

**BGE Smart Energy Education Advisory Council Kick-off Meeting Notes  
December 14, 2018**

**Advisory Council Member Attendees:** Nicole Campbell (St. Stephen School), Ryan Imbriale (Baltimore County Public Schools, Shawn Kerr (Mergenthaler Vocational-Technical High School), Laura Schulz (Mergenthaler Vocational Technical High School), Robert Limpert (Harford County Public Schools), Earnest Moore (Maryland PTA), Debbie Phelps (The Education Foundation of Baltimore County Public Schools, Inc.) Dr. Darla Strouse (Maryland State Department of Education) and Tanya Terrell (South Baltimore Learning Center)

**BGE Attendees:** Chanel Rhodes-Reed, Kristen Bucher, David Milton, Keisha Clarke-English, JoAnn Frazier, Stephanie Leach, Lynn Kerner, Robert Matthews and Jacquelyn Zichos

**Other Attendee:** Adriana Gonzalez (Mergenthaler High School)

**OPEN DISCUSSION SUMMARY**

*What is your vision for how corporations like BGE can play a role in education?*

- Council believes in respect and open communication.
- Council believes in the three C's: communicate, collaborate and stay composed.

*Observations/Questions:*

- There were no "new" ideas presented – however, council agreed that it is important for BGE to play a role in education and open communication is needed.

*Feedback on our updates from the June meeting:*

- BGE Smart Energy Education Advisory Council (SEEAC) web page
- BGE.COM/Education web page
- Captain Mercaptan updates

*Notes:*

- Both the SEEAC webpage and BGE.COM/Education received positive feedback from the Council.
- Captain Mercaptan:
  - Darla Strouse shared that it would be beneficial to market this grant opportunity to elementary school art teachers since this would help fill the art requirements in most schools. Therefore, BGE should find a way to incorporate more art messaging into the communications.
  - BGE needs to know the right person within the school system at each county responsible for sharing messaging with the entire county. For example, Baltimore County sends a newsletter very Friday, and Ryan Imbriale said that he can assist BGE with distributing information through that channel. In Harford County, the team responsible for distributing messaging is the Communications Office. Prince George's County uses a variety of communications channels to distribute messaging - superintendent, communications office, social media, PTA and STEM organizations. Note, if the school district itself can't send messaging out about our grant opportunities, BGE should contact school system foundations (if they have one) and market grant opportunities through that channel.
  - Darla Strouse shared that she is working to create a page on the Maryland Public School System website with links to companies, including BGE, that

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support the school system. This would be helpful for BGE to demonstrate our programs have support and buy-in at a higher level.

- Update from Bright Idea's Teachers' Grants – Lynn Kerner

*Notes:*

- The Council shared that BGE should send information about the Teachers' Grants to the Career Technology Education Coordinator (also consider the Director) to ensure it gets to the right person at the high school level. However, this won't work for lower level schools or private schools.
- For Harford County Public Schools, the information should be sent to Kim Dover in the Communications Office.
- The collective feedback from the Council was that the timing frame for submissions is too short. The grant submission date should start in August when teachers aren't so busy with Back-to-School planning. By starting the submission date sooner, it would also help to alleviate the cluttered environment with other grants opportunities that are targeted to teachers. BGE should consider promoting "coming soon" social media advertisements beginning in June to promote an August start date for grant applications.
- To ensure better awareness with the grant program, BGE should send communications in 2019 to the council so they can share it with their network.
- The Council suggested sending a target emails to the teachers' union and encouraging them to share it with the teachers within their district. The union sends out a weekly email to all teachers in their district.
- The Council suggested contacting the Independent School Association to help get the word out about this grant opportunity.
- BGE should take advantage of "Back to School" teacher days - these are the teacher work days in August before the students arrive. BGE should be able to confirm the dates of these days through the Communications Offices in each district.

*Observations/Questions:*

- There appeared to be very little recognition of the Captain Mercaptan contest. Nicole Campbell was the only council member that was familiar and has participated in the contest.
- There appeared to be very little recognition of the Bright Ideas Teachers' Grants opportunity – and Council Members were unsure if teachers had won in their county.

**New ideas**

- BGE Wires Down Video Challenge proposal to run the contest entirely on social media.

*Notes:*

- There were concerns with moving the child safety contests to social media, including data privacy. Since Facebook is a public site and everyone can view the videos/pictures, the Council noted it would invite trolling and negative comments from unidentifiable users.
- Marketing through social media and promoting the contest through these channels was encouraged by the Council, but the consensus was that the contest should still live on a separate, monitored website (as is currently done).

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- Digital Classrooms Fact Sheet. How can we get these robots in each county, what is the best approach?

*Notes:*

- In Harford County, the Student Services office would run this.
- There are concerns about privacy with having a robot filming all day in schools. The robot also runs on Apple when everything else within schools run on Microsoft.
- Implementing this program requires navigating layers of staffing and administration. For example, a student must be out for more than 10 days before Home and Hospice Team is activated. In addition, more than 350 students are currently in Home and Hospice Team care a day.
- The Anne Arundel County Superintendent had a two-hour presentation on this program during a November meeting at the Technology Center.

*Observations/Questions:*

- The Council would like to connect with Anne Arundel County to discuss how they got through all the red tape to get Digital Classrooms 2.0 program approved in their district.
- We need to find out who presented at the Anne Arundel County Superintendent's meeting in November and find out additional details.
- The goal is to get at least one robot in each county in 2019.
- If there are issues and/or concerns having a robot in schools – due to a privacy factor – brainstorm other ideas of keeping students informed that could work just as well.

David Milton, Director of Marketing & Advertising

- Explained ImaginAction as a general campaign idea for all BGE's education.

*Notes:*

- The Council agrees this campaign idea would help kids to picture careers after school and achieve their dreams.
- The students should be the face of a campaign like this as well as all the grant opportunities that BGE offers. Schools should be able to see a real-life example of someone that has benefitted from their programs.
- It was suggested that BGE should use real testimonials and visuals through a digital or social media campaign. Consider using Snap Chat to connect stories to actual students and follow their stories online or click to learn more about their program or BGE grant opportunities.
- The Council suggested to use this same ImaginAction theme to create videos on new hires and how they've benefitted from the workforce development program or other BGE programs that helped them enter their field.
- A tagline of "Education for All" was suggested.

Robert Matthews, Director of Talent & Acquisition

- Q&A with Adriana Gonzalez
- College Intern Program

*Notes:*

- The Council suggested that BGE should partner with Youth Employment groups at each county to help spread the word about the availability of the Workforce Development program.
- The Council advised that BGE should consider expanding the workforce development programs into other counties besides Baltimore City. Robert Matthews shared that the

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BGE is planning to expand the Smart Energy Workforce Development program to Eastern Technical High School in Baltimore County.

- The details and dates for the College Internship Program should be shared with the Council so they can share the opportunity with their network.