

CREATING AN EFFECTIVE WATER PROGRAM IN SCHOOLS

Kelly Fry
Communications Specialist



- Why?
- Building A Program
- How to Communicate with Schools
- WaterOne's Education Program
- Managing Growth



“An investment in knowledge
pays the best interest.”

~ Benjamin Franklin

Why?

- Customer service
- Water quality confidence
- Future rate tolerance



Building Your Program

- Identify your resources to define your scope
 - Staff, time and mileage, props, tests
- Create a general theme for your program

Building Your Program

WHAT WE DID

- Built on an existing campaign: I Love Tap
- WaterOne's central themes:
 - Where does our water come from?
 - How is it different than bottled water?

Communicating with Schools

- Identify school districts
- Contact Superintendent
 - Ask for STEM Coordinator, Head of Science Department or Science Teacher for that district
 - Set up a meeting

Communicating with Schools

- Identify the appropriate grade level for your topic
- Next Generation Standards – 6th Grade
“Design a method to reduce human impact.”

Schools

Blue Valley School District

21 elementary schools

9 middle schools

64 - 6th grade classes (7-12 per school), total of 1,668 students

5 high schools

Shawnee Mission School District

34 elementary schools

80-83 6th grade classes, total of 2065 students

5 middle schools

5 high schools

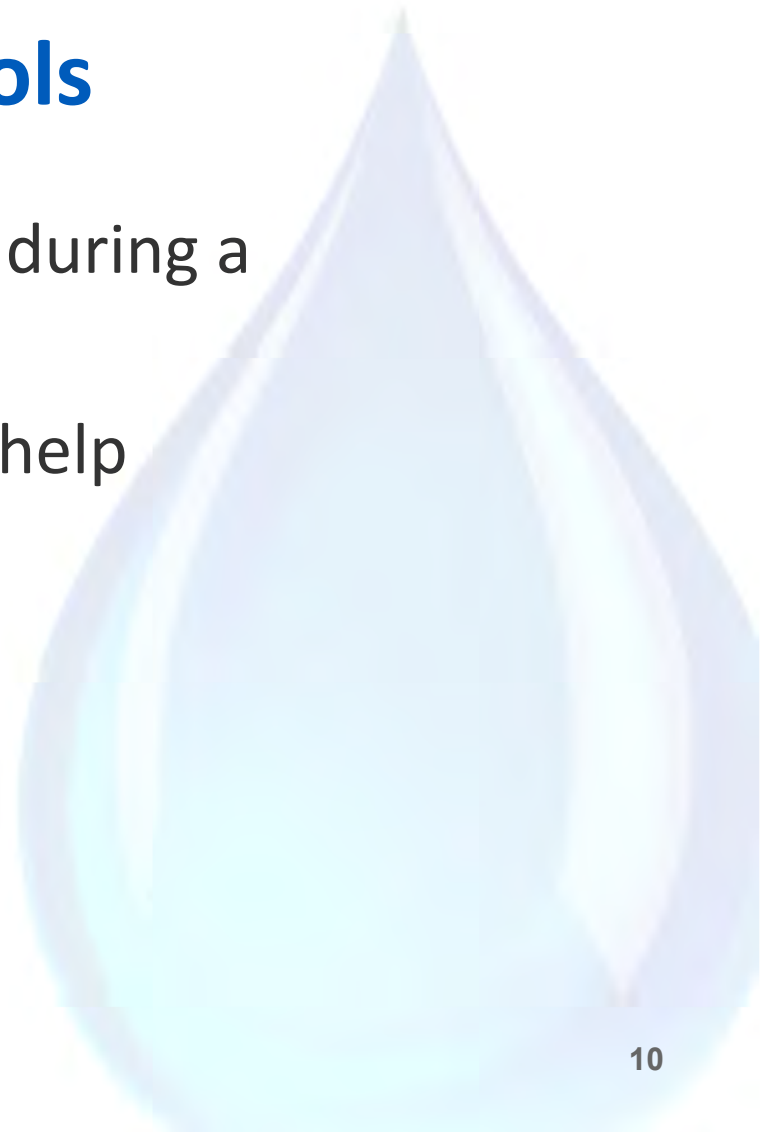


Communicating with Schools

- Meet with the science teachers during a training day
- Pitch your idea, and have them help build a program



Having a free reusable water bottle for the teachers doesn't hurt!



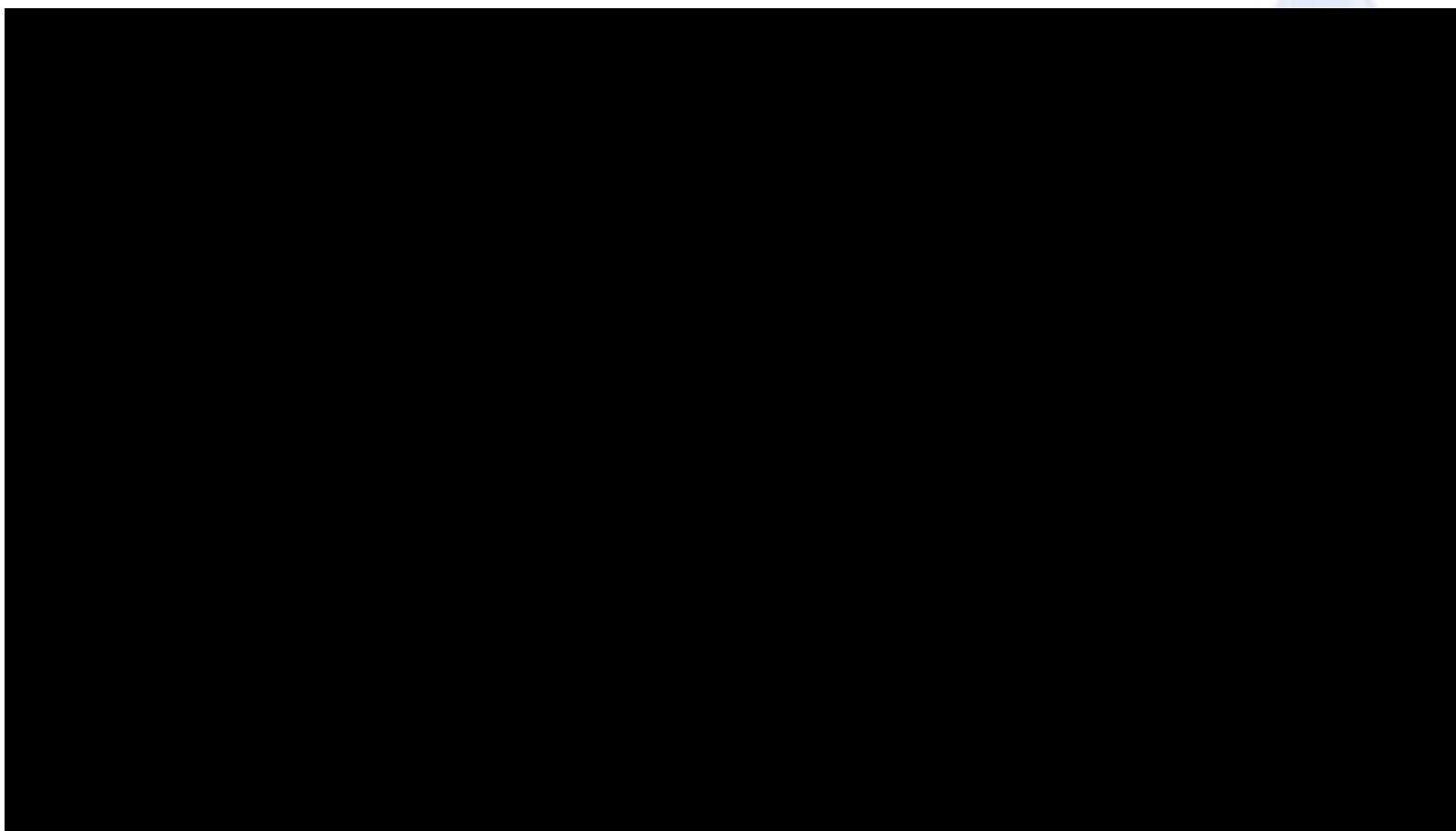
I Love Tap Presentation

1. Watch WaterOne's Water Treatment Video (*7 minutes and 24 seconds*)
 - a. Review and discuss with WaterOne rep and answer any questions about the process.
2. Tap vs Bottled Water
 - a. Review lab safety & what tests we will be doing
 - b. Students conduct tests
 - c. Discussion of results
3. Wrap-up, final Q&A

Time Needed: 45 minutes or more.



Water Treatment Video



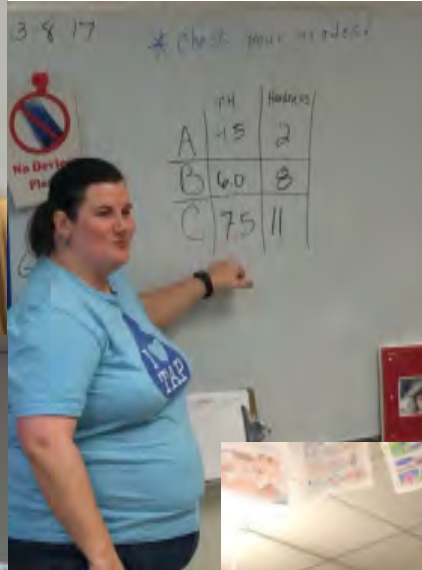
Water Tests

- Consult with your lab professionals or outsourced lab professionals
- pH
- Alkalinity



Create a Lesson Plan

- pdf format
- One page overview of standard(s), timeline, and your contact information
- List any classroom preparation the teachers need to do ahead of time
- Have a detailed description of each topic discussed so teachers can refer to it later, if needed
- Include any safety tips and sheets



Social Media



Managing Growth

2016	2017
7 schools	10 schools
17 sessions	48 sessions
635 students	1,396 students

Managing Growth

Possible Reach

43 total schools
(including High, Middle, Elementary)

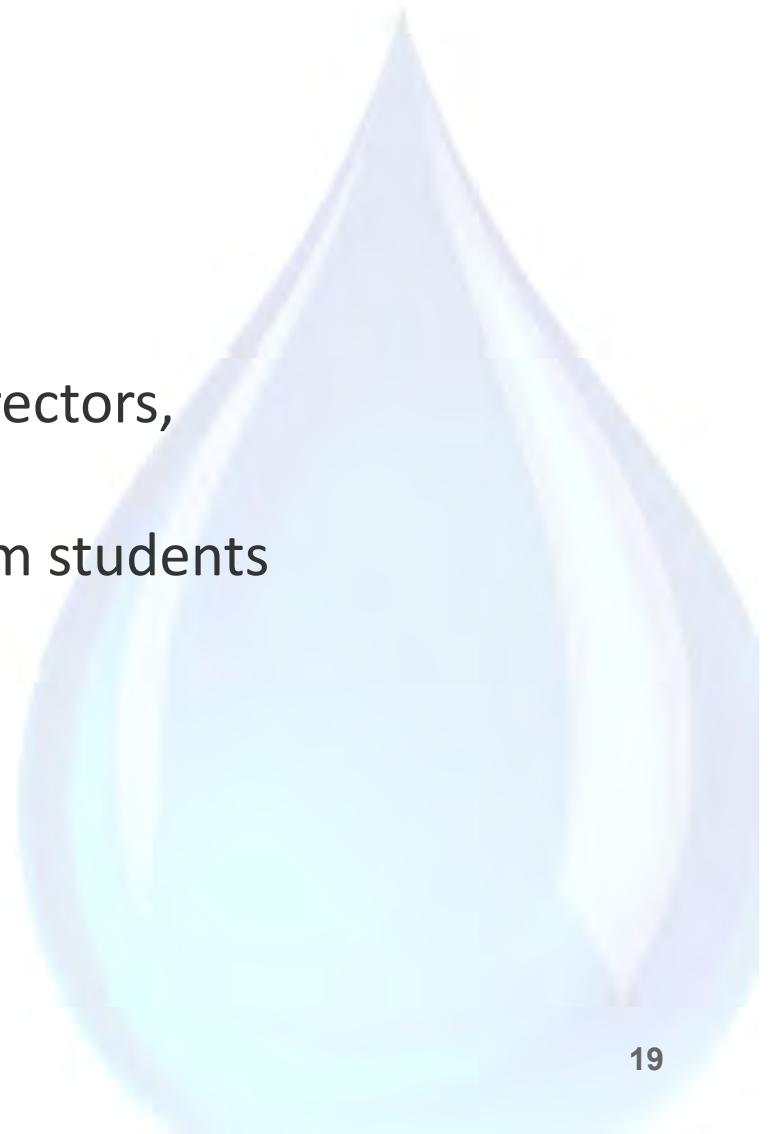
3,733 students in 6th grade

- Start small
- Don't over-book yourself
- Do one school all in one day



Managing Growth

- Create a report and share with your Directors, managers, board, etc.
- Share any thank you cards or notes from students with staff and management



Dear Mrs. Fry,

Thank you for taking your time to come and educate us about where our water comes from. I learned so much! You and everyone else at WaterOne do so much to bring everyone in Johnson County clean water and we greatly appreciate it!

THANKS!

From,
Maci Hazel

Dear Mrs. Fry,

Thank you so much for helping me better understand where my tap water comes from + how it's cleaned + purified. Your experiments were very cool + helped me learn about PH + hardness.

Sincerely,

~~Chloe~~

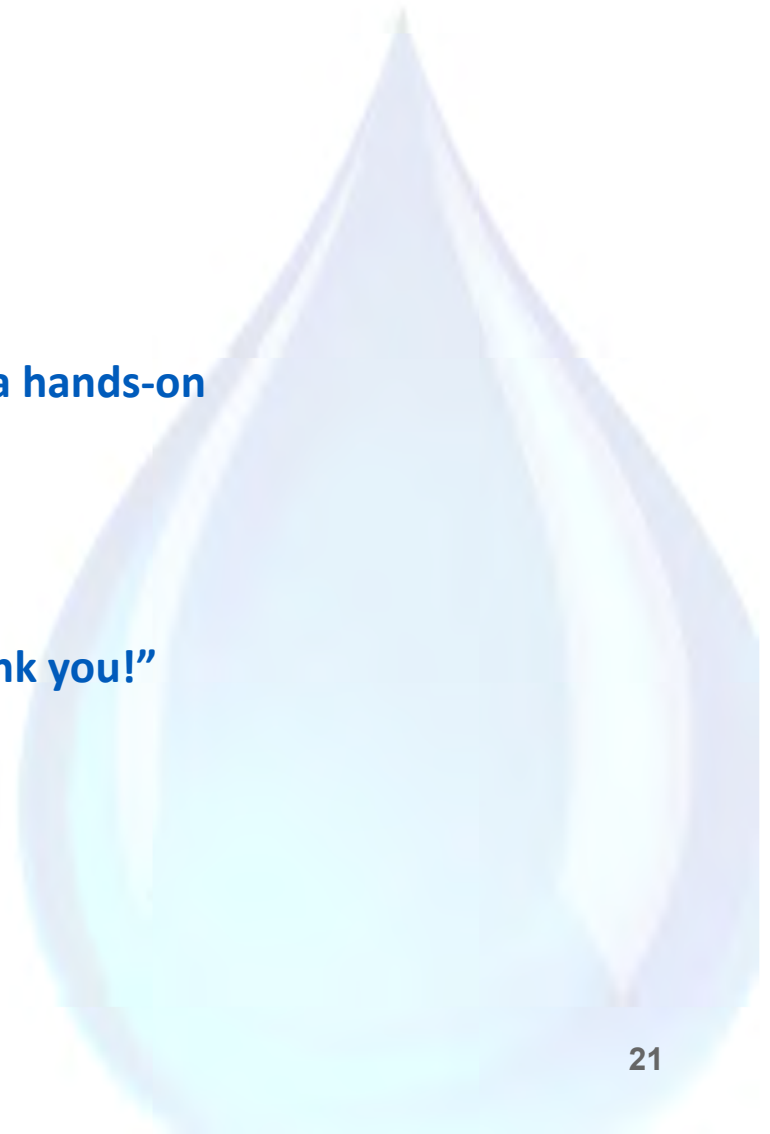


Survey Your Teachers

“I loved the materials Kelly brought in! It was such a hands-on experience for my kids.”

“The students were engaged and enjoyed it!”

“My students loved your program and so did I! Thank you!”





QUESTIONS?

Kelly Fry

kfry@waterone.org

