



Step Eight: Recognition

Background

Activities listed here are designed to empower students to work together to become involved in their schools and communities.

Energy Outreach Goals

■ Setting Your Goals

Decide on the people you want to reach with your activities—your school, the students in your school and their families, the elementary or middle schools that feed into your school, your community at large, your community leaders, or community members.

Decide on the focus for your activities—increased energy awareness, instituting school energy conservation programs, undertaking a community demonstration program, correcting individual problems (such as weatherizing low-income houses), changing individual or group behavior, or changing community policies.

Make a separate folder for each of the goals your group has decided to undertake. If your group is large or you have several goals, you may need to divide your group into committees. You can assign a committee of students and designate a committee chairperson for each goal.

■ Develop a Workplan for Each Goal

Each committee should meet separately to develop a workplan for achieving its assigned goal. The workplan should include a list of your objectives and an estimate of the time, cost, materials, and number of people it will take to accomplish the objectives. Be sure to include any resource people you may need to contact.

Once the committees have developed workplans for each goal, the group should meet to discuss the plans, offer suggestions, and make revisions. When the workplans are finalized, the group should develop a master plan that includes all of the workplans. The master plan should include a calendar with a timeline that shows when each task should be begun and completed.

■ Implementing Your Workplans

Post the master calendar in a prominent place. Have group members sign up for the tasks they want to perform. Make sure that each task has a sufficient number of staff. List the staff members responsible for completing each task on the master calendar.

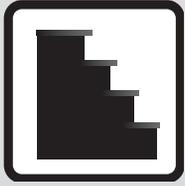
All of the people who are assigned to a particular project will become the working committee for that goal. The committee should meet to appoint a chairperson and discuss the details of the workplan. The chairperson should make sure that deadlines are met and call meetings if problems arise. The group and the working committees should meet often to ensure that the projects are proceeding as planned.

Document your activities and share your success with your community and NEED.

■ Evaluate Your Projects

Evaluate the progress of the projects at your group meetings and upon completion of the projects. Ask the people with whom you have worked to evaluate the projects. Write up a formal evaluation of each project and an overall evaluation summary of the master plan.

Use the NEED *Energy Poll* to evaluate pre and post energy knowledge—or write a poll of your own.



Outreach Program to Youth Awards Project

Background

NEED encourages all schools to participate in the Youth Awards Program for Energy Achievement by having their students keep a portfolio of their activities to submit to NEED by April 15, 2012. Summaries of winning projects by schools nationwide can be found in NEED's *Annual Report*. Many new activities and school programs are also highlighted in the *Energy Exchange* newsletter, which is sent to all NEED members four times a year. From more information about the Youth Awards Program, go to www.NEED.org/Youth-Awards.

The Youth Awards Program is a central component of NEED's evaluation and recognition, recognizing student leadership, encouraging students to evaluate their knowledge of energy and providing ideas and programs that may be exchanged with other schools in the NEED program.

Students should keep a portfolio that highlights their goals, activities, outreach opportunities, and their evaluation of the activities. The portfolio is simple to complete and should be compiled by the students as a team. In April, portfolios should be submitted to your state's coordinator—located in your state or at NEED Headquarters in Virginia.

The Youth Awards program culminates with the National Youth Awards Recognition Ceremonies, in Washington D.C., June 22-25, 2012.

Turning Your Energy Outreach Program into a Youth Awards Project

■ Gather Documentation

Take photos of the outreach your group does during the year. Catalog those photos in a separate folder on the computer.

Keep good notes on everything your group does.

Your photographs, letters, evaluations, and samples of your group's work will become part of the documentation section of your portfolio.

■ Fundraising (Optional)

You may need to raise money for your project or to attend the 2012 National Recognition Ceremonies. Fortunately, there are many ways to raise funds, so start early! You can raise money by holding car washes, selling CFLs as a fundraiser, or by sponsoring a school dance or other event. You can also ask community groups or businesses to donate money or supplies to help your group. If you take the latter route, write a letter stating the purpose of your project and enlisting support. Follow up with a phone call or go in person to talk about your project. Remember to write a letter thanking participating businesses for their support.

Complete Your Portfolio

Obtain an 8 ½" x 11" loose leaf binder in which to compile your portfolio. Use every blank space to tell our judges more about your project. You may submit multimedia resources, but the judges will only review the portfolios during the judging. Make sure to include the following:

Page 1

Youth Awards Application Form (found on page 41 of this booklet and online at www.NEED.org/Youth-Awards)

Page 2

Project Summary and Group Photo

Have a student(s) write a 200 word summary of your project, emphasizing the energy-related activities. If you are selected as a state or national winner, this summary will be included in *NEED's Annual Report*.

Take a high resolution group photo. This photo may be used in the *Annual Report*.

Include a copy of the summary and the group photo as page 2 of your portfolio.

Email your group photo and project summary to info@need.org with the subject line (Your School Name) Youth Awards Summary and Photo. Include in the body of the email the school name, lead teacher name, project title, and state. Projects that have not emailed a photo and summary will NOT be considered for review.

Pages 3+

Project Reporting Forms and Documentation

Fill out a separate reporting form for each of the goals your group has chosen. The judges look for well-defined goals that can be accomplished and that emphasize energy-related objectives and activities. Make as many copies of the reporting form (found on page 41 of this book and at www.NEED.org/Youth-Awards) as you need.

Include documentation following each goal to highlight your activities. Documentation is limited to 15 double sided or 30 single sided pages. Portfolios with more pages will NOT be considered in the national judging.

Portfolio Power Point Presentation (Optional)

Groups may elect to submit a PowerPoint presentation along with their project portfolio. Presentations will not be included in judging but will be displayed throughout the National Recognition weekend and may be included on the NEED website.

Presentations should be submitted on a CD or USB drive and contain no more than 10 slides.

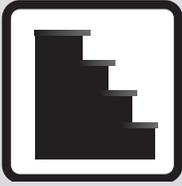
Slide 1 should include the school name, project title, and project advisor.

Videos should be embedded into the PowerPoint presentation.

Additional videos/ photographs are always welcome.

Submit Your Portfolio

The deadline for projects is April 15, 2012. Projects must be received at your state coordinator's office by that date. The projects are then reviewed for state awards and forwarded to NEED Headquarters to be entered in the national competition. Call NEED at 1-800-875-5029 to find your state coordinator.



Youth Awards Program for Energy Achievement

State Awards Programs

Many state NEED programs host awards luncheons or programs to recognize the outstanding projects in the state. States present plaques and certificates to participating schools. Contact The NEED Project at 1-800-875-5029 or at info@need.org for your state coordinator's information.

National Youth Awards Program

Your state committee will select the best projects in the Primary, Elementary, Junior, Senior, and Special categories to compete in the national review in April. A national review committee will review all the top state reports and select the School of the Year for each grade level. Finalists for School of the Year will receive special recognition as well. There is a category for Rookie of the Year at all grade levels.

National Recognition Ceremonies

Representatives from all state projects are eligible to attend The NEED Project's National Recognition Ceremonies on June 22-25, 2012. This four day conference is organized and staffed by NEED student leaders to recognize outstanding teachers and students nationwide. Delegates receive recognition for their projects, learn about new NEED activities, and share ideas had have fun with their counterparts from other states. Registration fees are \$550 per person and include double-occupancy lodging, most meals, local transportation, a formal awards ceremony, a Potomac River dinner cruise, tours of Washington, D.C. and Arlington Cemetery, and other special events. Some sponsorship may be available for schools. Call the NEED office for availability.

Categories for Competition

Primary Projects—Grades K-2

Elementary Projects—Grades 3-5

Junior Projects—Grades 6-8

Senior Projects—Grades 9-12

Independent or Special Category Projects (district-wide, regional, individual, scout troop, etc.)

NEED also recognizes Rookie Schools of the Year at the State and National Levels.

NEW IN 2011-2012: Community Colleges and University Groups may apply in the Independent and Special Category.

Online Resources

To see last year's winning projects and photos from the 2011 National Recognition Ceremonies, visit www.NEED.org/Youth-Awards.

Project Judging Criteria

Your project will be reviewed by a panel of educators, students, business people, members of energy organizations, and others. The review panel will award your project points in eight areas as follows:

Project Goals (0-5 points)

The panel will review your project's goals. Your goals should state the major energy-related achievements your project was trying to attain.

Activities to Reach the Goals (0-25 points)

This is the most important category in the review, and it receives the greatest weight in points. The panel will consider the number and quality of the activities. Activities should:

- Focus on energy
- Be useful and educational
- Include school/community service
- Have far-reaching/long-term results
- Be well organized and well received
- Be creative or fun
- Include NEED materials

Energy Content of Project (0-20 points)

The panel will review your activities to determine the energy content of your project. Judges will look for activities that involve the science of energy, energy sources, energy uses, and energy conservation.

Student Leadership (0-15 point)

The panel will review your activities to determine the extent to which the students took ownership and demonstrated leadership in the activities.

Community Involvement (0-5 points)

The panel will determine how effectively the students interacted in their communities. Did the students work with other community groups or undertake a community service project?

Use of Resources (0-10 points)

The panel will determine how well your project made use of NEED materials and other resources. Judges will also see if you called upon knowledgeable people in your community to help make your project a success.

Evaluation Methods (0-10 points)

The panel will review your evaluation methods.

Documentation (0-10 points)

The panel will review your documentation. Judges will evaluate how well your project communicates what you have accomplished.

Activity Ideas

ENERGY AWARENESS ACTIVITIES

Within Your School

- Conduct classroom activities—*Energy Expos*, *Energy Enigma*, etc.
- Invite guest speakers on energy issues.
- Publish a school-wide energy newsletter.
- Conduct a school-wide energy fair.
- Promote a “Carpool Only Day”, “Mass Transit Only Day”, or “No Electricity Day.”
- Develop and provide lesson plans for teachers to use that integrate energy into their subjects.
- Create an energy time capsule with information about how we use energy now and predictions for the future.
- Conduct an energy audit of the school and prepare a presentation of your findings for the school board and PTA.

Reaching Out to Families

- Implement the Energy Conservation Contract activity as a school-wide project.
- Conduct an energy awareness program for a PTA meeting.
- Include energy information in the school newsletter.
- Interview senior citizens and publish a special report on energy in the good old days.

For Local Elementary and Middle Schools

- Develop and provide one-week energy unit guides to elementary and middle school teachers.
- Adopt younger classrooms and share energy lessons you have prepared.
- Conduct *Energy Stories and More* for students in grades K-3.
- Assist students in constructing the *Museum of Solid Waste and Energy*.
- Conduct *Science of Energy* experiments for students.
- Conduct an all-day NEED workshop for teachers and students.
- Conduct a “Design a Wind Turbine” or “Design a Solar-powered Anything” program.
- Perform a NEED *Energy Play* or *Great Energy Rock Performance* for the students.
- Sponsor NEED clubs at the schools by becoming mentors.
- Conduct *Energy Carnivals* for local elementary schools.

For the Community at Large

- Construct the *Museum of Solid Waste and Energy* and take it on a tour of local malls or public buildings.
- Write Public Service Announcements for the DJ to read on your local radio station.
- Produce an energy video to be shown on local public television stations.
- Write energy articles for community newspapers and newsletters.
- Create placemats for local restaurants to use that teach about energy.
- Conduct energy audits for local businesses.
- Present programs for community meetings.

Activity Ideas *(continued)*

ENERGY CONSERVATION PROGRAMS

- Install bicycle racks at your school and promote cycling as an alternative to driving to school.
- Install a carpool bulletin board at your school for after school programs.
- Work with teachers to encourage or require “both sides of the paper” reports.
- Investigate your school cafeteria and suggest alternatives to wasteful practices.

COMMUNITY POLICY ACTIVITIES

- Encourage your community government to mandate residential and industrial recycling programs.
- Encourage your community government to implement a community-wide composting program for food and yard wastes.
- Encourage your community government to provide tax incentives or assistance for residential and industrial energy-efficiency measures.
- Encourage your community government to provide bike paths and carpool lanes to reduce automobile use.
- Investigate the needs, concerns, or problems of your particular community and make suggestions to your community government.
- Investigate renewable energy options for your local community and present your findings to local government officials and community members.

COMMUNITY OUTREACH ACTIVITIES

- Write, illustrate, and publish a pamphlet on easy energy conservation tips to be placed in public buildings and businesses.
- Implement mentor and internship programs with the major utilities and energy users in your community.
- Set up energy awareness booths at local fairs and expos.
- Build an energy efficient demonstration house to exhibit at community functions.

NEED Youth Awards Program For Energy Achievement

Sample Project Reporting Form

GOAL # 1 To conduct an *Energy Expo* at our school.

ENERGY CONTENT ACTIVITIES

1. Obtained permission from the principal to conduct the activity.
2. Had all classes sign up to present exhibits on energy sources.
3. Secured free/discount coupons for pizza and ice cream as incentives for students/teachers to participate.
4. Put up posters about the expo around the school.
5. Asked the Science Club to present NEED's *EnergyWorks* and *Science of Energy* experiments.
6. Sent invitations to parents and other schools to visit the expo.
7. Followed-up with thank you notes and prizes to participating teachers and the Science Club.

STUDENT LEADERSHIP

A committee of NEED students planned and organized the expo.

RESOURCES

1. NEED's *Energy Expo*, *Energy Infobooks*, *EnergyWorks*, *Science of Energy*.
2. Pamphlets from our local utility company.
3. Encyclopedia Americana.
4. Energy websites linked to www.NEED.org.

EVALUATION

1. Evaluated the project with completed evaluation forms.
2. Reviewed the evaluation forms from participating teachers and students.
3. All of the teachers and 95 percent of the students indicated they would like to have another expo next year.
4. Four hundred people attended the expo.
5. Pre/post assessment showed knowledge gain.

NEED Youth Awards Program For Energy Achievement

Project Reporting Form

State: _____ School Name: _____ Form: _____ of _____

GOAL # _____

ENERGY CONTENT ACTIVITIES

STUDENT LEADERSHIP

RESOURCES

EVALUATION

NEED Youth Awards Program For Energy Achievement

Application Form

State: _____ School Name: _____

PROJECT LEVEL

- _____ Primary (K-2)
- _____ Elementary (3-5)
- _____ Junior (6-8)
- _____ Senior (9-12)
- _____ Independent and Special Category
**New in 2011-2012: community colleges and university groups may apply*
- _____ First Time Entry

CHECKLIST

- _____ Finished Application
- _____ Project Summary (200 words or less, emailed to NEED, info@need.org)
- _____ Group Photo (Emailed to NEED, info@need.org)
- _____ Reporting Forms (as many as needed)
- _____ Documentation (15 pages front and back)
- _____ Standard-size Portfolio (8 1/2 x 11)

Make this application the first page of your project report.
Submit your report to your state NEED Coordinator by April 15, 2012.
If your state does not have a coordinator, please contact NEED at 1-800-875-5029 for instructions.

Project Title			
Full School Name		Club Name if Applicable	
School Street Address		School District	
City/Town	County	State	Zip Code
School Phone Number (Area Code)	Last Day of School	US Congressional Representative	
School Fax Number (Area Code)	Email Address	School Website	
Project Adviser	Student Director(s)		
School Principal	Number of Students Coordinating Project	Number of Students Reached	
Number of Community Members Reached Directly	Number of Community Members Reached Indirectly (media coverage, etc.)		
Home Phone Number of Adviser (Area Code)			

THE FINE PRINT

As the project adviser and student director(s), we declare that the attached report has been written and assembled with the participation of students and that all information and data in this report are true. We have double-checked to ensure that all materials are included and that documentation has been limited to 30 single-sided or 15 double-sided pages no larger than 8 1/2 x 11 inches.

Project Adviser Signature

Student Director(s) Signature(s)

Project Adviser Printed Name

Student Director(s) Printed Name(s)

Date

Date