

Align

your

school

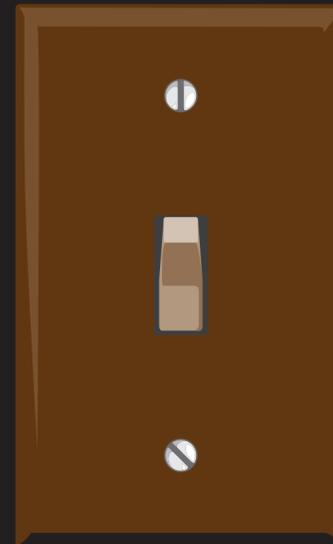
outreach

programming

with

educational

standards.



# ENERGY EDUCATION

HELP  
TEACHERS  
TEACH



To date, 18 states and DC have adopted the Next Generation Science Standards. Standards are typically settled upon state by state. Teachers value programs that follow the standards they themselves follow. Energy education can be tied directly to the NGSS.

ENGAGE  
YOUR  
COMMUNITY



To engage your community through K-12 schools, you must first gain access. A standards-aligned program can help. You can find the Next Generation Science Standards at [nextgenscience.org](http://nextgenscience.org) and check to see if your state follows NGSS or has developed its own.

SET YOUR  
ORGANIZATION  
APART



Schools consistently reject program offers that take up class time without enough benefit. Set your organization apart by offering content specifically designed to follow the appropriate standards for your community.

BUILD  
YOUR  
BRAND



Community outreach helps to develop a brand community. 80% of marketers indicate that building brand communities has increased traffic. Build that community through students and their parents by presenting standards-aligned programs that matter.