



2008–2009 SERT High School Contest



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... because good planets are hard to find.



MCPS high schools are charged with creating an energy-awareness campaign that develops a comprehensive energy-conservation and recycling plan. Creating an awareness campaign is key to managing our energy use and reducing our waste in today's energy climate. This project will provide students with leadership opportunities where they 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 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 28, 2009, in electronic or binder format to the SERT office at 2096 Gaither Road, Suite 200. They 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 28, 2009. 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. Please contact Hillary_H_Kirchman@mcpsmd.org , 240-314-1092, with any questions.



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Energy and Recycling Awareness Campaign
for School Year 2008–2009
Official Entry Form

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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Did your school hold a schoolwide 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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