

## MEAM Education Round Table Overview

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Hear from your peers about what is possible in the world of energy education. Find out what works and what doesn't, how to make sure you're getting the most from your commercial provider, and ways to avoid the common pitfalls we all face. Leave this session ready to design and offer programs that reflect the best practices in the field.

Date: Tuesday, Oct 1

Time: 9:30 am – 11 am

Facilitators: Ruth Slater and Kate Sullivan

### Notes

Welcome- Introductions

- I. Present roundtable agenda, background, and goals. (5 min)
  - a. The goal of the round table was to begin a conversation around school and community programming, specifically to develop 'templates', discuss best practices, and provide a guideline for MEAM members who currently have no school programs or would like to update current outreach efforts.
- II. Break out into four groups. Each group will develop a program template based on the scenario provided. Please address high level steps a program coordinator would take to implement the program, including (but not limited to): budget, external contact person, designated utility personnel/resources, location, materials, follow-up needs, and program overview, as well as anticipated road blocks.
  - i. Each group was given 20 minutes
  - a. **Elementary School Safety Program**
    - ii. Audience: 3-4 Grade Students
    - iii. Resources: Hazard hamlet and electric operations staff (lineman, meter man, engineer, communications)
    - iv. Theme: Electrical safety at home and outdoors..."Be safe around electricity"
    - v. Giveaways (yo-yo, helmet, key chain) and handouts
    - vi. Need: Guide for presenting (script)
    - vii. Follow-up survey or teacher feedback
    - viii. Notes:
      1. Need the WOW factor to engage kids
      2. The right person to present is KEY!
        - a. Suggestion: Have a video of a great presenter
      3. Use survey to inspire staff
      4. Hire 3<sup>rd</sup> party to create event that inspires
        - a. Theatre group
        - b. Train high school to train younger kids
  - b. **High School Energy Efficiency Program (Need to fill in)**
    - i. High School students to create program for elementary kids

- ii. Work with director of curriculum, drama club, art department, and high school students who want to teach
    - iii. Tie to curriculum
  - c. Adult Community Outreach Program**
    - i. Audience: Library, Rotary, Public Events
      - 1. Invite the Mayor/SM/Town Administrator
    - ii. Utilities Marketing Department Manages Program
      - 1. Work with the director of after school programming, environmental clubs, and library youth groups to develop the student teams
    - iii. Cost estimate: \$500 (funded by utility)
    - iv. Concept: Adult Energy Fair with Passport (similar to science fair concept)
      - 1. Cost Saving would be an umbrella theme
      - 2. Students educate adults
        - a. Opportunity to involve all ages
        - b. Adults are more likely to listen to students
    - v. Additional ideas: TV ads on energy efficiency with a “local celebrity”
  - d. Senior Energy Savings Program**
    - i. Audience: Senior Customers (Age 60+)
      - 1. Note: Many seniors do not own their home
    - ii. Person responsible for program (internal): PR Communication Director, Energy Efficiency Manager, or Customer Service.
    - iii. External contact: Council on Aging Manager or Senior Services
    - iv. Message: Save money while saving energy... it’s easy!
      - 1. Demo kW meter
      - 2. Switch bulbs
      - 3. Programmable thermostats
      - 4. Simple behavior changes
        - a. Shut off lights
        - b. Hang curtains
        - c. Laundry at night
        - d. Clean furnace and filters
      - 5. Energy Audit
      - 6. Rates
        - a. Time of use
        - b. Hot water heater rate
    - v. Bring gifts, raffle prizes or giveaways
      - 1. Tab Energy
    - vi. Follow-up with contact information and let everyone know they can contact with questions anytime.
- III. Each group will present their program to the group. Time will be left for input and questions from audience.
  - a. Each group presented and we plan to build more on this at a future MEAM Meeting