

INTERNEF

NEWS OF THE NATIONAL ENERGY FOUNDATION

January 2012 • CULTIVATING AND PROMOTING AN ENERGY LITERATE SOCIETY

Celebrating 35 Years!

In 1976 we were singing songs like “Kung Fu Fighting” and KC and the Sunshine Band’s “Shake, Shake, Shake.” The country was celebrating the bicentennial, so when we weren’t wearing bell-bottoms, we were probably wearing something with stars and stripes on it. Gerald Ford was president. “Rocky” received the academy award for best picture and the most popular television show was “Happy Days.”

The energy problems first highlighted by the 1973-74 gasoline and fuel shortages spawned a considerable number of research efforts on the topic of energy conservation. Throughout the 1970s, over 300 energy consumption studies were conducted.

A group of leaders in the U.S. from prominent energy businesses and organizations recognized the importance of energy and its contribution to our economy, national security, the environment and

our quality of life. Joining together, this influential group formed National Energy Foundation and launched a robust initiative to educate the public about energy and energy conservation.



It is now 2012 and energy issues remain important to all of us. NEF concludes this 35th anniversary year maintaining leadership in energy education, environmental stewardship and in sustaining the message of energy literacy. This commemorative issue of interNEF, the Foundation’s program newsletter, provides a glimpse of NEF’s history. Thanks to all who have contributed to the success of the organization throughout the last 35 years.

We may not be dancing to the “Hustle” or paying \$0.59 for a gallon of gasoline, but we continue our unwavering commitment and dedication to the NEF mission established in 1976 to increase energy literacy throughout the country.



The Early Years



Dr. Ed Dalton

It is a pleasure to write a message as National Energy Foundation concludes its 35th anniversary. It was a gratifying professional experience to serve as NEF's President. Looking back has been a very interesting "reflective" experience. Perhaps you may wonder, what do I now see? I see a remarkable organization with staff, programs, materials and sponsors improving energy education and environmental literacy.

Not long ago, I was rummaging through an old filing cabinet. As I looked at the plethora of content my memory took me back in time to those early years in the history of NEF, when many extremely talented people hooked arm-in-arm with vision and what seemed like unlimited energy and a belief that we could do anything we set our minds to do – and we usually did.

That momentary experience caused me to pause. A few profound questions came into my mind. Has any of this really mattered? Were teachers and students helped? Has our energy dilemma and the environment been improved? What would have happened had NEF not occurred?

NEF had a committed investment in do something that really mattered. We wanted to help teachers, students, families, our sponsors and the public understand the complexities and consequences of educational and energy illiteracy. We wanted to provide leadership, inspiration and serve as a model in doing what was right.

I recognized it was not the materials, programs and resources for education that mattered – although extremely important. What really mattered were the people and the relationships that were fostered because of leadership, shared commitment, dedication and friendship - friendships that spanned the country and lasted decades. National Energy Foundation had become a nation-wide family.

So the answer was – YES it mattered! It mattered for every person involved in NEF over this 35 year period of history. Thank you for being a part of NEF's legacy.



The Spirit of the Land Award

EME



EME Logo from 1978

National Energy Foundation (NEF) and Energy and Man's Environment (EME) merged into one national energy education non-profit foundation in January 1985. Both organizations served the U.S. in similar ways, both having similar missions. EME had a large presence in the western region of the country and NEF covered a good portion of the eastern side. Circumstances in the early 1980s provided opportunities for the two to merge. The name National Energy Foundation remained and the core competencies in education developed by EME became the framework for business and education development. Developing and supporting programs designed to achieve energy literacy was EME's mission. Energy literacy continues as the keystone of NEF's mission today.

Materials History



It is difficult for one to talk about National Energy Foundation and not acknowledge NEF's tradition of excellence in the development and dissemination of instructional materials.

This tradition started long before the NEF-EME merger. EME became an engine of energy-related materials development, with one of the earliest results being a series of "Energists", tabloid-style publications providing needed background information to teachers about the sources of energy. During this time, many curriculum frameworks, teacher guides and other materials were also developed to provide participants in new NEF teacher workshops with high quality, up-to-date educational materials.

In 1978, EME began to contract with a promising young artist, Jon Burton. Jon proved to be a transformational force in a newly merged organization. His fun, illustrative style was most prominently captured in the series of NEF posters he designed that are still popular today. Combining Jon's artistic gifts with Dr. Ed Dalton's visionary approach to designing posters as "graphic organizers," NEF posters helped establish the Foundation as a respected national publisher of educational materials.

The cover of one of the first EME catalogs after the merger

The *Electricity Energist* is still produced and has been since 1978

Jon Burton: Artist for many of NEF's materials from 1978 to present

Natural Gas Fun and Safety has been a staple of the Academy for Natural Gas since its creation

The first **THINK! ENERGY** logo that still appears on many of NEF's materials based programs

In 1996, NEF began to experiment with online materials sales. Within a few years, the first NEF online store was open for business, and internet sales of NEF materials have continued on an upward trajectory to this day. Also in the mid-1990s, NEF branched into the materials fulfillment business, providing natural gas utilities across the country with a national "Academy for Natural Gas Education."

Fast forward to the present day. In 2012, NEF materials continue to be an important ingredient of the Foundation's success. Past achievements, such as the mineral education-focused **OUT OF THE ROCK** materials and the invention-stimulating Thomas Edison and Electrotechnology curricula, are now supplemented by **THINK! ENERGY** teacher and student guides that serve as the instructional basis for major NEF energy efficiency educational programs.

NEF is constantly updating its materials to remain consistent with state learning standards and the ever changing atmosphere of energy education. The new Nuclear poster and Water poster will be added to programs and the catalog very soon.

Celebrating Our

1976
NEF incorporated in New York State
Nov. 1976

1977
SEER competition for Student Scholarships

1984
NEF and EME merger, Ed Dalton becomes President

1985
NEF work with State Energy Offices increases

1989
Exxon Valdez oil spill spurs energy education funding

1991
"Out of the Rock" begins

1991
NEF "In Concert with the Environment" launched

1991
Launched the Debate Program

1994
First Spanish publication "Rocks and Minerals" poster

1994
Energy Patrols developed

EMEF

SEER
Student Exposition on Energy Research

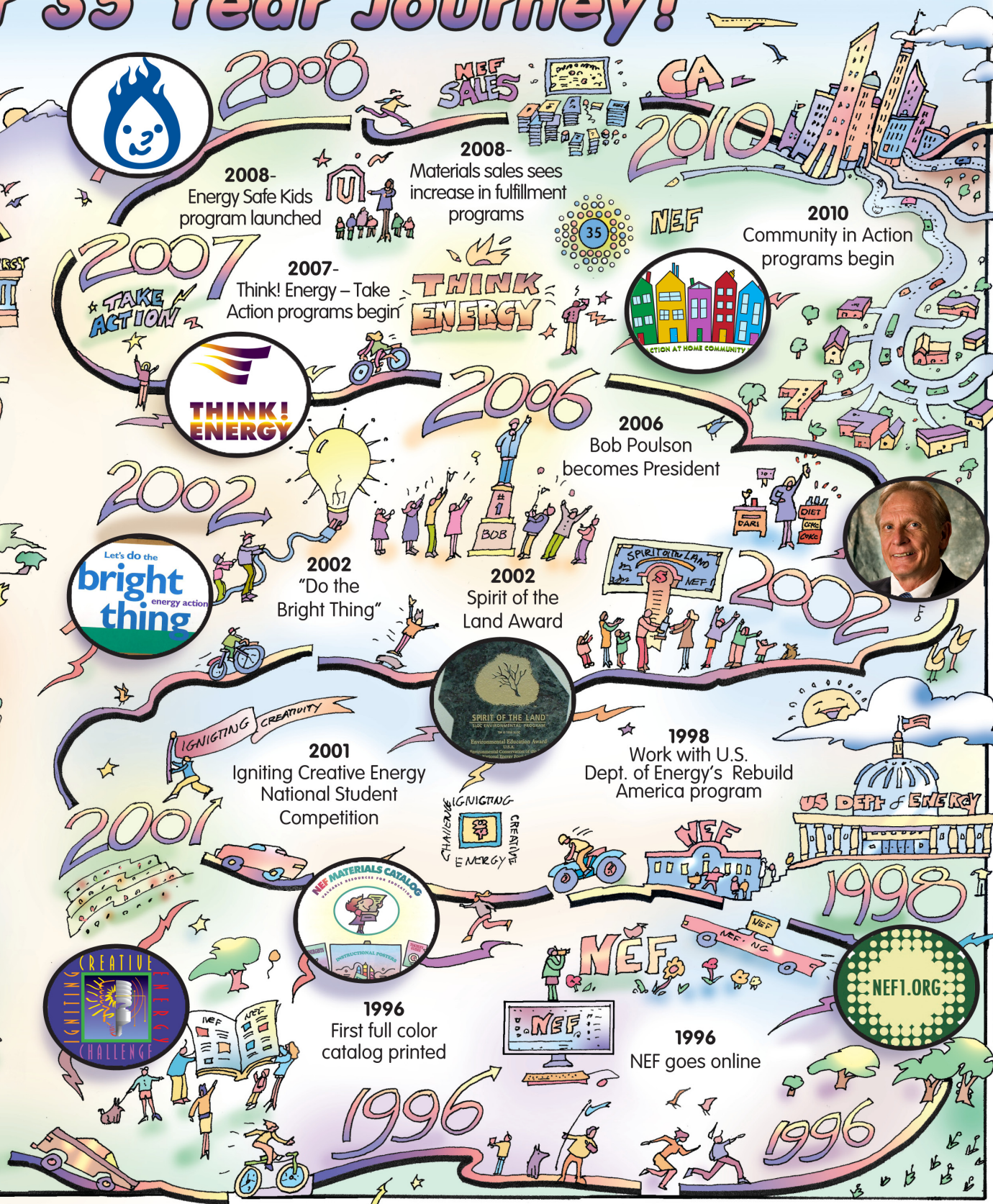
EDUCATIONAL PROGRAMS MATERIALS FOR ENERGY LITERACY

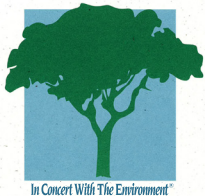
OUT OF THE ROCK

ENERGY PATROL

IN CONCERT WITH THE ENVIRONMENT

35 Year Journey!





Programs History

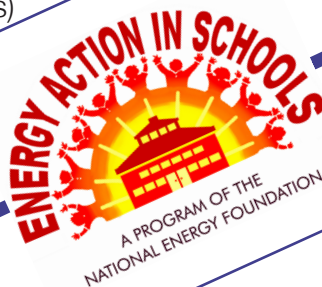
As a non-profit the work we do is essentially mission driven. NEF Programs remain the heart of our mission. Through the decades, we have identified key educational needs coupled with business and industry priorities that have opened doors of opportunity to new program development. With new programs come new curriculum projects and an on-going process of revision, enhancement and creativity. We take pride in is our ability to customize a program to local educational needs while incorporating our program partner's messaging into the materials delivered. In doing so, we maintain balanced and objective content, mindful to provide educators with supplementary materials to support core content learning standards and processes. Our success centers on providing teachers with the resources to accomplish what is required of them.

For the past 20 years NEF has built a family of "brands" that symbolize the various types of programs we conduct. These logos have gained national attention and all of these programs are

active components in our scopes of work.

The 1990s took NEF into an expanded energy related field that was exciting for both educators and sponsoring organizations. The U.S. Bureau of Mines awarded NEF a grant to develop curriculum for rocks and minerals and mining education for K-8 classrooms. A robust new program deliverable was initiated and **OUT OF THE ROCK (OOTR)** was born. A national training workshop provided support to groups seeking to conduct programs. State programs across the country sprang up utilizing these premier materials and resources. The National Minerals Education Conference was launched with NEF serving as a key partner. Program sponsors that joined NEF to conduct and sustain state programs have been the Idaho Mining Association (15 years)

Applying learning to real life experience allows students to truly internalize educational content and process. The Energy Action Patrol was a curriculum project developed to do just that; teach about energy and then place students in a position to inspect their school building to detect wise energy practices or waste. Empowering students as energy ambassadors develops a culture of energy efficiency within a school building. This engaging education became the springboard for expanding school building energy management. The U.S. Department of Energy – Energy Smart Schools Program and Johnson Controls, Inc. joined NEF in developing materials and



and the Utah Mining Association (20 years). OOTR remains our brand for this critical component of energy literacy.

an instructional model for responsible energy management. The result was Energy Action in Schools and the Academy of Energy Education. This eighteen-year program of managing energy use within schools is improved upon each school year with active programs being conducted across the country.

Programs History



In 2005 NEF saw a need to refocus on the mission through the birth of a new brand; **THINK! ENERGY (T!E)**. The conceptual framework upon which our entire curriculum is developed comes down to three basic steps in teaching and learning energy efficiency; Think!, Talk! and **Take Action!** about energy for our future. The T!E brand was launched. Tired programs were re-

vised and **Take Action!**. The result has produced an explosion of growth in energy awareness, efficiency and management, safety, energy workforce development and new adult education



programs were revitalized and new programs were developed and focused on Think!, Talk! and

programs. The **T!E Take Action!** program launched in 2007 with 3250 participants and by the fall of 2011 the program reached over 40,000 participants. Bright Kids is a younger students version. It launched in Pennsylvania in 2010 and expanded to Michigan in 2011. The T!E program

addressing energy safety is Energy Safe Kids. To date, nine states have conducted T!E Programs and over 225,000 teachers, students and their households have participated.

NEF remains dedicated to excellence, ever true to maintaining balanced, quality educational products and services.

NEF into the Future

There is never a shortage of work around NEF, and one of the biggest surprises to many who visit is how small the staff is for the workload required to reach thousands of people with energy education. It makes it very easy to be optimistic about the future of this non-profit. Going through the history and archives in order to write this brief history has provided a unique perspective on how and why NEF has thrived for 35 years, and one of the biggest reasons is adaptability. Throughout NEF's history, it has worked with government organizations, mining companies, utilities, schools, office buildings and a variety of groups. It certainly helps that energy efficiency applies to anyone and everyone, since that means NEF will always have people to teach. NEF sustains a focus on making the best programs possible to fit the specific needs of both our sponsors and those reached by our educational efforts. What makes NEF a cut above the rest in the field of energy education is a unique ability to adapt and problem solve when new challenges and opportunities arise.



NEF President Bob Poulson

A Roadmap Toward Energy Literacy

Our country is constantly going through political, social and economic changes, but despite those changes, NEF has remained committed to fulfilling our mission of cultivating and promoting an energy literate society. NEF’s conceptual framework for energy education, developed by NEF 35 years ago, provides an outline of how to achieve the goals of our Foundation.

This framework is comprehensive curriculum for teaching energy built by professionals from the energy and educational fields. Simply put, it provides the fundamental building blocks of energy education; a guide to follow in order to accomplish our mission.

The seven standards of the conceptual framework are: Energy Sources, Energy Uses and Applications, Energy Forms and Conversions, Energy Impacts, Energy Limits, Energy Future, and Energy Conservation and Management. Each standard is then broken down into six to ten concepts that make up a complete framework.

To make progress toward becoming an energy literate society, it is important to reach people of all ages, as we have often said, “people K through grey.” Through using the strategy in the conceptual framework, NEF has been able to reach multiple generations. The students who were introduced to this curriculum 20–30 years ago are now at the age they can have an important impact on the students of today.

It was Plato who said, “the direction in which education starts a man will determine his future life.” Thirty-five years ago, NEF selected a direction and that was toward energy literacy. The conceptual framework has been our roadmap in that direction from the very beginning and by using it as a guide, we have helped countless individuals take steps in the same direction.



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INTERNEF provided timely information about programs, materials, opportunities and the progress of the National Energy Foundation.

We are proud of our sponsors who have a commitment to education. It is our desire to share the efforts and successes of our educational programs.

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