

**2012-2013 Green Team Final Report
July 2013**

The Center for EcoTechnology (CET) continued to administer the MassDEP Green Team program in the 2012-2013 school year. In the third year of this partnership, CET maintained participation and improved access to Green Team materials and resources with the launch of a new, dynamic website. Overall, CET provided a more supportive service to the Green Team teachers.

Participation Summary

CET is happy to report another Green Team year with high participation throughout the state. The following table details the participation in the Green Team program this school year compared to FY12 and FY11:

	2012-2013 School Year	2011-2012 School Year	2010-2011 School Year
Participating Green Teams	401	417	352
Participating Schools	301	327	267
Participating Students	91,634	94,475	68,798
TRFs Submitted	98	102	96

CET directed additional outreach in the four western counties in FY12 in conjunction with separate funding that invited CET into the schools to perform recycling presentations. Registered teachers in this target area increased by 47% for a total of 97 individual teams this year. The rate at which all participating teachers submitted response forms has remained constant. Administering the Green Team program has revealed that the level of participation correlates to the level of direct outreach performed.

Publicity

In the 2012-2013 school year, CET emphasized re-registering to teachers in monthly newsletters. We asked school principals and superintendents across the state to encourage Green Teams in their districts through direct contact by e-mail and through messages from professional organizations including the Massachusetts Elementary School Principal Association (MESPA). CET continued to develop campaign partnerships with similar organizations active in schools including the Alliance for Climate Education (ACE), the New England Aquarium, the Metropolitan Area Planning Council (MAPC) and the Green Schools Program through the U.S. Green Building Council (USGBC).

In addition to press release templates for teachers included in each Green Team Kit, Green Team results were published at the end of the year detailing school participation. Several news articles covering the activities of different Green Teams across the state are included below.

Participation and Results

401 teachers from 301 Massachusetts schools representing 91,634 students registered for the 2012-2013 school year (see *GT FY13 Registrations*, attached). Participants received a Green Team Kit containing a classroom poster, lesson plans, and suggested activities. Registered and previously registered Green Teams received monthly emails containing relevant news stories, event listings, grant applications, contests and other inspirations to “green” their classrooms. The newsletter contact list reached 1,399 email addresses by the end of the school year. 98 teachers submitted response forms indicating the Green Team activities they conducted with their students. Over 6,300 students pledged to recycle and prevent pollution at home, school and in their communities. Many teachers reported they have now made Green Team lessons part of their regular curricula and have linked lessons with other school wide initiatives, such as school gardens.

Equipment & Materials

Recycling

MassDEP provided recycling equipment to 54 participating schools across the state to help support school waste reduction efforts. Equipment distributed included recycling set out bins, wheeled totes, compost bins and worms for vermiculture. Additional equipment from the UMASS storage facility was delivered to CET’s Pittsfield office in order to better meet requests from schools in the Berkshires and existing equipment was reorganized at UMASS, making it easier for teachers to pick up. CET’s Technical Assistance to schools contributed to distribution of higher amounts of equipment to schools throughout the state. The following chart breaks out the distribution.

	2012-2013 School Year	2011-2012 School Year	2010-2011 School Year
Schools Receiving Equipment	54 (60 requests)	61 (64 requests)	43
New Programs	19	18	10
Set Out Container	1191	850	484
Recycling Box	6	N/A	14
Recycling Cart	113	144	69
Compost Bin	32	53	36

Idling Reduction

Eighteen Green Team classes requested and received Idling Reduction materials from the Green Team. Interest in idling reduction continues to be popular, due in part to the information CET provides in response to teachers’ requests on registration forms for more information about the Idle Reduction program.

	2012-2013 School Year	2011-2012 School Year	2010-2011 School Year
Schools Receiving IR Materials	17 (18 requests)	18 (19 requests)	13
New Programs	14	17	11

Idle-Free Zone Sign	27	22	25
5 Minute Idling Limit Sign	15	65	12
Idle Reduction Pledge Cards	500	1800	4000
Static Sticker Windshield Decals	1050	2300	850
Bumper Stickers	750	1000	800
School Bus Dashboard Stickers	250	1050	250
Palm Cards	1800	4100	2200

Awards

Green Team members were asked to submit a list of climate change, waste reduction and clean air activities they completed by March 31, 2013. MassDEP recognized all 98 classes that responded with award letters, Certificates of Recognition and prizes for each student.

Of the 98 classes that submitted their Green Team activities, 28 classes representing 19 different schools were selected as grand prize recipients. The grand prizes awarded included 9 different assembly presentations by environmental “edu-tainers” and gift cards to a nearby garden center for plants or school gardening supplies. Green Team prizes were awarded to the other 68 classes (representing 67 schools) that conducted activities. These other prizes included Green Team wrist bands, biodegradable corn resin key rings, information wheels, and “Compost Matters” activity books. 5 out of the 9 planned performances have been delivered in FY 13 and payment has been processed for them. The remaining shows are scheduled for September 2013. Once evaluations are received, CET will provide payment to the performers.

Program Administration

MassDEP purchased recycling equipment. CET staff input registrations, assembled and mailed Green Team kits to teachers, forwarded equipment requests to MassDEP for distribution, corresponded with program participants, maintained the database of participating schools, solicited and entered Teacher Response Forms and prepared and mailed Certificates of Recognition, student prizes and grand prizes.

CET also led the overhaul, restructuring and modernization of the Green Team web site, www.thegreenteam.org. MassDEP allocated additional funds for the project, which involved independent contractors and designers. In addition to improved access to Green Team program materials, CET ensured the new website provides better organization of links with similar resources, updated forms that gather information in greater detail and a regularly-updated events page and archive of past newsletters and reports. The new website has been live since May and will continue to receive updates and revision as needed.

Website Metrics –May & June 2013

Visits	Unique Visitors	Page Views	Pages/Visit	Avg. Visit Duration	Bounce Rate	% New Visits
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592	454	2,230	3.77	04:18	60.81%	76.69%
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FY 14 will provide a better representation of website metrics and will become the baseline as there have not been metrics previously. Specific metrics on links, as well as file viewing and downloads will be evaluated then.

Experience gained in the first two years resulted in an efficient delivery of Green Team tasks. In 2012-2013, CET continued and expanded their use of an EcoFellow to help with administrative tasks, website support and outreach to recruit new Green Team teachers. Additionally, a CET Green Business Specialist was able to assist many teachers with questions about recycling and compost programs as requested on registration forms. CET continues to receive positive feedback from the Green Team Teachers and MassDEP. When appropriate, the Green Team is also promoted during the execution of other CET programs.

Program Challenges

The improved website addressed an ongoing web-management challenge and provides a platform for streamlined edits or additions in the future. As improvements have been made in gathering information from teachers, primarily through updated forms and collection methods, compatibility with existing tracking systems have become more tenuous. Additionally, increased participation depends heavily on an increase in time devoted to outreach, as seen in the four western counties and the corresponding outreach there.

Green Team Media: 2012-2013

Acton:

ActonPatch included the R. J. Grey Junior High School's new recycling and waste program in an overview of what's new for the 2012-2013 school year. The Green Team led by Kate Crosby at the Acton-Boxborough Regional High School was credited for helping the middle school launch the program.

<http://acton.patch.com/articles/what-s-new-at-the-acton-schools-for-2012-2013>

Acton-Boxborough Schools later went on to win the first-ever national Green Ribbon Schools "District Sustainability Award" from the U.S. Education Department.

http://www.boston.com/yourtown/news/acton/2013/05/first-ever_national_sustainabi.html

Beverly

BeverlyPatch publicized the three schools in Beverly who were Green Team prize winners. These schools include Centerville Elementary School, Hannah Elementary School and North Beverly Elementary School.

<http://beverly.patch.com/articles/beverly-students-receive-green-team-award-from-state>

Manchester-by-the-Sea

The Gloucester Times reported on the composting program at Manchester Essex Elementary School, part of the district-wide initiative started by the Green Team at the Manchester-Essex Regional High School under the leadership of Eric Magers.

<http://www.gloucestertimes.com/local/x240470277/Gone-green>

Manchester Essex Regional High School was also “the lone public school from Massachusetts to be reviewed for the Green Ribbon Schools award by the federal Department of Education,” as reported by *The Gloucester Times*. (Not the only one, there were three others.)

<http://www.gloucestertimes.com/local/x1413939192/High-school-seeks-federal-green-designation>

Natick

The Green Team at Kennedy Middle School in Natick received national recognition when their composting video project was selected as one of 15 finalists in Samsung’s Solve for Tomorrow contest.

<http://www.wickedlocal.com/natick/news/x898136617/Kennedy-Middle-School-s-composting-video-project-earns-national-recognition#axzz2LdqcgldY>

Newton

The PTO of Mason Rice Elementary in Newton was recognized as the Parent Group of the Year award from PTO Today magazine for the 2011-2012 school year. *Wicked Local: Newton* reports that the group was in part honored for “running a recycling program that eliminated 70 percent of the trash produced at school events.” Sunwoo Kahng, co-president of the PTA in 2011-2012, was also a registered Green Team participant.

<http://www.wickedlocal.com/newton/news/x470404866/Newtons-Mason-Rice-PTO-named-Parent-Group-of-the-Year#axzz29eiRk53b>

Attached:

- FY 13 Green Team Summary Report