



# BEHAVIOR, EDUCATION AND COMMUNICATION MASTER OF SCIENCE

**TO RESPOND TO SUSTAINABILITY CHALLENGES, WE MUST UNDERSTAND THE CAUSES, DYNAMICS AND CONSEQUENCES OF HUMAN BEHAVIORS THAT AFFECT THE ENVIRONMENT.**

Creating a future that is inclusive, supportive and sustainable takes visionary thinkers and advocates who are ready to develop solutions that go beyond the status quo. The Behavior, Education and Communication (BEC) specialization will provide you with the skills needed to pursue a career that will lower communication barriers and make a positive impact on the future of our planet.

## WHY BEC?

- Understand human behavior—both current and evolutionary—in the context of the environment.
- Learn to share information effectively, use instructional and motivational techniques to encourage desired behaviors, and negotiate conflicts.
- Learn how people think, what motivates them, and the conditions under which they behave most reasonably and creatively.
- Develop conceptual frameworks and employ strategies to address environmental problems by motivating individuals, groups and communities to adopt impactful and durable behavior patterns.
- Work one-on-one with faculty advisors, practitioners and cohort members who are committed to uncovering effective, durable behavior change solutions.

## FACULTY

- Avik Basu
- Raymond De Young
- Paige Fischer
- Nathaniel Geiger
- Michaela Zint

## BOLD LEADERS

### **CONNOR ROESSLER (MS '22)** **SENIOR PROGRAM SPECIALIST** **GREAT LAKES COMMISSION**

"I chose SEAS because I wanted to focus on place-based education and how to communicate that in relation to the environment. At SEAS, I gained an understanding of how to talk to different audiences, whether that is K-12 students, legislators or agency heads, which I do now. I learned how to translate interesting innovative science to a level that is understandable."



### **GILLIAN GAINSLEY (MS '10)** **CHIEF OF STAFF, DEPARTMENT OF** **ENVIRONMENT, GREAT LAKES AND** **ENERGY, STATE OF MICHIGAN**

"What I learned at SEAS is incredibly valuable and started me on the circuitous career path that led to where I am today. We need to think bigger when we talk about what a climate or environment job is. We're moving into a space where many jobs will overlap with both, making a SEAS degree beneficial in a lot of different places."



# MASTER'S PROJECTS

Part of the culminating experience of your program is a master's project or master's thesis, where you will work with an external client to solve real-world problems. Recent projects include:

***Nurturing Roots of Justice: Integrating Equity and Environmental Stewardship into Michigan's Food System Education***

**Client:** Great Lakes Stewardship Initiative and Michigan State University Extension

***Managing Forests Across Social and Ecological Boundaries: Collaboration Among Multiple Landowners in the Context of Wildfire Risk***

**Client:** U.S. Department of Agriculture Forest Service



***Strengthening Tribal and University Relations on Sugar Island***

**Client:** Sault Ste. Marie Tribe of Chippewa Indians

## COURSE SAMPLING

- The Psychology of Environmental Stewardship
- Advanced Education for Environment and Sustainability
- Behavior and Environment: Transitional Thinking for the New Normal
- Social Vulnerability and Adaptation to Environmental Change

## WANT MORE INFO?

[seas-admissions@umich.edu](mailto:seas-admissions@umich.edu)



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# BUILD A REWARDING CAREER WITH IMPACT

No matter your path, SEAS Career Services helps prepare you for a purpose-driven career that's right for you. Our career counselors provide guidance on all aspects of career development, from resumes and cover letters to job searches and interview preparation. Plus, we connect you with employers and alumni who can help you imagine the possibilities of where your degree will take you.

**BEC graduates work as:**

- Directors of education
- Education specialists
- Communications editors
- Environmental consultants

Here are just a few of the employers who hire BEC graduates:

