



# Lead by Example:

## Talk It—Walk It



Conservation Counts! High Schools can step-up green initiatives by participating in the annual Lead by Example: Talk it — Walk it contest. Winning entries receive SERT funds! All participants earn, environmental stewardship experience, SSL hours, and certificates. Montgomery County Public Schools, School Energy and Recycling Team (SERT) Program is hosting the Lead by Example campaign for all high schools. Remember: It's your world ... choose to conserve.



### Set goals

Develop a plan

Measure your success

Lead or be part of a team

Reduce your carbon footprint

Utilize your abilities

Help others and yourself

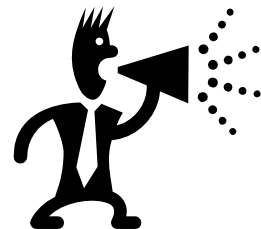
Be a role model

Save the planet

Preserve our natural resources

Create awareness

Make a difference



For contest details and information about awards, please contact: [SERT@mcpsmd.org](mailto:SERT@mcpsmd.org), visit [www.greenschoolsfocus.org](http://www.greenschoolsfocus.org), or call 240-314-1090.



# Lead by Example Talk It – Walk It



## *Establishing and Reinforcing a Culture of Conservation...*

Did you know that the School Energy and Recycling Team (SERT) program has measured the energy use in all schools and knows that through your efforts we have reduced energy use in schools by over 10% and increased recycling rates to exceed 36%?

You can help MCPS create a model resource conservation plan including energy conservation and responsible recycling projects/initiatives for high schools. SERT is charging all MCPS high schools to participate in the Lead by Example contest where proven projects/initiatives will be highlighted in the SERT manual “**SERT Best Management Practices**”. This on-line resource provides schools with proven conservation strategies and expectations with regard to efficient building use and operations. Entries can include behavioral strategies, energy-efficiency projects, and awareness campaigns.

SERT awards will be granted to the top three high schools along with certificates of participation for all participating students. Submissions should demonstrate the effectiveness of each project by creating a plan and measuring results. What will we do? How will we do it? Did we succeed?

Documenting is key to the success of the Lead by Example project. Projects could include energy audits with recommended conservation practices, task lamps for staff, computer shut down contests, recycling weight increase plans, video and social media awareness strategies, etc.

A matrix is attached (link below), to assist in structuring the projects and should be included in contest submissions. Supporting documentation should be attached (physically or electronically) to the matrix to demonstrate the actions/measures. The supporting documentation could include working papers, flyers, video clips, artwork, calculations, etc. Resources are linked to the bottom of the matrix and are accessible electronically.

<http://www.montgomeryschoolsmd.org/departments/facilities/greenschoolsfocus/pdf/lbematrix.pdf>

To receive support, guidance, and/or an in-school visit please contact the SERT program (240-314-1090 or [Hillary H Kirchman@mcpsmd.org](mailto:Hillary_H_Kirchman@mcpsmd.org).) The final project entry should be submitted by April 13, 2012, to the SERT office at 2096 Gaither Road, Suite 200 – parental signatures are a must.

This contest is part of the incentivized energy award program – winning schools achieve SERT awards. Students can earn SSL hours and certificates of participation for college applications!

Contact SERT for supporting resources:

Watt’s Calculator

Lend a Tool

Recycling Awareness Bag

Energy Resources

Energy Audit Resources

Recycling Resources

Individual School Data

Previous Lead by Example previews

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 13, 2012**. 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 school system or local government promotion 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](mailto:Hillary_H_Kirchman@mcpsmd.org) or 240-314-1092, with any questions.



# School Year 2011–2012 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: \_\_\_\_\_

Name: \_\_\_\_\_ Grade: \_\_\_\_\_ Home Phone: \_\_\_\_\_ Parent Signature: \_\_\_\_\_

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How many students participated? \_\_\_\_\_

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## TI-WI Judging Criteria



SERT charges high schools to a comprehensive conservation program 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 based on how effectively the project captures the criteria

- 1- Does not meet the criteria
- 2- Fairly meets the criteria
- 3- Somewhat Meets the criteria
- 4- Meets the criteria well
- 5- Completely meets or exceeds the criteria

Things to Consider:

Awareness events	Reviews/Reflections
Newspapers and announcements	Action Plans
Posters, flyers, advertisements, contests	Project Plans
E-mail campaigns	Social Media
Energy calculations	Videos
Presentations to staff and community	Performance Measures

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## SERT Energy and Recycling Lead by Example Matrix

School:	Lead By Example			
Initiative Type	GOAL: What do you want to achieve?	ACTION PLAN: How will you achieve your goal?	PERFORMANCE MEASURE: Were you successful?	SUPPORTING DOCUMENTS: Attached
Energy:				
Recycling:				
Sustainability:				
Resource Links:	<a href="#">Are Your Computers On?</a>			
<a href="#">Recycling Spirit</a>	<a href="#">Field Trips for Secondary Schools</a>			
<a href="#">MCPS Recycling</a>	<a href="#">Temperature Survey Activity</a>			
<a href="#">Recycling Cumulative YTD Data</a>	<a href="#">SERT Energy and Recycling Data</a>			
<a href="#">MCPS Solid Waste Tonnage Report</a>	<a href="#">MCPS Goes Solar!</a>			
<a href="#">Recycling Items</a>	<a href="#">Watts Calculator</a>			
<a href="#">MCPS Recycling Regulation</a>	<a href="#">SERT Flyers</a>			
<a href="#">Centralized Recycling Stations</a>				