



ENGAGING THE ADULTS

To Create a Culture of Sustainability in Schools



QUESTIONS FOR THE AUDIENCE

- How many of you have been involved in an effort to “green a school”?
- How many of your efforts focused on curriculum?
- How many of your efforts included activities to engage the students?
- How many of you would say your outcomes deserved an A+?

WHAT WE OFTEN HEAR

“The green education and experiences we provided didn’t stick – nor did they translate outside the classroom.”

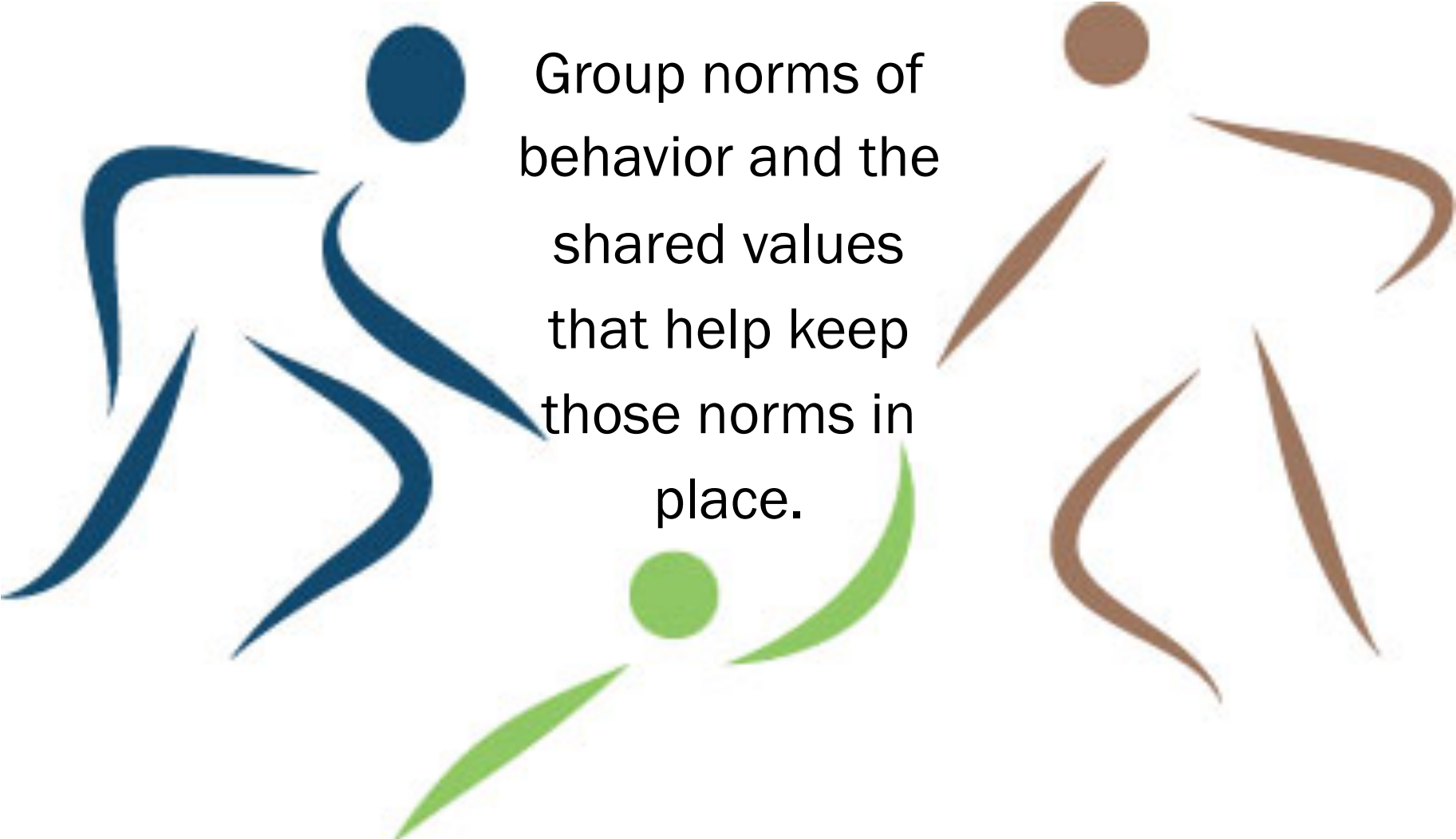


WHAT WE ASK FIRST

“What have you done to engage the *adults* in the school?”



WHAT IS CULTURE?



Group norms of behavior and the shared values that help keep those norms in place.

CHANGING A CULTURE

What does not work:

- ✓ A superintendent or the school board decides what the new culture should be.
- ✓ They send a list of values to the principals with the order to tell teachers and staff what the new culture is.
- ✓ Teachers and staff get the memo, and little to nothing changes.

CHANGING A CULTURE

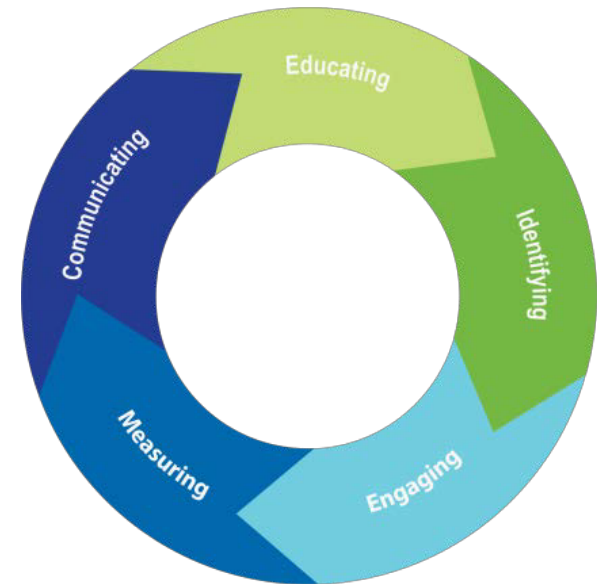
What does work:

- ✓ The superintendent or school board or even a group of principals or teachers decide the old way isn't working.
- ✓ They decide what should be changed, start making the change, and enlist others to do the same.
- ✓ The new actions produce better results, which are communicated and celebrated, new norms are formed, and new shared values grow.

THE SEE PROGRAM

The Schools for Energy Efficiency program helps a district:

- **Educate** people about why saving energy is important and how they can help.
- **Identify opportunities** for both short- and long-term wins.
- **Engage people** and asking them to do their part.
- **Measure and track progress** toward the goal.
- **Communicate and celebrate** the results.



CAMBRIDGE-ISANTI SCHOOLS

- 8 buildings, 900,000 sq. ft, located just north of the Twin Cities in Minnesota.
- 5,000 students, 742 staff
- Joined SEE in 2004
- To date, has reduced energy use by 36%
- Avoided \$2.6 million in energy costs



CAMBRIDGE-ISANTI SCHOOLS



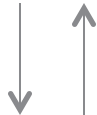
Bruce Novak, Superintendent



Nancy Johnson
Energy Coordinator



Mark Eisenbacher
Building & Grounds Director



Energy Steering Committee (Comm. Ed, Kitchen, IT)

Site Teams, Teachers,
Staff

Operators, Custodians,
Grounds



CAMBRIDGE-ISANTI SCHOOLS

Training

Checklists

Tips

Communications

Celebrations



Energy
Tracking

Coaching

Quarterly recognition

Education

Thank You!

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