

Lead by Example Energy & Recycling Awareness Campaign



*The School Energy and Recycling Team (SERT) program promotes environmental stewardship and resource conservation systemwide through training, rebate, and incentive programs for saving energy and increasing recycling.
It's your world...choose to conserve.*

MCPS high school students are charged with creating an awareness campaign that develops a comprehensive energy-conservation and recycling plan. This project will provide leadership opportunities where students can work together to achieve a common goal, inspire others, and preserve our planet. Through leadership, teamwork, and creativity, the campaign can boost energy savings, reduce our carbon footprint, offset energy costs, and increase recycling rates. Everyone can participate in this project, since the entire high school community is responsible for conservation and recycling.



Campaigns should be a collaborative student effort within the high school community, including the Student Government Association; clubs (environmental, ecology, SERT, math, media, video, art, cultural, diversity, National Honor Society); newspapers; and all other groups or individuals who can create awareness and effect change. This project should be student-driven and present strategies

used in the school to create energy awareness, conserve resources, and develop a successful recycling program.

Support from the SERT staff is available when campaigns are being developed. Campaigns should be submitted by April 30, 2011, in binder format (portfolio style) to the SERT office at 2096 Gaither Road, Suite 200 – parental signatures a must. The portfolios should outline goals, strategies, plans and accomplishments (results). A short video presentation should be included that outlines the above and all entries shall be accompanied by permission slips with parental signatures to be considered/judged. These campaigns will be used as models to promote energy conservation and recycling throughout the system

Awareness Campaigns should include the following:

- Awareness events
- Morning news announcements
- Posters, flyers, advertisements
- E-mail campaigns
- Energy-use calculations
- Presentations to staff, students, and community
- Public service announcements
- Reports describing efforts and results
- Microsoft Excel spreadsheets demonstrating impact of awareness
- Surveys and data used to gauge the effectiveness of promotional efforts
- Regular program-review strategies to monitor and inspire program success
- Ideas from students on how to motivate other students

The top three models of success will be used to promote resource conservation systemwide. Schools and students participating in this effort will receive Certificates of Achievement. Awards will be granted to the top three schools. These models will be used to promote successful energy conservation and recycling programs systemwide.

All entries must be submitted to SERT Program Manager, Department of Facilities Management, 2096 Gaither Road, Suite 200, Rockville, MD 20850, via Pony, First-class mail, or hand delivery, **on or before April 30, 2011**. All entries become property of MCPS and will not be returned. No guarantee is given against loss or damage. Parental signature releases student work to be used in future MCPS education campaigns, including but not limited to MCPS Instructional TV and any other promotional opportunities that may arise. Entries will not be accepted by the SERT office and returned to the school, if proper parental signatures are not attached to official entry form. Please contact Hillary_H_Kirchman@mcpsmd.org , 240-314-1092, with any questions.



Energy and Recycling Awareness Campaign

School Year 2010–2011

Official Entry Form

Parental Signature Mandatory

School Name: _____
 Principal Signature: _____
 Sponsoring Teacher Name: _____
 E-mail: _____

Our Entry is (check one) Individual Group

Name: _____ Grade: _____ Home Phone: _____ Parent Signature: _____

Name: _____ Grade: _____ Home Phone: _____ Parent Signature: _____

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Name: _____ Grade: _____ Home Phone: _____ Parent Signature: _____

Name: _____ Grade: _____ Home Phone: _____ Parent Signature: _____

Did your school hold a school wide competition to select this entry? (check one) Yes No

If so, how many students participated? _____

On the opposite side of this page briefly describe the **energy and recycling** plan developed through your campaign

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Description:

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Judging Criteria

SERT charges high schools to create an energy and recycling awareness campaign which develops a comprehensive conservation campaign to reduce energy consumption and increase recycling rates.

Criteria	1 through 5	Notes
Clarity & content (Energy)		
Clarity & content (Recycling)		
Exhibits leadership and teamwork		
Involves school community		
Creates awareness		
Useful model		
Video summary		
Total		

Please score with numbers ranging from 1-5. One as “fairly” and five as “completely” captures criteria.

Considerations:

- Awareness events
- Newspapers and announcements
- Posters, flyers, advertisements, contests
- E-mail campaigns
- Energy calculations
- Presentations to staff and community
- Reports or narratives describing efforts
- Data to support efforts and/or findings
- Review and reflections
- Creative student driven strategies

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Action Plan: Lead By Example Energy and Recycling Awareness Campaign

Monitoring and Evaluation:

1. What will be the detailed action(s) that will occur?
2. What will be the method to assess the effectiveness of the development in reaching school community?

<u>Action</u>	<u>Expectation</u>	<u>Who is responsible?</u>	<u>When</u>	<u>How will it be monitored?</u>	<u>Resources needed</u>	<u>Status</u>
1.						
2.						
3.						
4.						
5.						
6.						
6.						