



**THINK!
ENERGY**

Creating a High Impact Energy Education Program

Gary Swan
Vice President, Development



THINK!



TALK!



**TAKE
ACTION!**



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About the National Energy Foundation

501 (c) (3) national non-profit, HQ in Salt Lake City

- Educational programs across U.S.
- 33 year track record of service to education
- Board of directors from major national energy trade associations, including API, AGA, EEI, NMA, etc.
- Widely respected by educators
- Voice of objectivity and balance
- Mission-driven



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NEF Mission

The mission of the National Energy Foundation is to cultivate and promote an energy literate society.



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Does Energy Literacy Really Matter??

- ❖ Let me introduce to you . . .
- ❖ My son!



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Creating a High Impact Program ...

- Start with the Right Philosophy
- Get the Right Partners
- Set the Right Objectives
- Target the Right Audience
- Implement the Right Strategy
- Do the Right Stuff



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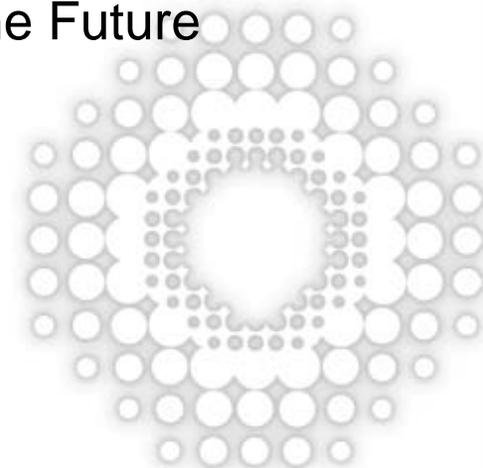
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Starting with the Right Philosophy ...

Think! about Energy

Talk! about Energy

Take Action! about our Energy for the Future



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Getting the Right Partners ...

- Utah Petroleum Association
- IPAMS
- Utah Division of Oil, Gas and Mining
- SITLA
- National Energy Foundation
- Utah State Office of Education
- Utah Science Teachers Association
- Utah School Districts
- Utah Colleges and Universities
- Western Energy Training Center



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Setting the Right Objectives ...

Help Utah teachers, students, and parents develop an understanding of ...

- Concept of energy security
- What are Utah's energy resources
- Where are Utah's energy resources
- Relationship of public land access and usage
- Energy resource development footprint in Utah
- Resource discovery, extraction, transportation, use, etc.
- Economic and environmental impacts
- Energy and Utah's heritage



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Targeting the Right Audience ...

- Classroom teachers (K-12)
- Students (K-12)
- Parents
- Other Utah Adults



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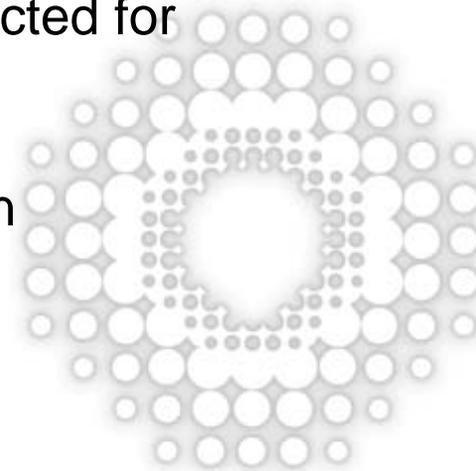




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Implementing the Right Strategy ...

- Build a collaboration with the right partners
- Buy-in from the Utah educational community
- Abundant connections to the Utah Core Curriculum
- Multi-faceted program implementation
- High quality materials and training
- Deliver through an organization (NEF) respected for expertise, quality, and balance
- Multi-year commitment – time to gain traction



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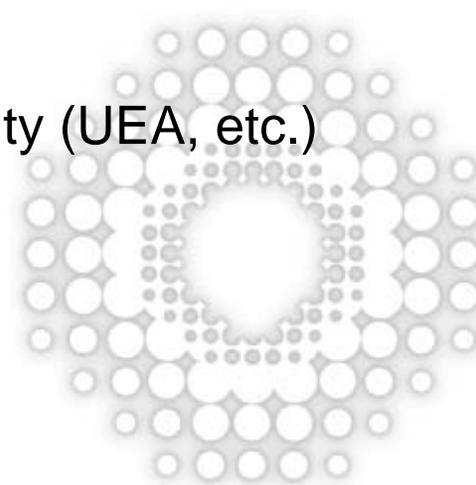


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Doing the Right Stuff ...

- Curriculum Development – Original *Utah's Energy Future* teacher and student materials
- Energy Country workshops
- District in-service workshops
- School presentations and slogan contest
- Program web site
- Participation with Utah educational community (UEA, etc.)
- Newspapers in Education



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Thank You!

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