


# Getting Your Message into Schools

What teachers need  
and how you can help  
them.



# It's just like Marketing 101 - -

- 1. **Value your message.** It is good!
- 2. **Know your client** – on what standards are teachers focused?
- 3. **Budget** – grease the skids.
- 4. **Follow-up** – stay connected.



# -- or like Lesson Planning 101

- **Start with the end in mind** – what do you want students to know and how will you know they have learned it?
- **Which activities or programs** will achieve the goal?
- **What questions** will you ask to know if they are learning?
- **How successful was it?**



# Value your message - -

- **Your message** – what should students know or be able to do?
- **Your presentation** – ready to go!
- **Assessment** – what does success look like?



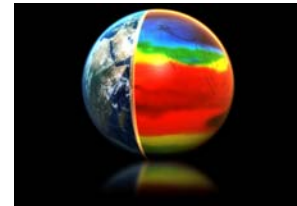
# Know your client - -

- **Grade level and subject.**
- **Teacher background and experience.**
- **Standards or curriculum to be addressed.**
- **Support high stakes testing – math, language arts.**
- **Link to parents?**
- **Listen to them – meet their needs.**



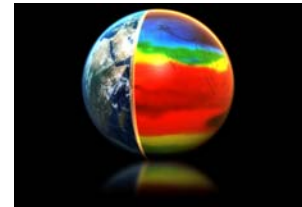
# Science Standards

- <http://www.k12.wa.us/CurriculumInstruct/Science/pubdocs/WAScienceStandards.pdf>



# Math Standards

- <http://www.k12.wa.us/CurriculumInstruct/mathematics/RevisedStandards/WAMathStandardsGrades6-12.pdf>



# Resources from you - -

- Most school could use some help.
- **Transportation**
- **Equipment or materials**
- **Technology**
- **Real-world data**
- **Professional development**





# Follow – Up - -

- **Enhance student learning** with a focus on math and language arts.
- **Stay connected** with the school and/or teacher. Relationships are key.
- **Encourage teacher participation** in hydro related activities or workshops.
- **Be the “go to” person** – know all the connections to related resources.

# Summarize - -

- Infuse your message or program with appropriate curriculum standards.
- Provide financial support or resources.
- Loop back through feedback or home contacts.
- Keep in contact.

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- Foundation for Water and Energy Education

Questions?

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Thank you.

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## Tapping the Future:



Hydropower, Energy Demand,  
and Water Supply

