
21	22 EARTH DAY EARTH DAY EARTH DAY	23 **TABLING EVENT** TABLING REMINDER TABLING + FOLLOW REMINDER	24 WALLER CREEK WEDNESDAY TABLING RECAP VIDEO TABLING RECAP POST AND REEL	25	26	27
28	29	30 WALLER CREEK REEL WALLER CREEK TIKTOK				

TWITTER:

IG POST

IG STORY

TIK TOK
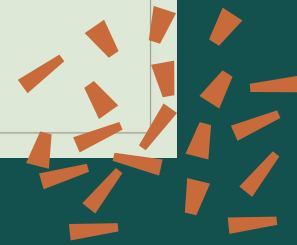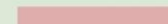
Use of Social Sites

X

Use for informational posts, reposts of IG, and retweets of relevant or UT based accounts.

Instagram Posts

Informational posts, event recaps, and event announcements.

Instagram Stories

Use for quick reminders, updates, Instagram reposts, trivia/fun interactive questions, and relevant UT posts.

TikTok / Reels

Entertainment purposes, trivia videos, and event recap videos.

In the Future

Five Year Vision

The Fall 2023 Class of Longhorns Don't Litter has created a two-prong strategy when looking at current and future actions to further the mission of Longhorns Don't Litter. These two prongs are Activation and Legacy.
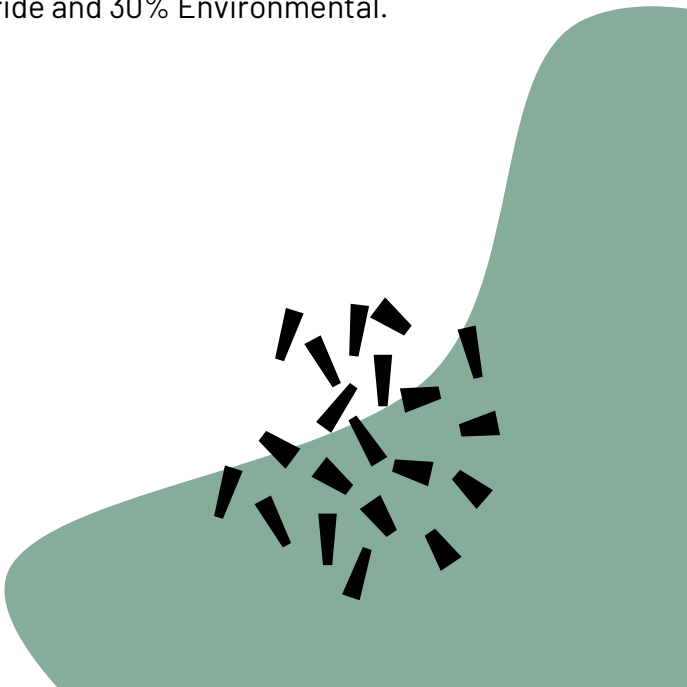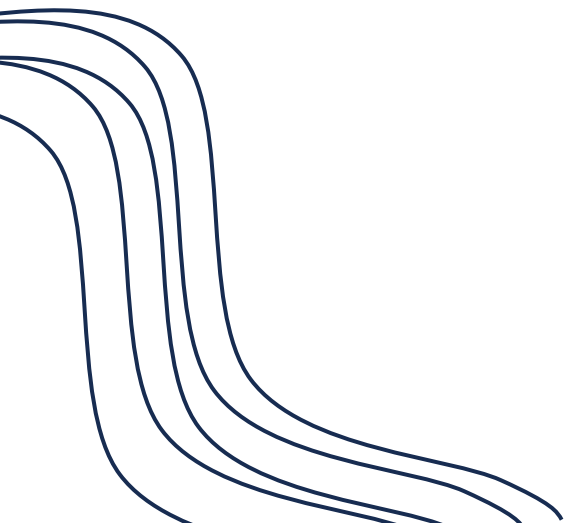
Activation
Activation refers to objectives that we are currently pursuing to ensure success in the present and for the future. Website maintenance, social media presence, events, newsletters, media relations, and club establishment are a few of the numerous actions that are being done in the present to promote Longhorns Don't Litter.

Legacy
Legacy refers to objectives that are currently in progress or require more development in the coming year to meet our five-year vision planning. Legacy tactics are meant to serve as a jumping-off point for future LDL members, as they are under-developed ideas that still require strategy, brainstorming, and planning. Most of these tactics will be implemented semesters from now to meet the goals of the five-year visioning or what is required from our clients. Legacy also includes projects that were created in the past that can be updated or implemented further in the future. For example, updating the Waller Creek Walking Tour.

The timeline below goes into more detail on each objective, considerations for those objectives, and when they should be completed. Remember that LDL is successful as long as we keep each strategy 70% UT Pride and 30% Environmental.

Timeline

2023
Fall

- Five Year Vision planning begins.
- Longhorns Don't Litter becomes an official club.
- Syllabi clause is approved within College of Natural Sciences. The clause she be extended to the entire University.
- Creeky design is in its final iteration.

2024
Spring

- Creeky design is finalized, and mascot production begins.
  - Keep in mind that measurements should reflect an average androgenous size
- Longhorns Don't Litter Club details are finalized with both the old and new class. Executive board positions are selected and Longhorns Don't Litter begins to phase out of the classroom model and into a fully formed and functional club.
- Corporate partnership program planning begins.
- Continue to utilize pre-existing relations with environmental focused student orgs while also expanding to spirit, pre-professional, and honor orgs to help those club members meet volunteer hour requirements.
- Various merch designs and products are created with an emphasis on merch that leaves little impact.
- Expand Experience Waller Creek programming
  - Create a way to know about the walking tour
  - Partner with Healthy Horns to create a Waller Creek Meditation series in and around Waller Creek
  - Have small art installations that are not negatively impactful to the creek

Fall

- Club membership increases with a focus on incoming freshman. Orientation is utilized to introduce the club.
- Creeky mascot production is finished by end of the year.
  - Mascot tryouts should also occur in conjunction with club leadership elections. Mascots should be selected based on commitment requirements and whether the candidate can fit in the suit.
  - Keep in mind that there are extra components required when using a mascot suit, such as a cold suit.
- Corporate partnerships begin to roll in and a partnership with Texas Exes and Texas Athletics begins.
- Merch becomes a form of funding for the club.
- Longhorns Don't Litter's logo is on recycling and trash bins.
- Clean ups expand to nearby beaches or state/national parks as an opportunity to travel and learn about wildlife conservation in a club weekend trip.

2025
Spring

- Creeky has a grand reveal.
- Creeky elementary school education program planning begins.
- Extend Longhorns Don't Litter program and clean ups to outside on UT Campus into WAMPUS with a partnership with West Campus Ambassadors.
- Begin to target Greek life organizations and help with clean ups post West Fest.
- Increase corporate buy in and begin looking for sponsors as Longhorns Don't Litter becomes a more known name.
- Include Waller Creek as a staple for Campus Tours to increase knowledge of Waller Creek among incoming freshman.
- All Storm Drains are labeled and now maintenance begins.

Fall

- Creeky begins touring through elementary schools and has a presence on Longhorn Boulevard.
- Membership expands and retention becomes a focus to ensure people are enjoying their membership experience with Longhorns Don't Litter.
- Longhorns Don't Litter becomes a part of the UT Football experience, and our name is included in certain merchandising.

2026
Spring

- Longhorns Don't Litter is as recognizable as Don't Mess With Texas.
- Extend Longhorns Don't Litter program and clean ups to nearby Austin parks and trails through a partnership with Texas Parks and Wildlife.
- Advocate for "Green Buildings" on Campus.
- We are now the go to organization for environmental focused social orgs.

Other Resources

Student Survey Response

50% Of students are "very aware" that Waller Creek runs through campus

Of students are aware of the creek but do not know it by name **28%**

40% Of students have never visited Waller Creek

Of students are willing to visit the creek **97%**

18% Of students knew that the Colorado River is the source of their drinking water

Students admit to littering **1/5**

Only 2% of Waller Creek lies in undeveloped area.

Waller Creek is **11.26 kilometers long**, with an average **pH level of 7.92**, average **water temperature of 22.34°C**, and a **49.1% flow distance**.

Waller Creek is home to over **300 animal species.**

73	species of bird
16	species of reptiles
12	species of arachnids
11	species of mammals
8	species of fish
5	species of amphibians

And over **100 plant species.**

A list of all specie can be found here.

Bacteria & Chemical Counts

- Measured E.Coli amounts: 1800 - 5700 mL
    - Only a small percentage of E.Coli present has been determined to come from pet feces, contradicting previous beliefs. Most E.Coli presence is believed to stem from human fecal matter.
- Measured Coliform amounts: 3500 - 4500 mL
- Noticeable amounts of caffeine have been found in the creek.
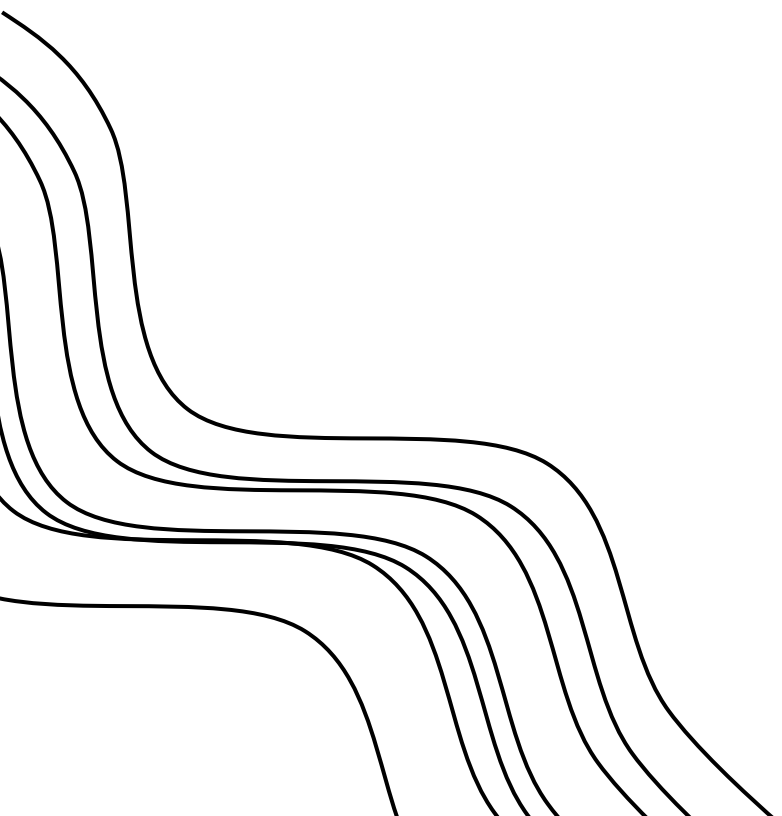
Effect of Storms and Runoff:

- Observed **increase in fecal matter, E.coli, and coliform** amounts present in the creek following storm runoffs and flooding.
- Presence of **waste water also increases** following storms or flooding.
- **Increase in turbidity** following storms.

Syllabus Clause

This piece of legislation aims to maintain student mindfulness and conscientiousness of environmental impact while reinforcing school pride. By inclusion of "Longhorns Don't Litter" in class syllabi, UT Austin is able to remind students and faculty of our guarantee to not litter. Refraining from littering is an easy, accessible way to strengthen sustainability and care for the campus and the greater Austin community!

This legislation has passed in CNS. To keep this going, LDL senate representatives should bring this piece of legislation to their college councils and attempt to pass it. Members that are not involved in student government can contact members of their college council through their website. I will keep this initiative updated as well with any changes!

Passwords and Google Drive Access

To access the Google Drive, click this link. The Drive is organized by semester with all other non-semester folders being filled with information that is evergreen. Longhorns Don't Litter used to be contained on Box, and due to Box's limited sharing capacity to gain access to the Box message Prof. Valerie Salina's-Davis.

Site	Username	Passwords
Instagram	longhornsdontlitter	Longhorns1!
Gmail	ExperienceWallerCreek@gmail.com	L0nghorns22
Signup Genius	ExperienceWallerCreek@gmail.com	L0nghorn$22
Mail Chimp	ExperienceWallerCreek	h00kemEWC!
Linktree	experiencewallercreek	3xp3ri3nc3
Spotify	ExperienceWallerCreek@gmail.com	L0nghorns22

The website is under Prof. Valerie Salinas-Davis's email, so please reach out to her for that information. The website should only be accessible to four people: President, Head of PR, the person in charge of updating the website, and the head for the newsletter.

Longhorns™
Don't Litter

The University of Texas at Austin
Environmental Health & Safety