

# Bren Communications Capstones

*Spring 2025 Call for Proposals*



UC SANTA BARBARA  
Bren School of Environmental  
Science & Management

The Bren School seeks proposals by students and clients for ten-week communication capstones. For full consideration, proposals must be submitted to [projects@bren.ucsb.edu](mailto:projects@bren.ucsb.edu) by March 1, 2025 at 5 pm.

## Proposal Elements

Proposals should be 1-2 pages long and include the following sections. Each capstone project is ten weeks long, running throughout the Spring Quarter and ending in a final presentation to clients and peers. Selected projects will have between 1 to 5 students, depending on interest.



**Project Title**  
*Descriptive title of proposed project activities*



**Client Information**  
*If applicable: name, company, and information*



**Project Goals**  
*Short description of project goals and impact*



**Audience**  
*Expected audience for communication products*



**Student Skills**  
*List of marketable skills for students*



**Project Description**  
*Further details on project design and outcomes*



**Broader Impacts**  
*Impact of proposal beyond client promotion*



**Project Timeline**  
*Client check-ins and benchmarks over 10 weeks*



**Deliverables**  
*List of potential deliverables for client*

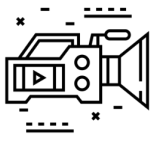


**Budget**  
*Travel or materials needed (covered by client)*



# Example Deliverables

Successful capstone projects have had audience research, branding strategy, short films, a series of blog posts or stories, development or implementation of new educational curricula, engagement strategies to promote awareness or environmental behavior, and design/distribution of infographics.



## Short Films

documentaries, interviews, reels, and other short films (< ~10 min)



## Curriculum

lesson plans, exhibit signs, and other educational materials



## Articles

blog posts, website articles, interviews, and other reporting



## Story Maps

interactive web pages made with ArcGIS for data storytelling



## Infographics

figures, data visualizations, one-pagers, and infographics



## Surveys

survey design, data analysis, and audience characterization



## Reports

technical science or policy reports with formatting across audiences



## Strategies

audience-specific environmental communication plans or guides



## Social Posts

campaign design, analytics across social media platforms



## Podcasts

audience research, design, interviews, or production



## Image Assets

photography galleries, short videos, and other image assets



## Branding

logo creation, key messages, internal branding documents

## Capstone Timeline

March 1	capstone proposals due
March 7-21	proposal review period
March 21	project selection
March 31	capstones course begins
April 7-11	initial client check-in
May 5-9	halfway client check-in
June 2-6	final client check-in
June 4	capstones course ends
June 6	final capstone presentations



## Questions?

Contact Bren Communications Director Alexandra Phillips at [alexandra\\_phillips@bren.ucsb.edu](mailto:alexandra_phillips@bren.ucsb.edu) if you have any questions about the proposal process, project ideas, or finding students/clients.

# Capstone Spotlight

*students produce high-quality materials for environmental clients*

## Non-profit Branding

[read the strategic report](#)

Protecting Blue Whales and Blue Skies is a voluntary Vessel Speed Reduction (VSR) Program along the coast of California. This team presents a strategy to build a pathway to certification through a brand ambassador network.



## ILTER Video Series

[watch the film](#)

The Long Term Ecological Research Network (ILTER) offers multi-decade insights into landscape change, but few know its scientific contributions. This team created a video series to raise public awareness.

## Coastal Engagement

[see the infographic](#)

The CA Coastal Commission sought to expand participation in its public comments process. This team created a short film, instructional video, and web content to inspire participation and provide engagement tips.



## Plover Campaign

[read the flier](#)

Beach closures to protect the Western Snowy Plover in Lompoc, CA have generated negative community sentiments. This project aims to understand community concerns and to foster environmental stewardship.

## Summer Trail Report

[read the report](#)

This in-depth report for Protect Our Winters (POW) highlights the impact that climate change has on outdoor sports and access to recreation spaces. It is meant to stimulate advocacy among "summer sports" enthusiasts.



## Cougar Conservation

[watch the video](#)

This short film for The Nature Conservancy is meant to inspire and educate local communities about the importance of habitat connectivity for the conservation of mountain lions and other wildlife.

## Sea Otter Savvy Film

[watch the film](#)

Sea otters are found along California but have experienced a decline over the past century. This film chronicles the dedicated work of individuals and nonprofit groups like Sea Otter Savvy in their coastal comeback.



## Dangermond Story

[view the story map](#)

The Dangermond Preserve has years of research to share with the public. This ArcGIS Story Map helps to articulate new discoveries, to grow awareness, and to promote engagement and economic support from the community.

## EJ Workshops

[view sample lecture](#)

Environmental managers need to understand environmental justice to be effective and inclusive problem solvers. This four-part workshop series is designed to help environmental managers gain critical skills and literacy.



## Monarch Education

[view the infographic](#)

The Western Monarch's population is in decline. To help save this iconic species, the U.S. Fish & Wildlife Service wanted materials to educate the public on adopting monarch-friendly behaviors.

# Previous Clients

*our partners span state agencies, environmental nonprofits, and academic institutions*

University of California



California Academy of Sciences



California Coastal Commission



The Nature Conservancy



Santa Barbara Botanical Garden



NOAA Marine Sanctuaries



Long Term Ecological Research Network



United States Fish & Wildlife Service



United States National Park Service



Ocean Defenders Alliance



National Parks Conservation Association



National Center for Ecological Analysis and Synthesis

