



# SERT Flash

School Energy and Recycling Team



## Communicating Conservation



The School Energy & Recycling Team (SERT) Program communicates conservation opportunities and strategies through various media. As Bill Gates states, "...any tool that enhances communication has profound effects in terms of how people can learn from each other, and how they can achieve..." Do you want to learn more about how your school can reduce its carbon footprint and achieve energy and recycling awards? Please communicate with SERT via:

- Telephone: 204-314-1090
- E-mail: [SERT@mcpsmd.org](mailto:SERT@mcpsmd.org)
- Twitter: @MCPSSERT
- Website: [SERT www.greenschoolsfocus.org](http://www.greenschoolsfocus.org)
- Join our [Mailing List](http://www.montgomeryschoolsmd.org/departments/facilities/greenschoolsfocus/maillistform.html):  
<http://www.montgomeryschoolsmd.org/departments/facilities/greenschoolsfocus/maillistform.html>
- [Outreach Opportunities](http://www.montgomeryschoolsmd.org/departments/facilities/greenschoolsfocus/pdf/SERTRequestForm.pdf): Invite us to your classroom  
<http://www.montgomeryschoolsmd.org/departments/facilities/greenschoolsfocus/pdf/SERTRequestForm.pdf>



Information can increase knowledge and action but communication is the exchange of information that can inform and inspire. Let's work together to communicate the importance of conservation through our future leaders—the students: Strategies shared by other schools include:

- [Morning announcements](http://www.montgomeryschoolsmd.org/departments/facilities/greenschoolsfocus/pdf/announcements.pdf) are an effective way to communicate information to staff and students.  
<http://www.montgomeryschoolsmd.org/departments/facilities/greenschoolsfocus/pdf/announcements.pdf>
- School newsletters spread the message throughout the school and into the homes.
- Shout-Outs through the *Bulletin* recognize staff members of their successful conservation accomplishments.
- SERT bulletin boards promote and increase awareness.
- E-mails help to remind and encourage staff to join and participate in school conservation initiatives.
- Write a SERT Flash about your school and submit to [SERT@mcpsmd.org](mailto:SERT@mcpsmd.org).

We look forward to serving you. The more we conserve...the more we protect our world and future.



Do you have a "SERT Flash" you would like to share about your SERT efforts? Please submit a photograph and paragraph about your team and you too can be featured in a future FLASH!

E-mail: [SERT@mcpsmd.org](mailto:SERT@mcpsmd.org)  
SERT Program- 240-314-1090

"It's your world...choose to conserve"