

**School Energy and Recycling Team  
Strategic Plan  
FY 15 - FY 20**

**CUSTOMER FOCUS**

SERT believes that setting, maintaining, providing high standards and delivering exceptional customer service is essential to the success of the program's mission.

We will actively model respectful behavior, embrace new ideas and perspectives, adhere to the highest ethical standards and provide exceptional customer service to all that we come in contact with.

**WORKFORCE FOCUS**

SERT is committed to working as a team, continue to foster a culture of respect and embraces diversity among the staff. SERT will continue to attract, hire, and retain staff from a combination cultural, racial, educational level and work experiences to maintain value for the success of the program.

SERT will continue to encourage its staff to participate in PLC sessions, attend trade fairs, and enroll in courses offered thru PDO and outside of MCPS to stay current with new technology, developments and professional growth.

SERT will continue to embrace open communication, timely feedback/evaluations/PDP and promoting collaboration among the team to share successes and opportunities for improvement.

**LEADERSHIP**

**MISSION:**

The School Energy and Recycling Team (SERT) provide support to significantly reduce energy and natural resource consumption and increase recycling participation system wide through:

- Sustainability training and education
- Incentives, recognition, and awards
- Accessible energy and recycling data
- Customized energy and environmental conservation programs and learning opportunities
- Conservation operations and procedures

**CORE VALUES:**

Learning, Relationships, Respect, Excellence, and Equity

**STRATEGIC PLANNING**

The SERT Strategic Plan will chart the path for the next five years to achieve the program's goals and objectives by providing resources, and performance results, maintaining a diverse team of staff and delivering exceptional customer service to our customers, stakeholders, partners and leadership.

**VISION STATEMENT:** To be a global model of sustainability by actively engaging in innovative energy and environmental programs.

**PROCESS MANAGEMENT/OPERATIONS FOCUS**

- SERT is committed to continuous program improvement, process management, and strong focus on results.
- Implement an ongoing process improvement plan with a routine review schedule.
- Increase efficiency by streamlining processes and communicating these improvements to customers, stakeholders, partners and leadership.
- Continue efforts to provide more accurate, timely data and resources to customers and stakeholder to reflect progress.

**PERFORMANCE RESULTS**

**Organizational Effectiveness:**

- Peak Load Management
- Water Consumption
- Recycling Rate
- Pounds per Person Recycled
- Solid Waste Tonnage

**Financial Monitoring:**

- Energy Cost Avoidance
- Energy Savings
- Solid Waste Tipping Fee

**Customer Satisfaction:**

- Annual Principal Survey

**MEASUREMENT, ANALYSIS,  
AND KNOWLEDGE  
MANAGEMENT**

SERT will gather and analyze energy, water, recycling and solid waste data from internal/external sources and provide monthly, quarterly and annual reports to schools, leadership and governmental agencies.

Information from the reports will be analyzed to support data driven decision making and improvements to provide the resources necessary to further improve the conservation efforts in MCPS.

SERT will utilize electronic/print/social media, facilitator visits, trainings, school reach-outs and meetings to communicate the program information in an efficient manner to customers, stakeholders, partners and leadership.