



Next Generation Green Schools Program

2007-2008 Annual Report

Summary

The 2007 – 2008 school year was a great success for the Next Generation Green Schools Program. Our dynamic programs reached more than 4500 young people at 14 schools and several youth events throughout Marin with our message of sustainability, stewardship, and civic engagement. We also continued to build strong relationships that we believe will serve our program – and Marin’s sustainability movement – for years to come. Teachers, administrators and students all gave our program high marks, and we are eager to build on our success during the coming school year. This report summarizes our activities.

Overview

During the spring and summer of 2006, local businesses, government agencies, the Marin Community Foundation and the County of Marin funded the creation of a Green Schools Program to foster environmental education, leadership development and more sustainable behaviors among Marin County youth, as well as greener operations at local schools. Next Generation launched the program in September of that year, and signed on 3 public schools enrolling 2750 students as official program sites. Program activities were also conducted at 7 other Marin schools, with a total of 200 activities reaching more than 3500 students during the 2006-2007 school year. During the 2007-2008 school year, we again had 3 main school sites and engaged students at 11 other schools, as well as youth attending Farm Day, San Rafael Spring Faire, Marin County Peer Summit, and the Canal Earth Day Celebration. We continued our work targeting teens, and launched a new program for elementary school students as well. Overall, the response from students, teachers and administrators continues to be overwhelmingly positive, and our programs are in high demand again for the upcoming school year.

2007 – 2008 Activities and Outputs

During the 2007-2008 school year, Next Generation conducted 250 activities engaging 4500 students at 14 elementary, middle and high schools, as well as special events (12% of Marin youth grades 1-12). This marks more than a 25% increase over last year in both number of activities and number of students reached, and includes:

- 17 eco assemblies at 5 schools engaging 3600 participants
- 30 activities at 2 Green Week events engaging the majority of students (2,000 teens) at 2 high schools
- 165 environmentally-themed lessons engaging 4000 participants
- 50 leadership meetings and 1 training held at 4 schools
- 2 Eco Adventure field trips for 45 teens to sustainable sites throughout Marin
- Engaging students and teachers at 3 schools to green their campuses



Assemblies and Special Events

During the 2007 – 2008 school year, Next Generation conducted 17 assemblies at 5 schools engaging 3600 participants. We worked with community organizations to create dynamic presentations that engaged students to learn about environmental issues and become excited about sustainable solutions. These assemblies addressed topics including waste reduction, global warming, sustainable communities, green building, and healthy food. Some took place as part of special Green Week events at our 2 high school sites. These school-wide, week-long extravaganzas included assemblies, expert panels, green workshops, recycling campaigns, bike to school weeks, eco fairs, a green career day, and more. We also taught our special Reduce, Reuse, Recycle Assembly to more than 500 elementary students, using theater, story telling and visual presentations to teach about environmental problems and things that kids can do to address them.

In-Class Eco Lessons

During the 2007 – 2008 school year, Next Generation conducted 165 lessons engaging 4000 elementary, middle and high school students at our three school sites, as well as 4 other schools and the Marin County Peer Summit. Our interactive lessons engaged students to learn more about pressing environmental issues and what they can do to make a difference. Topics included: sustainability, water issues, global warming, green energy, healthy food, civic engagement, waste reduction and recycling, and more. We also helped develop and presented a Go Organic! Puppet Show for students in pre-k through 3rd grade. The activity was a huge hit, with 24 shows put on for 7 elementary schools, Farm Day, San Rafael Spring Faire, and the Canal Earth Day.



Eco Adventure Field Trips

Next Generation gets students out of the classroom and into the field to experience sustainability in action first hand through our Eco Adventure Field Trips. This year, we took 45 student leaders from San Domenico and Redwood High Schools on two adventures to Straus Family Creamery, an open space area, an eco-friendly home, and an organic ice cream shop.

Leadership Mentoring and Training

The Green Schools Program trains and mentors young people to gain leadership skills and learn how to make a difference - in their own lives, schools, communities, and the world. During the 2007–2008 school year, we facilitated over 50 leadership meetings at 3 schools – Redwood, Tamalpais, and San Marin High Schools - as well as a special day-long leadership training for local teen leaders. We also worked with student leaders at San Marin and Redwood High Schools to plan and implement our special Green Week events there.

Green Campuses and Student Behaviors

The Green Schools Program also works with students, teachers, administrators and community partners to engage in actions that make individual behaviors, as well as school operations, more sustainable. Our lessons, assemblies and program materials teach eco-friendly behaviors to students and inspire them to implement changes in their own lives and at home. In addition, our programs have:

- Helped to revitalize the recycling program at Davidson Middle School and educated the students on its use
- Supported students to initiate energy and water conservation projects at Tamalpais and Redwood High Schools
- Worked with staff, students, and local organizations to expand the recycling program at San Marin High
- Supported students in various projects to green their schools, including campaigns for recycled paper, organic food, lunch waste reduction, school gardens, and habitat restoration

School in the Spotlight: Davidson Middle School

One of our three Green Schools Program sites for the 2006–2007 and 2007-2008 school years, Davidson Middle School is one of the most diverse schools in Marin County (70% non-white, 50% low-income). 80% of San Rafael public school kids pass through Davidson at some point during their school career. We worked with the staff and students to revamp the recycling program and conducted an assembly and lessons to familiarize the students with its use and importance. We conducted 60 in-class lessons at Davidson covering environmental issues including water, food, energy, and plants, and promoted sustainable behaviors among students. We engaged Davidson students in numerous activities, stressing similar sustainability concepts to ensure increased awareness and encourage motivation for action.



Redwood and San Marin Green Weeks and Sustainability Festivals

We're helping make "Green" one of the biggest issues at Marin's high schools. Next Generation partnered with students, teachers, staff, and local organizations to plan special Green Week and Sustainability Festival Events at San Marin and Redwood High Schools, two of our school sites, in spring 2008. We piloted a highly successful Green Week event at Redwood High School last year. This year, we repeated the event at Redwood and expanded our model to San Marin as well. Over 2,000 students took part in a wide range of activities that lasted throughout the week. Lunch Fairs highlighted local and organic food and environmental organizations interacted with the students. Bike to School Weeks, held in partnership with Safe Routes to Schools, encouraged students to walk and bike to school. A Green Career Day at San Marin High brought almost 50 community members to classes to speak about their careers helping the planet and people. Sustainability experts came to speak on panels about topics including food systems, sustainable communities, green schools, water issues, transportation, and more. Students at Redwood participated in workshops to learn how to implement green projects at their homes and schools, including building a cob bench for the school garden.

Go Organic! Puppet Show

Next Generation partnered with Marin County Stormwater Pollution Prevention Program (MCSTOPPP) to bring the Go Organic! Puppet Show to students in pre-k through 3rd grade. It was a huge hit, with demand exceeding our expectations. Over 750 youth saw the show, along with numerous adults, at 7 elementary schools and 3 special events: Marin County Farm Day, San Rafael Spring Faire, and the Canal Earth Day Celebration. Students were taken on a garden adventure with a little girl who learns all about beneficial bugs, not using harmful chemicals, water pollution, sustainability, and the web of life – everything's connected! The script was crafted from an original developed by MCSTOPPP and infused with Next Generation's creativity and an added dose of water education via collaboration with Marin Municipal Water District (MMWD). We incorporated a special puppet "rap" to conclude the show and reinforce the lessons learned. The result: a hip, interactive, fun show uniting the message of Next Generation, MCSTOPPP, and MMWD to spread the sustainability buzz to 750 children in Marin!



Next Generation provides key leadership and resources to our schools. Their commitment to youth leadership, green schools and sustainable living is vital. With state budget cuts, their community link to the schools is more important than ever. We need their support and help during this critical time for our schools, society and planet.

- Annan Paterson, Guidance Counselor, San Marin High, Novato



For five years, Next Generation has inspired students, adults and seniors to take action for our fragile environment and for peace. I am proud of the work we have done at Tam High Earth Club and enjoy the time spent with [Next Generation staff person] Rebecca Mullaney each week. I am honored to serve on the Board of Next Generation.

- Max Perrey, Student, Tamalpais High, Mill Valley

The staff at Next Generation are deeply committed and motivated to make our school a better, more aware, and more sustainable place. My students and I appreciate their conscientious dedication and interest in improving our community.

- Joe Stewart, Science Teacher, Redwood High, Larkspur

Evaluation and Managing for Results

Next Generation is committed to implementing a program that has a direct and measurable impact on schools, youth and educators in Marin County. We know our funders expect the programs they support to be effective and make wise use of limited resources. Next Generation set achievable goals and employed quantitative and qualitative measures to gauge our performance during the 2007 – 2008 school year to ensure we are delivering effective activities, outputs and outcomes.

We tracked outcomes including increased knowledge of environmental issues and increased motivation to take action on those issues through newly developed pre-testing, post-testing, and activity evaluation tools. In addition to the program outputs listed above, we have included a summary of evaluation results from the 2007-2008 school year. This data reflects the success and effectiveness of the Green Schools Program this year, particularly in increasing environmental knowledge and promoting changes in student behavior.

PARTICIPANT EVALUATIONS (2007 – 2008 school year)

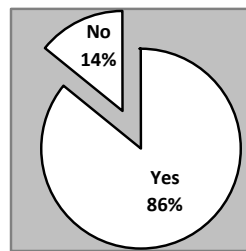
Student evaluations / tests collected this year: 1375

Teacher evaluations collected this year: 22

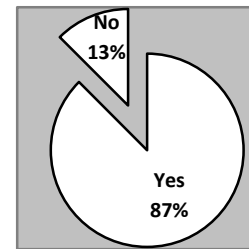
Number of schools participating in evaluation: 7

- ❖ **Over 90% of students surveyed** stated that they learned something from a Green Schools Program activity.
- ❖ **86% of students surveyed** said they were more motivated to take action on issues they care about.
- ❖ **67% of students** rated the Green Schools Program activity they participated in as Great or Good (on a scale of Great, Good, OK, and Not Good).

Student response to the question: **Are you more motivated to take action on issues you care about?**



Student response to the question: **Did you learn something from this lesson / activity?**



SAMPLE: Motivation Question Results – Water Activities

Question	Yes Answer / Total Surveyed	%
Are you more motivated to conserve water?	201 / 233	86%
Are you more motivated to keep water clean?	201 / 233	86%
Are you more motivated to become more environmentally friendly?	204 / 234	87%

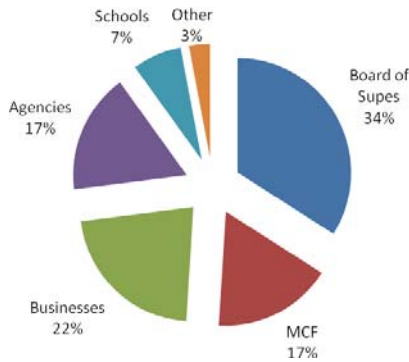
PRE & POST TESTING

Students at Redwood High School and Davidson Middle School received pre and post testing as a way to track the effectiveness of our Green Schools Program.

For example, the 6th grade science students at Davidson received 4 lessons on sustainability topics throughout this school year. While each lesson had a different focus (sustainability, waste reduction & recycling, water, and energy), these students had the benefit of revisiting basic sustainability principles in every lesson, giving continuity and repeat exposure to core concepts. Students were given pre tests and post tests divided into 4 categories: personal outlook, general sustainability, waste & recycling, and water. The most notable increase in the test was a substantial 45.69% increase in the correct answers given for the question: "What are the 4 R's of Sustainability?" (Reduce, Reuse, Recycle, and Rot). Because the 4 R's of Sustainability are one of the central messages in the majority of our lessons, and are covered in depth in the Basic Sustainability lesson, we feel this increase in particular shows the effectiveness of our lessons, and in the repeat exposure to fundamental concepts.

2007 – 2008 Program Funding Sources

Next Generation raised \$135,000 to support the Green Schools Program from a diverse base of funding sources, including the County Board of Supervisors, the Marin Community Foundation, local businesses, government agencies and local schools. This broad base of funders allowed us to develop a stable, effective, far-reaching program. We were able to leverage a significant increase in county funds into substantial increases in all of our other funding categories except one:



The **Marin County Board of Supervisors** contributed \$45,600

The **Marin Community Foundation** contributed \$22,500, a 125% increase over last year and 12.5% more than expected

Green businesses (see logos below) contributed \$30,000 in cash and products, a 30% increase over last year and 20% more than expected

Government agencies, including the Marin Municipal Water District (MMWD), Marin Sanitary, Marin County Stormwater Pollution Prevention Program (MCSTOPPP), and the North Marin Water District (NMWD), contributed \$23,500, a 135% increase over last year

Schools contributed \$9,000 in program fees, 80% more than last year and 10% less than expected

Other sources, including grants, made up the remaining \$4,500 (55% less than expected)

2007 – 2008 Program Expenses

The majority of our expenses went toward the staff who develop and run our program activities and partnerships:

- Staff salaries and benefits (3 FTE) \$110,000
- Materials, travel, promotion and overhead \$25,000



Conclusion and Future Work

The Next Generation Green Schools Program has achieved great success during its first two years, educating and empowering thousands of young people across Marin to learn about environmental issues and take action for the planet and helping local youth and schools become more sustainable. We are eager to continue and expand the program to meet the needs of local youth and schools and help the county achieve its goals of sustainability, civic involvement and environmental protection. **Goals for the 2008 – 2009 school year include:**

- Develop and conduct more activities to reach more youth in Marin
- Continue to work to educate and motivate the students we have engaged in previous years
- Add one to two additional school sites
- Develop more in-depth relationships, and a green schools culture at our school sites
- Increase green operations support for schools
- Further refine our educational programs
- Further develop in-depth outcome tracking tools

There is currently a high demand for our program. Students, teachers, administrators, county agencies and green businesses are eager to partner with us as it becomes clearer we need to do everything we can to engage a new generation in the shift to a more sustainable world. Next Generation is excited to meet this demand.

During the 2007–2008 school year, the Green Schools Program was supported by the following partners:



MARIN MUNICIPAL WATER DISTRICT



MARIN COMMUNITY FOUNDATION

Autodesk



Pacific Sun



Marin Sanitary Service
CONSERVATION – OUR EARTH, OUR MISSION, OUR JOB

