



2015-2016 Green Team Final Report

The Center for EcoTechnology (CET) continued to administer the MassDEP Green Team program in the 2015-2016 school year. This school year focused on administration of the core functions of the program. The one special project in FY16 was to transfer the platform for the Green Team newsletter from Vertical Response to Mailchimp. Overall registrations increased significantly over last year, and our team is excited about the year-end wrap up process and prepared for a successful 2016-2017 school year.

Participation Summary

The following table details participation in the Green Team program this school year compared to FY15, FY14, and FY13.

	2015-2016 School Year	Percentage Change	2014-2015 School Year	2013-2014 School Year	2012-2013 School Year
Participating Green Teams	363	14% Increase	319	289	401
Participating Schools	314	13% Increase	278	237	301
Participating Students	64,716	0% decrease	64,927	59,128	91,634
TRFs Submitted	66	2% increase	65	79	98

Outreach

A variety of outreach activities were conducted this year, including a mix of in person tabling, electronic communications, and calls and emails with partner organizations. CET has included Green Team information at dozens of general organizational tabling opportunities throughout the year, including farmers markets and community fairs. Green Team promotion also included CET attendance at school focused events and a presentation on the Green Team at the annual MassRecycle R3 Conference. Just before the start of the school year, CET emailed principals and superintendents from across the state to encourage teachers in their schools and districts to register. The pair of emails to principals and superintendents generated at least 25 registrations. In April, Green Team staff participated in a meeting for architects on incorporating recycling into green school design organized by MassDEP Municipal Assistance Coordinators. Overall outreach activity was successful in achieving a 14% increase in registrations in comparison to FY15, 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 opportunities, competitions and other inspirations to “green” their



classrooms and schools. Monthly newsletters were sent out from July through June. The newsletter contact list had about 3,300 subscribers at the end of the school year.

Most years, we compare metrics for the open rate and click rate for the GT newsletter to previous fiscal years. Due to the variation in sizes of mailing lists for some newsletters in previous fiscal years, the migration between email platforms, and newsletters frequently being customized for different audiences (separate emails for registered and unregistered contacts), the annual open/click rate comparison does not highlight actual trends in newsletter engagement.

The best measure of newsletter engagement is for newsletters sent directly only to registered teachers as these only include active participants in the Green Team. In FY17, we will have a full year of consistent platforms and audience subsets to make a meaningful comparison and analysis.

Participation and Results

In the 2015-2016 school year, Green Team registrations represented:

- 346 Teachers
- 314 Schools
- 64,716 Students

For the second consecutive year, the number of participating teachers and schools increased significantly over the previous school year. Approximately half of the teachers that registered were new Green Team registrants which far exceeds the goal of 60 new teachers registering. (An exact count of new teachers is challenging to calculate because so often teachers change schools and email addresses). Participants received a Green Team Kit containing a classroom poster, lesson plans, press release and suggested activities. A total of 66 teachers submitted response forms indicating the Green Team activities they conducted with their students, and over 3,000 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 80 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 details the distribution.



	2015-2016 School Year	2014-2015 School Year	2013-2014 School Year	2012-2013 School Year
Schools Receiving Equipment	80 (82 requests)	74 (74 requests)	48 (50 requests)	54 (60 requests)
New Programs*	23	20	34	47
Set Out Container	625	785	636	1191
Recycling Desk Side Bin	467	255	278	6
Recycling Cart	177	202	76	113
Compost Bin	57	37	27	32
Worm Vouchers	18	9	7	NA

*Quantity represents all new composting and recycling programs

Idling Reduction

In FY16, fourteen schools requested and received Idling Reduction materials from the Green Team.

	2015-2016 School Year	2014-2015 School Year	2013-2014 School Year	2012-2013 School Year
Schools Receiving IR Materials	14	15	13	17 (18 requests)
New Programs	10	5	11	14
Idle-Free Zone Sign	50	47	41	27
5 Minute Idling Limit Sign	23	4	6	15
Idle Reduction Pledge Cards	1450	1100	1550	500
Static Sticker Windshield Decals	1600	1150	1100	1050
Bumper Stickers	1050	700	700	750
School Bus Dashboard Stickers	300	350	750	250
Palm Cards	2000	2600	1400	1800

Idling Reduction materials remain in high demand. There was a resurgence in new programs this year while some existing programs continued 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, 2016. MassDEP recognized all 66 classes that responded with award letters, Certificates of Recognition and prizes for each student.



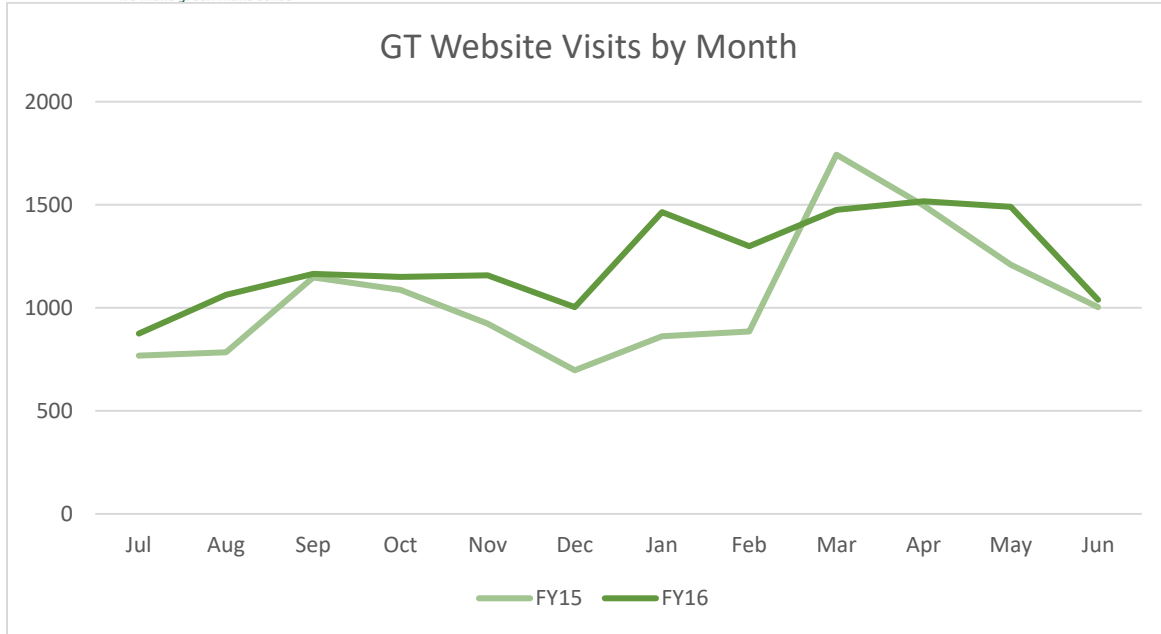
Of the 66 classes that submitted their Green Team activities, 19 classes representing 19 different schools were selected as grand prize recipients. The grand prizes awarded included three different assembly presentations by environmental “edu-tainers” (Jack Golden, Peter O’Malley, and Earthtunes), and gift cards to nearby garden centers for plants or school gardening supplies. Green Team prizes were also awarded to the other 47 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 FY16, and payment has been processed for them. The remaining shows are scheduled for the fall of 2016.

Website Metrics:

Total sessions and users to the Green Team website increased by 16% in FY16. However, the average visitor spent slightly less time on the site.

Green Team Website Traffic FY16

	Total Sessions	Users	Page Views	Pages/Visit	Avg. Visit Duration	% New Visits
Total FY16	14,698	12,111	28,799	1.96	1:36	81.70%
Total FY15	12,705	10,408	25,339	1.99	1:45	81.15%
Change	16%	16%	14%	-2%	-9%	1%



The Green Team website traffic was consistently higher every month in FY16 than FY15 except for March. March of 2015 was an unusually high traffic month for the website.

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.

Special Projects:

Newsletter Platform Migration

The Special Projects was to migrate the Green Team newsletter from Vertical Response to MailChimp. CET created a new template for the newsletter and migrated the Green Team contacts into the new platform. The first newsletter in MailChimp was sent in November. MailChimp allows for more consistent formatting, better control of links, and more advanced ability to maintain the newsletter list.

In addition to regular program administration and the planned migration to a new newsletter platform, CET also recommended mid-year that the Green Team Wordpress website migrate to a new host. The old host had security flaws and had become vulnerable. The migration to the new site was completed in January of 2016.



Overall, the administration of the Green Team in FY16 ran smoothly with increased participation over the previous year

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/>.

- Greenfield: Hawlemont Regional School, Greenfield Math and Science Academy

The Recorder reports on GREEN TEAM prize winners in Franklin County. As Grand Prize Winners, Hawlemont Regional School won a “Garbage is My Bag” performance by Jack Golden and Greenfield Math and Science Academy won a garden center gift certificate. Amy Donovan, from the Franklin County Solid Waste Management District, has been working with Greenfield Public Schools to implement a district-wide program to divert wasted food from cafeterias for composting with the help of a MassDEP SMRP grant.

<http://www.recorder.com/Schools-busy-cleaning-up-in-recycling-contests-2915698>

- Worcester: Quinsigamond Elementary School

The Worcester Patch reports on GREEN TEAM grand prize winner, Quinsigamond Elementary School. The school cafeteria has switched to plastic milk bottles. Students empty leftover milk in the bottles so they can be recycled. <http://patch.com/massachusetts/worcester/worcester-student-gets-green-team-recognition-commonwealth>

- Winchester: Ambrose Elementary School, Lincoln Elementary School

The Winchester Patch reports on GREEN TEAM Grand Prizes received by Ambrose Elementary School and Lincoln Elementary School. Students at Ambrose received a concert by Earthtunes, while students at Lincoln received a gift certificate to a local garden center.

<http://patch.com/massachusetts/winchester/winchester-schools-win-green-team-awards>

- Arlington: Dallin Elementary School

The Arlington Patch reports on the GREEN TEAM prize received by Dallin Elementary School. Dallin was one of 66 schools to receive GREEN TEAM prizes for their environmental education activities in the 2015-2016 school year. <http://patch.com/massachusetts/arlington/dallin-students-receive-green-team-award>

- Lowell, Dracut, Bedford and Littleton Schools

The Lowell Sun reports on schools in Lowell, Dracut, Bedford and Littleton for receiving GREEN TEAM



prizes. Washington Elementary School, Lowell, and Lt. Job Lane Elementary School, Bedford, received Grand Prizes, while Lowell's Bartlett Community Partnership School, the St. Patrick School and Education Center, and Dracut's Brookside Elementary received Green Team wristbands. Littleton Public Schools also received a Green Schools award from the U.S. Department of Education. Littleton was one of 15 school districts nationwide to receive this award for the 2015-2016 school year.

http://www.lowellsun.com/breakingnews/ci_30034011/local-schools-recognized-efforts-at-being-green

- Ipswich: Ipswich High School

Wicked Local Ipswich reports on how students from Ipswich High School brought a school project about bans on Styrofoam and plastic bags to the town for a vote on May 10. Both bans passed at town meeting. <http://ipswich.wickedlocal.com/article/20160504/NEWS/160508089%E2%80%9D>

- Littleton Public Schools

Wicked Local Littleton reports on how Littleton Public Schools received a US Department of Education Green Ribbon Schools award. Congratulations to Littleton Public Schools, one of 15 school districts across the country to be honored this year for innovative improvements to the health, wellness, and environmental impacts of their schools!

<http://littleton.wickedlocal.com/article/20160425/NEWS/160427645>

- Arlington Public Schools

Wicked Local Arlington recently reported on the Arlington EcoFest that will take place at the Town Hall on Saturday, March 19 from 10am-2pm. Activities at the EcoFest center around the "Are You Ready for Climate Change?" Students can submit artwork made from recyclable materials for display during the EcoFest. The town is also hosting information sessions on THE GREEN TEAM at the Robbins Library. The final info session is on March 7 from 10-11:30 am. Five Arlington schools participated in THE GREEN TEAM last school year. <http://arlington.wickedlocal.com/article/20160218/NEWS/160216425>

- Westford: Westford Academy

The *WestfordCAT News* recently posted a video about Westford Academy's new composting program. The Westford Agricultural Commission, along with the schools' environmental club and a group of special education students, are composting food scraps from the school cafeteria on site. The school plans to use some of the compost for their garden and sell the excess at school fundraisers. Westford received advice from The Green Team when they started setting up this program last year. To see a video [click here](http://www.westfordcatnews.org/2015/12/taking-a-look-inside-westford-academys-composting-program/). <http://www.westfordcatnews.org/2015/12/taking-a-look-inside-westford-academys-composting-program/>



- Ashland: Ashland High School

MetroWest Daily News reports on how Ashland High School received compost bins for use by the school's new environmental and sustainability club. Ashland Energy Manager, Phillip Williams, requested these bins through THE GREEN TEAM. Extra bins will be distributed to other schools in the district. <http://www.metrowestdailynews.com/article/20151119/NEWS/151115026>

- Melrose: Roosevelt Elementary School

Wicked Local Melrose reports on how Roosevelt Elementary School in Melrose received Bronze certification under the Eco-Schools Program, an initiative aimed at promoting sustainable and environmentally sound programs and practices in schools around the world. <http://melrose.wickedlocal.com/article/20151026/NEWS/151026613/?Start=1>

Attached:

- FY16 Green Team Summary Report