

# SERT Spotlight



You've selected  
your SERT team.  
Now what?

## Put Your Plan Into Action!

**AT THE BEGINNING OF EACH SCHOOL YEAR**, principals at all Montgomery County Public Schools (MCPS) complete a [SERT Action Plan](#), listing their specific conservation goals for the year, and the team that they've appointed to lead out in their school's activities. Often that team has already been in place for years, and their green team runs like a well-oiled machine. But what if you're a newly-appointed SERT leader who has never led the program? You're probably wondering what you should do to ensure that you have a successful year of energy conservation and effective recycling. Consider the following:

- Check out our [simple steps for starting a school-based SERT team](#).
- Recruit team members within the school, including teachers, staff, building service staff, and students to help facilitate a successful SERT program.
- Plan and schedule SERT team meetings and orchestrate after-school activities.
- Seek support from and collaborates with building service staff.
- Plan student outreach activities and field trips focusing on resource conservation.
- Include the Parent Teacher Association and the community in your school-based SERT program.
- Promote SERT's conservation-related [campaigns and contests](#) that are designed to raise awareness about energy conservation and recycling.
- Meet with your school's [assigned SERT facilitator](#). We are here to help you succeed!

# We're Here to Help Your Program Succeed!

**THE SPECIAL FOCUS** of the School Energy and Recycling Team (SERT) program is the promotion of energy efficiency and recycling participation within Montgomery County Public Schools. The SERT program provides necessary resources, listed below, to MCPS staff and students to help foster a culture of environmental conservation. Classroom activities, educational resources, and various contests help our students enjoy rich and rewarding experiences related to environmental stewardship.

Promoting the connections between human behavior and its impact on the environment reinforces our culture of conservation and increases participation in our mission to conserve resources and recycle actively.



Get information about recycling, recycling-related supplies, and hauling service support.



SERT provides information about energy conservation, assists with energy audits, etc.



Current data for each school's energy use and recycling weight is always available on our website.



Each school has a dedicated SERT staffer who provides training and helps with certifications.



Top performing schools are eligible to earn monetary energy and recycling incentive awards.

## SERT'S OFFERINGS

SERT staff are available to present assemblies, read to students, and attend SERT team meetings.

SERT's website and monthly newsletter are a great source for conservation-related information.

Posters emphasizing the importance of recycling and energy/water conservation are available.

"Lunch and Learn" gives younger students a hands-on learning experience about recycling.

SERT's poster and video contests are designed to include students and staff at all learning levels.



# Include SERT's Contests in Your Plan



**ALL MCPS SCHOOLS** are invited to participate in a brand new contest that challenges students and staff to create an original video that promotes awareness of environmental stewardship. Videos should address the importance of conserving energy; focus on the significance of recycling effectively and reducing solid waste; or highlight the specific activities of the school-based SERT team.

What's your school doing to save energy? Are you turning off lights, using task lamps, or something else altogether? Make a video and show MCPS how to conserve energy!

Every MCPS school recycles, but some of them do it really well! Making a video is a great way to encourage MCPS students and staff to recycle and reduce solid waste.

Conservation is a state of mind. Let your video show MCPS what your school's SERT team does to inspire others to choose to conserve our natural resources.

The SERT Video Contest is open to all MCPS students and staff. Contestants may enter the contest individually or as a group. Participants are encouraged to be creative!

Video entries must clearly fall into one of two categories (a brief public service announcement or a longer conservation clip) and focus on energy conservation, recycling, and/or your school's SERT team activities.

**Video contest entries will be due on February 28, 2020.**

Visit the SERT [website](#) for more information about guidelines, awards, and how to enter to contest.

**ENERGY** is one of the most important environmental issue of our time. All environmental issues are related to energy – air or water quality, global climate change, waste management, and transportation. With most of all pollution coming from producing, consuming and distributing energy, this is an incentive to cut energy waste. The *Watts Up?* poster contest gives you the chance to show other MCPS students and staff how to use less energy and make wise energy choices.

Despite what you might think, each of us can make a great impact on the earth by **RECYCLING** responsibly. Remember to recycle your paper, glass, aluminum and plastic. Shop with reusable grocery bags, drink from reusable containers, print on both sides of paper, and share hand-me-downs, etc. When we live responsibly, people around us will follow our example. Share your ideas to encourage others to reduce waste and increase recycling. Let's help make MCPS a greener place to learn and work!

Students and staff members should submit creative posters that demonstrate the importance of conserving energy and recycling. One winner will be selected from five categories: K-2, Grades 3-5, Grades 6-8, grades 9-12, and staff. Entries will be judged by MCPS staff and students. Selected artwork will be used to create conservation posters that are distributed systemwide. Winning entries may be used in future MCPS and local government educational and promotional campaigns.

**Watts Up? entries will be due on April 1, 2020.** Visit our [website](#) for more information, the entry form and to see previous winning entries.



Take a peek at the beautiful butterfly garden created by students and staff at **RICHARD MONTGOMERY HIGH SCHOOL**. They worked on it over the summer and it's already in bloom and receiving winged visitors. Well done!

New conservation posters were sent to all MCPS schools last month. Click on images to see them at full size. Let us know if you need additional copies! More [poster options](#) are available on our website.



10.19

**SERT SPOTLIGHT** is produced by the School Energy and Recycling Team (SERT) program and distributed to school-based SERT leaders and teams, building service personnel, and many others who are interested in conservation and environmental sustainability.

As part of the Montgomery County Public Schools Department of Facilities Management, the SERT program provides opportunities for all schools to participate and receive incentives and recognition for their energy conservation and recycling efforts. The SERT program supports a balanced environment for the integration of all students to work together in a culturally diverse environment. Our goal is to provide the resources, support, and vision of the future for a successful conservation program at each school. SERT's motto, "It's your world. Choose to conserve!" promotes the connection between human behavior and its impact on the environment. It reinforces our culture of conservation and encourages participation in our mission to conserve resources and recycle actively.

