



2014-2015 Green Team Final Report

The Center for EcoTechnology (CET) continued to administer the MassDEP Green Team program in the 2014-2015 school year. Several new content components were successfully developed and implemented in the program, as well as updating key pieces of collateral for the Green Team. Overall registrations increased over last year, and our team is excited about the year-end wrap up process and prepared for a successful 2015-2016 school year.

Participation Summary

The following table details participation in the Green Team program this school year compared to FY14, FY13 and FY12.

	2014-2015 School Year	Percentage Change	2013-2014 School Year	2012-2013 School Year	2011-2012 School Year
Participating Green Teams	319	10% Increase	289	401	417
Participating Schools	278	17% Increase	237	301	327
Participating Students	64,927	10% Increase	59,128	91,634	94,475
TRFs Submitted	65	17% decrease	79	98	102

Outreach

There were a variety of outreach activities conducted this year, including a mix of in person tabling, electronic communications and even directed phone outreach to past members. CET has included Green Team information at many general organizational tabling opportunities throughout the year, including farmers markets and community fairs. Green Team promotion was also included when CET attended school focused events and R3. Letters were emailed to principals and superintendents statewide, and individual calls were made to approximately 250 previously registered teachers. This activity was successful in achieving increased registrations in comparison to FY14, as noted above.

Communications

The primary communications vehicle with Green Team teachers is the monthly electronic newsletter. 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. Monthly newsletters were sent out from August through June. The newsletter contact list reached over 3,600 email addresses by the end of the school year.



Green Team Email Newsletter Metrics		
Fiscal Year	Average Open Rate	Average Click Rate
FY15	15.09%	26.66%
FY14	32.92%	25.71%
FY13	23.04%	25.20%

The overall average open rate for FY15 is significantly lower than in FY14; however, this broad statistic does not tell the whole story. In FY14, most of the newsletters were only sent to addresses that had registered for the current or previous school year. This year, registered and unregistered addresses on the Green Team email list received slightly different versions of the newsletter (to encourage registration), and registered Green Team members open at a much higher rate than unregistered addresses. In FY15, registered Green Team members opened the newsletter over 36% of the time. Since approximately 3000+ previous members were still receiving the newsletter, despite a lower open rate, it still was read by a significant number of teachers. Between registered and unregistered schools, an average of about 500 people opened the newsletter each month.

Participation and Results

In the 2014-2015 school year, Green Team registrations represented:

- 311 Teachers
- 278 Schools
- 54,927 Students

This number of registrations is up from last year, but not as high as registrations from previous years. Participants received a Green Team Kit containing a classroom poster, lesson plans, press release and suggested activities. A total of 65 teachers submitted response forms indicating the Green Team activities they conducted with their students, and over 4,500 students pledged to recycle and prevent pollution at home, at school and in their communities. As always, these included a range of heartwarming and inspiring stories, and teachers reported that their students experienced a range of benefits from participating in the Green Team. Students are better connected to nature, see how their actions can have an impact on the environment, and share what they learn with others, both in school and at home.

Equipment & Materials

Recycling

MassDEP provided recycling equipment to 74 participating schools across the state to help support school waste reduction efforts. Equipment distributed included recycling set out bins, desk-side bins, wheeled totes, compost bins and worms for vermiculture. The following chart breaks out the distribution.



	2014-2015 School Year	2013-2014 School Year	2012-2013 School Year	2011-2012 School Year
Schools Receiving Equipment	74 (74 requests)	48 (50 requests)	54 (60 requests)	61 (64 requests)
New Programs*	20	34	47	53
Set Out Container	785	636	1191	850
Recycling Desk Side Bin	255	278	6	N/A
Recycling Cart	202	76	113	144
Compost Bin	37	27	32	53
Worm Vouchers	9	7	NA	NA

*Quantity represents all new composting and recycling programs

Idling Reduction

Green Team classes requested and received Idling Reduction materials from the Green Team.

	2014-2015 School Year	2013-2014 School Year	2012-2013 School Year	2011-2012 School Year
Schools Receiving IR Materials	15	13	17 (18 requests)	18 (19 requests)
New Programs	5	11	14	17
Idle-Free Zone Sign	47	41	27	22
5 Minute Idling Limit Sign	4	6	15	65
Idle Reduction Pledge Cards	1100	1550	500	1800
Static Sticker Windshield Decals	1150	1100	1050	2300
Bumper Stickers	700	700	750	1000
School Bus Dashboard Stickers	350	750	250	1050
Palm Cards	2600	1400	1800	4100

Idling Reduction materials remain in high demand. While we had fewer new programs started this year, existing Idle Reduction programs continue to expand.

Awards

Green Team members were asked to submit a list of climate change, waste reduction and clean air activities they had completed by March 31, 2015. MassDEP recognized all 64 classes that responded with award letters, Certificates of Recognition and prizes for each student.

Of the 64 classes that submitted their Green Team activities, 19 classes representing 19 different schools were selected as grand prize recipients. The grand prizes awarded included three different assembly presentations by environmental “edu-tainers” (Jack Golden, Peter O’Malley, and Earthtunes), and gift cards to nearby garden centers for plants or school gardening supplies. Green Team prizes were also awarded to the other 45 classes that conducted activities. These other prizes included Green Team wrist bands for children and adults, Green Team pencils, Green Team bookmarks, compost activity books, key



rings made from recycled tires, key rings made from corn resin, and three types of information wheels: Daily Household Management, Composting and Daily Recycler. Seven of the nine planned performances were delivered in FY14, and payment has been processed for them. The remaining shows are scheduled for the fall of 2015.

Program Administration

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.

The Special Projects included a Food Waste Diversion Toolikit, an updated “Recycling Programs in Schools” manual, two compost instructional videos, evaluation and edits to the Green Team website, and updated Green Team source documents.

CET worked with MassDEP and some MACs to test several new equipment distribution channels. One new pilot was conducted, with limited success. Evaluation of the Green Team equipment distributions, SMRP grants and the Recycling Dividends programs have lead us to the conclusion that the existing systems should remain relatively unchanged. The exception to this is the eastern Massachusetts equipment distribution location, which will now have scheduled pick up days spread out throughout the year. The Amherst and Pittsfield distributions will still be available by appointment.

Worm vouchers were a new addition under the “equipment” category this year. Several worm vouchers were purchased and distributed this spring, and early feedback is that this is a welcome and exciting new offering for Green Team participants.

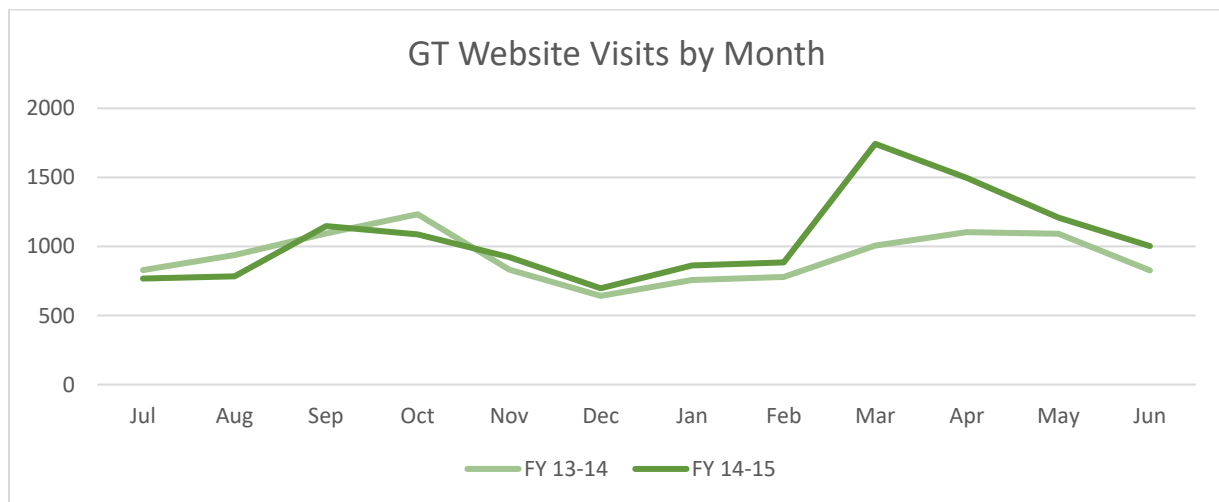
Evaluation of the use of CET’s EcoFellows as a significant staffing resource to the program lead MassDEP and CET to mutually agree that permanent staff will be more appropriate to administering the program moving forward. EcoFellows may still have some involvement in certain activities, like outreach or prize fulfilment, but the primary administration of the program will be conducted by permanent staff. The CET staff member who was the administrator of the program also moved on from CET this year. All the core functions of the program were successfully delivered through the end of the fiscal year, and new staff for the program are in place for FY16.

Website Metrics:

Total sessions and users to the Green Team website increased in FY15. However, the average visitor viewed fewer pages and spent less time on the site.

Green Team Website Traffic FY 2014-2015

	Total Sessions	Users	Page Views	Pages/Visit	Avg. Visit Duration	% New Visits
Total FY15	12705	10408	25,339	1.99	1:45	81.15%
Total FY14	11133	9123	30,582	2.75	5:01	81.70%
Change	14%	14%	-17%	-28%	-65%	-1%



Green Team website traffic was fairly consistent between FY14 and FY15 for most months.

March of 2015, however, had significantly greater traffic than all other months, including the previous March. The spike in March website traffic seems to be related to teachers accessing the Teacher Response Form (TRF) on the website. In addition to the regular newsletter, which was sent on March 2nd, an email reminding teachers to fill out the TRF was sent on March 17th. The website traffic spiked three times in March: after the newsletter was sent, after the TRF reminder was sent, and on the day the TRFs were due (March 31st). A total of 118 newsletter recipients clicked to the TRF on the website from the link in either the newsletter or TRF reminder email.

Special Projects:

Two toolkits were produced in FY15:



“Food Waste Diversion in Schools”

“Recycling Programs in Schools”

The drafting and editing process was completed in FY15, and final approval for the finished documents took place in FY16. The toolkits were then posted on the website.

Green Team Food Waste Reduction Web Page:

In FY14, CET developed and launched a new page: <http://www.thegreenteam.org/recycling-facts/food-waste-reduction/>. In June of FY15, two videos were added:

- [“How to Compost at School” video](#)
- [“How to Set Up the New Age Composter” video](#)

Website and Newsletter Evaluation and Edits

Small amounts of work were done on this task. MassDEP and CET agreed mid-year that this was not a priority task and discontinued work on this.

Creation of Green Team Source Documents and Exhibit Banner

Documents related to the Green Team Program were recreated to produce secure source documents with a consistent look that utilize the new theme from the updated website. This included materials for the Green Team kits, as well as the Green Team brochure. The digital versions of these materials were posted to the Green Team website. An exhibit banner was also created and used for the first time at R3.

Green Team Media

The following schools were highlighted in local media. CET requests links like these from Green Team teachers and support contacts across the state. These links are also be posted to the following page: <http://www.thegreenteam.org/testimonial/gt-in-the-media/>.

-Bridgewater: Bridgewater-Raynham Regional High School

The Enterprise reported that art teacher Jessica Lazarus leads the school’s Youth Environmental Social Society, which received recognition from the state Executive Office of Energy and Environmental Affairs and the Massachusetts Department of Environmental Protection for their environmental work, including planting trees, studying climate change and working to reduce their carbon footprint.

<http://www.enterpriseneews.com/article/20150623/NEWS/150628639>

-Berlin: Berlin Memorial School

The Telegram reported that the school-wide recycling program is run by the fourth-graders, and the students also helped protect the rainforest and made their school an Idle-Free Zone.

<http://www.telegram.com/article/20150619/NEWS/150619081>

-Danvers: Danvers School District



The Danvers Patch reported that MassRecycle recognized Danvers School District for developing a district-wide recycling program, which was implemented with the help of Green Team students.

<http://patch.com/massachusetts/danvers/danvers-receives-2015-k-12-recycling-award-outstanding-work-promoting-recycling>

-Northborough: Marion E. Zeh School

The Community Advocate reported that the Environmental Team held its annual Environmental Awareness Week during the last of week of April, which included a presentation from a beekeeper, as well as a Walk and Bike to School Day.

<http://communityadvocate.com/2015/05/14/zeh-school-holds-environmental-awareness-week/>

-Sandwich: Sandwich High School

The Cape Cod Times reported that Alex Denmark, 17, started a recycling program at his school.

<http://www.capecodtimes.com/article/20150212/NEWS/150219716>

-Sharon: Cottage Street School

The Sharon Advocate reported that the Green Team at Cottage Street School in Sharon organized a clothing and textile recycling event for the school, and successfully collected 3,800 pounds of textiles, earning \$338.00 to support Green Team projects.

<http://sharon.wickedlocal.com/article/20150429/NEWS/150426826>

Attached:

- FY15 Green Team Summary Report