



# CREATING ENERGY RESILIENT COMMUNITIES TOGETHER

***With an increase in climate-related disruptions, the need to build more energy resilient communities is more urgent than ever. Getting your community on board is also more important than ever.***

What's the key to getting your community on board?  
**Educating the next generation.**

Education outreach that leads to expanded messaging and actionable knowledge is key to realizing energy resilient communities. NTC's turnkey and customizable K-12 education outreach programs can help the communities in your service area reach an energy resilient future by amplifying your energy resilient messaging and building a much-needed foundation of actionable knowledge.

## OUR CUSTOMIZABLE AND TURN-KEY ENERGY RESILIENT PRODUCT SUITE INCLUDES:

- Clean energy
- Energy efficiency and conservation
- Electrification
- Workforce development
- Emergency preparedness
- Electrical safety
- Water conservation and pollution prevention
- Zero waste initiatives
- Financial literacy
- Cybersecurity and cyber safe practices

## 2022-23 NTC EDUCATION OUTREACH IMPACT



**3,436**  
Schools



**824,762**  
Students



**44,284**  
Teachers



**1,319,222**  
Parents & Guardians

**56% of schools** reached by NTC in 2022-23 were in LMI communities.



## OF ALL SCHOOLS REACHED

- **17.30%** rural schools
- **32.11%** suburban schools
- **28.11%** major city schools
- **21.41%** town or small city schools
- **1.05%** tribal schools

## EDUCATIONAL ENGAGEMENT EXPERTS

NTC is an award-winning customer engagement trade ally with 45 years of experience implementing education outreach programs for utilities, municipalities, organizations, government entities and associations. We create **effective community outreach initiatives** that encourage the adoption of behaviors that make a difference.

Our proven **creative engagement strategies** coupled with our **targeted education outreach methods** and **effective educational materials** gets our clients messaging to the residential customers they want to reach and inspires positive behavior change and action within their service territories.



### OUR CREATIVE ENGAGEMENT STRATEGIES INCLUDE:



- Live in-school performances
- Interactive livestream events
- On-demand video engagements

### OUR SUPPLEMENTAL EDUCATIONAL MATERIALS INCLUDE:

- Digital and print workbooks, lesson plans, activities and e-books
- Story-based graphic novels and chapter books
- Customizable and secure web-based delivery platforms
- Classroom gamification strategies
- E-learning teacher toolkits



### OUR TARGETED OUTREACH METHODS INCLUDE:



- Data-driven ability to target specific schools in specific areas
- A persistent, multi-pronged approach to school marketing initiatives
- Teacher-centered and educational standards focused recruitment strategies

## RESULTS THAT COUNT

*NTC'S highly visible and **scalable programs** have consistently demonstrated **measurable ROI** for our utility clients. Through social norming and behavior change science NTC programming affects real, **measurable change** at school, household and community levels.*

**For more information email:**  
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*The National Theatre for Children (NTC) is a woman-owned, award-winning educational outreach provider that creates live events in schools, livestream performances, standards-aligned educational materials, teacher training, graphic novels and more to teach, entertain and inspire students, families and educators on behalf of organizations that want to make a difference in their communities.*

*Since 1978, we have formed connections and helped develop relationships between thousands of schools and corporations, nonprofits and governmental organizations. Our value is not just in the impact we create; our turnkey services also change the lives and trajectories of students, mobilize parents and entire families with beneficial messages, and cultivate community-wide goodwill for clients.*