# Executing Internal Communication

The following is content template is for you to customize and use through your internal communication channels. Communication is key for a successful Energy Conservation Program. It’s important to remember that this content needs to be shared in written form and supported verbally by the senior leaders of your organization.

**Communication Template: Superintendent to All District Leaders — Announcing Energy Specialist(s)**

*Distribute upon hiring of Energy Specialist(s)*

Our School District is committed to conserving energy, improving building comfort for faculty, staff and students, and being great stewards of taxpayer resources. Through our partnership with Cenergistic, a nationwide energy company, we have taken a first step to creating a more sustainable future with the hiring of an Energy Specialist to guide, monitor and advise us on energy conservation solutions.

Please welcome NAME(S) was/were named to the position(s) of Energy Specialist(s). In this role, MR/MRS/MS NAME(S) WILL/BE ARE responsible for working with you and Cenergistic to implement and manage our Energy Program. HE/SHE/THEY is/are passionate about conservation, saving energy, money, improving comfort levels, and making sure our energy program is successful.

Throughout the year — late at night, early in the mornings, and during holidays — NAME(S) will be in our buildings ensuring we are properly managing our energy resources.

As a leader, you play a critical role in this program’s success by supporting energy management in your classroom, offices and facilities including:

* Providing support to the Energy Specialist(s)
* Communicating the value of the Energy Program to your staff
* Communicating the importance of the role of the Energy Specialist to your staff
* Underscoring the importance of everyone’s support and full cooperation with NAME(S)
* Regularly reminding your staff how important their role is in the success of the Energy Program

Our Energy Program is guaranteed by Cenergistic to save us money. I cannot stress enough the importance of this initiative to our schools and students, and the role you and your staff will have in its success.

NAME(S) will be in contact with you soon to set up a meeting to review additional details of this program and how you can help ensure its success.

[INSERT ENERGY SPECIALIST(S) PHOTO]