



**GREEN SCHOOLS**  
**CONFERENCE**

# Post-Event Report





# Post-Event Report

- ✓ Executive Summary
- ✓ Event Overview
  - Event Goals & KPIs
  - Attendance & Demographics
- ✓ Budget and Financial Overview
- ✓ Content and Activities Summary
- ✓ Attendee Survey / Feedback
- ✓ Key Takeaways + Lessons Learned
- ✓ Action Items
- ✓ Appendices & Links



# Event Executive Summary

The **Green Schools Conference (GSC)** brings together everyone involved in creating and advocating for green schools, with a focus on those leading schools and school systems towards whole school sustainability. The 2024 program was curated to **inspire and facilitate the progress of the green schools movement**. Attendance was the highest since 2021 with **495 delegates** onsite from **7 countries** (an increase of **20%** over prior year) and highlights the growing passion and excitement for this event.

With **30 education sessions, 4 workshops, 4 summits, and 3 off-site tours**, the 2.5 day conference offered numerous opportunities for attendees to learn from leading innovators, to share best practices and to drive the implementation of global standards.

The **2 plenary sessions** presented on the mainstage covered place-based identity and the need for intergenerational cooperation to combat the climate crisis offering invaluable insight into how the **GSC** meets the unique needs of **educators, school and district leaders, green schools advocates** and emerging sectors. Attendees heard case studies on **leveraging new funding sources and models; the intersectionality of sustainability and equity; empowering student voices for climate action; and nature-based strategies for education and wellness**.

The 2024 GSC positioned **USGBC's Strategic Imperatives** at the forefront of the conference and program design. The conference strategy focused on **three pillars: Knowledge, Collaboration and Inspiration**. The planning team's goals for the event included expanding participation in CFGS's school district network through high-quality experiences designed to foster deep personal connections among participants; build loyalty and trust toward USGBC as a sustainability leader in green business practices; run a financially sustainable event, achieving revenue neutral or net-positive results; and expand participants' knowledge and

understanding of USGBC's products and services. Innovations included groundbreaking opportunities for wellness through **Morning Fun Run & Yoga**, and intentional interaction among stakeholders. **Speed Greening, a revenue-generating initiative, featured dynamic sponsor-to-attendee (S:A) engagement**, while **Opening Circles served as a platform for attendee-to-attendee (A:A) connections**.

Once again the **2024 GSC** created a unique experience for attendees, combining plenary sessions with innovative speakers, interactive workshops, and endless networking opportunities. We hope they leave with all the tools they need to transform **green schools!**

## Event Wins & Opportunity

- ✓ Win: Achieved 133% of Unique Registrant Goal (530 v 400)
- ✓ Win: Net Profit Exceeded Budget 25% (+\$84k)
- ✓ Win: 93% Participation v 7% No Show
- ✓ Win: Attendees Identifying as Green Professionals Up 2% from PY
- ✓ Win: Attendee Satisfaction Exceeded Goal by 17% @ 97%
- ✓ Sponsor Participation up 75% over PY (35 v 20)
- ✓ Partner Participation up 53% over PY (26 v 17)
- ✓ Opportunity: Increase Sponsorship Package Pricing in 2025 and Beyond
- ✓ Opportunity: Incorporate Land Acknowledgements to all USGBC Events
- ✓ Opportunity: Leverage Existing Relationships to Curate Conference Programming
- ✓ Takeaway: Continue Offering Dedicated Time for Resource Sharing, Wellness & Networking (S:A, A:A)
- ✓ Takeaway: Interactive Workshops & Summits Complement the Core Program Very Well



GREEN SCHOOLS  
CONFERENCE

# Event Overview

## EVENT DETAILS:

Santa Fe, New Mexico  
Eldorado Resort & Spa and Santa Fe Convention Center  
March 4-8, 2024 | Conference Dates: March 5-7, 2024

## EVENT OBJECTIVE:

To deliver a successful convening that serves school district staff and green building professionals by providing a platform for the green schools community that inspires and facilitates the progress of the green schools movement.

## EVENT PARTNER

GSC is presented by the Center for Green Schools in partnership with the [Green Schools National Network](#).



**Center** for **Green Schools**

## MAKING GREEN SCHOOLS A REALITY

The Green Schools Conference (GSC) brings together everyone involved in creating and advocating for green schools, with a focus on those leading their schools and school systems toward whole school sustainability. The three-day event provides a platform for the green schools community that inspires and facilitates the progress of the green schools movement.

Attendees explore interdisciplinary content in general sessions and collaborate with peers to address specific challenges, exchange best practices, and enhance green school initiatives nationwide.



**GREEN SCHOOLS**  
**NATIONAL NETWORK**



# 2024 Event Goals

## USGBC Strategic Imperative

Expand the global green building community of practice and its influence.

## Goal 1

Expand participation in CFGS’s school district networks by attracting school district staff to high-quality experiences that foster deeper personal relationships with peers through curated peer-to-peer learning and unique "relationship building experiences", leading to feelings of loyalty to USGBC, CFGS and our programming.

## Tactic

Incorporate targeted opportunities in the conference schedule for networking (sponsor to attendee; attendee to attendee), including speed greening and opening circles

## Result

### Achieved/On Track

Successfully executed new concepts: Speed Greening & Opening Circles





# 2024 Event Goals

## USGBC Strategic Imperative

Achieve organizational excellence and effectiveness.

## Goal 2

Through green event practices, build loyalty and trust as a sustainability leader in green business practices

## Tactic

Develop a conference specific sustainability program that highlights proven best practices and methods for conference execution, incorporates the local community and onsite attendee participation, and increases awareness of the conference's commitment to sustainability.

## Result

### Achieved / On Track

Highlighted efforts in sustainable sourcing via email, mobile app, and onsite signage.

Worked with local community to divert 800 lbs of waste generated on March 6 and to include wellness opportunities (yoga and run club).





# 2024 Event Goals

## USGBC Strategic Imperative

Achieve organizational excellence and effectiveness.

## Goal 3

Run a financially sustainable event, achieving revenue neutral or net-positive results.

## Tactic

Exercise fiduciary responsibility and expense management for up to 5% profit margin

## Result

**Achieved / On Track**

Exceeded Sponsorship Revenue Goal by \$29K+

Net Profit: \$84,338  
Profit Margin of 25%





# 2024 Event Goals

## USGBC Strategic Imperative

Ensure access to green building for under-resourced populations and all communities.

## Goal 4

Expand participants' knowledge and understanding of USGBC's products and services.

## Tactic

Connect registration data with relevant departments (Marketing, Credentialing, Education, MT&D) to ensure newsletter, credential, add-on products (i.e., Green Classroom) and membership interest is relayed to these stakeholders.

Incorporate other USGBC products including existing education content related to conference priorities.

## Result

### Achieved / On Track

All pertinent information will be shared with the appropriate departments.

47 purchases of the Green Classroom Professional Certificate

Provided on-demand access to a curated playlist of advance content Complimentary to the conference program.





# Event KPIs

Year	Unique Registrants	Onsite	Professional Practices	States	Industry Sectors	Presenters	Credential Holders	GSNN & USGBC members	SAT
2023	437	412	32	42	18	101	12%	23%	81%
2024	530	495	25	42	16	133	10%	28%	97%

# Registration – 2024 Pricing

	EB	Standard	Onsite
USGBC or GSNN Member	650	700	775
Non-Member	700	750	825
PreK-12 School or District/Gov't/Nonprofit	575	625	725
Student or Emerging Professional	325	375	450
New Mexico Resident Pass* (March 6 Only)	--	150	--

\* revenue accounted for in the PreK-12 School or District/Gov't/Nonprofit line





# Registration – Attendee Engagement

	2023	2024	YoY
Session Views	14,353	20,650	+44%
Attendee Email Open Rate	72%	68%	-6%
Average Engagement Score	1,586	1,301	-18%
Event App Adoption Rate	87%	89%	+2%
Check-in Rate	94%	93%	-1%
Net Promoter Score*	81	97	+17%





# **GREEN SCHOOLS** CONFERENCE

**NEW IN 2024**





# GREEN SCHOOLS CONFERENCE

## **Sustainability**

Vegetarian focused breakfast menu  
Morning Yoga & Run Club

## **Sponsorship**

Exhibitor Portal launched

## **Participant Engagement**

Opening Circles  
Speed Greening  
New Mexico Resident Pass  
Book Signing  
Promo Partner Debrief

## **USGBC Product Engagement**

Green Classroom Professional  
Certificate (add-on)  
Advance access to on-demand content  
Speed Greening

## USGBC Engagement Opportunities

	Actual Participation / Logged In	% Participation
Green Classroom Professional Certificate	47/530	Nearly 10% of registrants purchased the program
Advance On-Demand Content	180/530	34% of registrants logged in

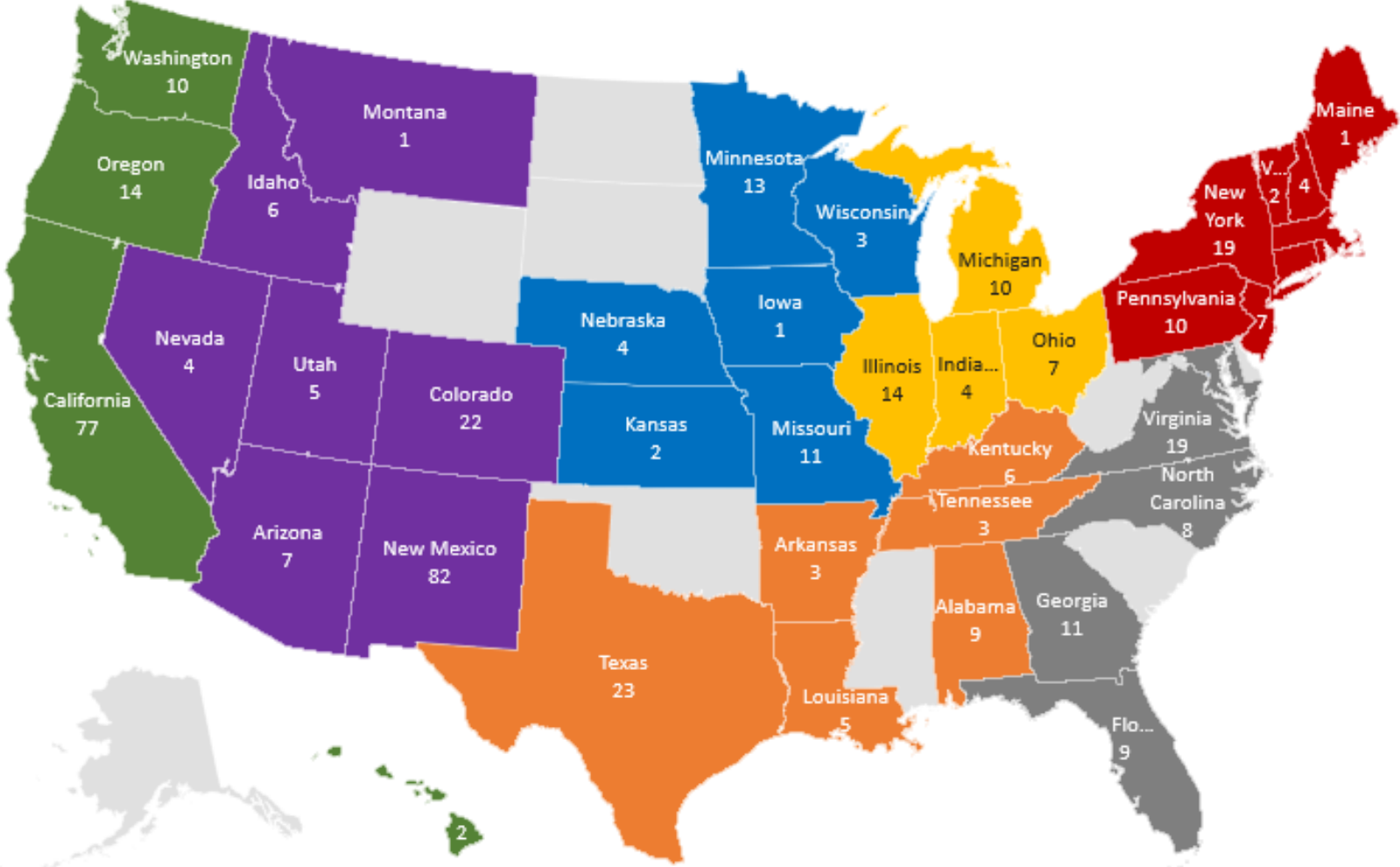




# **GREEN SCHOOLS** **CONFERENCE**

## **ATTENDEE** **DEMOGRAPHICS**

# REGISTRANTS BY COMMUNITIES

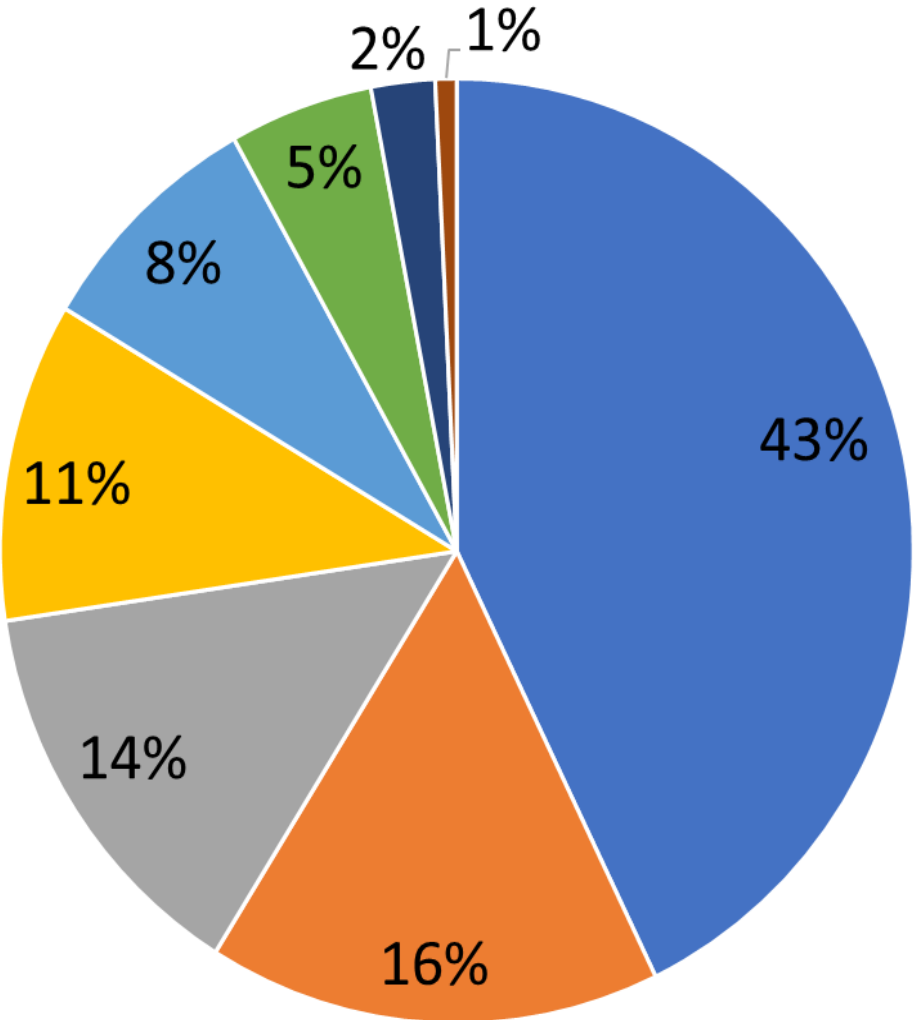


US MTD Communities

	Mountain	127
	Pacific	103
	South Atlantic	93
	Middle Atlantic New England	68
	South Central	49
	East North Central	35
	West North Central	34



# REGISTRANTS BY ATTENDEE TYPE



Registrant Type		
<div></div>	PreK-12 School/District/Gov't/Nonprofit	227
<div></div>	USGBC or GSNN Member	85
<div></div>	Speaker	73
<div></div>	Sponsor	58
<div></div>	Nonmember	44
<div></div>	New Mexico Resident	27
<div></div>	Student or Emerging Professional	12
<div></div>	Student (K-12)	4





# EQUITY OF ACCESS

*\*New in 2024*  
*GSC introduced onsite pricing,  
adding \$75 to price point.*

	2023	2024	YoY
Under Age 35	16%	23%	+7%
% Students/EPs	1%	2%	+1%
% Female	62%	62%	0%
# Scholarships	7	10	+3
% First Time Attendees	70%	70%	0%
% Early Bird Registrants	44%	41%	-3%
% Standard Registrants*	56%	42%	N/A
% Onsite Registrants*	N/A	17%	N/A



**GREEN SCHOOLS**  
CONFERENCE

**PROGRAM**

# GBCI CE CREDIT HOURS

31

Total GBCI credits  
available

22

Hours available  
via core program

9

Hours available via  
pre-conference tours

105

Total CE Hours  
distributed



**GREEN SCHOOLS**  
CONFERENCE



# SURVEY PARTICIPATION

~40%

Response rate  
(196 out of 495 participants)

+10%

increase from 2023

+17%

increase from 2020



**GREEN SCHOOLS**  
CONFERENCE

# Mainstage Speakers

March 6 Keynote  
presented by TRANE



Matika Wilbur

March 7 Youth Climate Action panel  
presented by Carrier



Amara Ifeji  
Moderator



Carmen  
Valentino  
Panelist



Alex Wagonfeld  
Panelist



Magnificent  
"Mags" Farrell  
Panelist



**GREEN SCHOOLS**  
CONFERENCE

# Opening & Closing Plenaries

Main Stage Event	# of Responses	Total # of Attendees	% Onsite Participation	Survey Response Rate	AVG Rating
Opening Keynote: Project 562: Changing The Way We See Native America	114	306	62%	37%	4.96
Closing Keynote: Bridging Generations in Climate Action	43	198	40%	22%	4.54



**GREEN SCHOOLS**  
CONFERENCE

# Opening Plenary Feedback

Incredible! Loved the visuals, her presentation style, her humor, her advocacy for indigenous women. An amazing & moving presentation

One of the absolute best keynotes. I appreciate when keynotes be authentic and say the brave things that need to be said. She was exactly that.

So inspiring! Opened my eyes to see in a new way. One of the best keynotes ever!

Her talk had such a profound impact that awakened how my lens looks at issues that need to be addressed for change .....



**GREEN SCHOOLS**  
CONFERENCE



# Closing Plenary Feedback

Anisa is a great Green Schools representative- her passion shows.

Amara was an excellent moderator with a commanding presence that I was thrilled to witness!

Wow-Mags, you are an inspiration!

The pre speeches before the youth panel got a little long.

Really inspiring to have a superintendent with such passion and dedication to sustainability!

I enjoyed you challenging us!



**GREEN SCHOOLS**  
CONFERENCE

# Summits

Title	# of Responses	Total # of Attendees	% Onsite Participation	Survey Response Rate	AVG Rating
Striving for Zero: The Circular Economy & Zero Waste In Schools	33	75	15%	44%	4.5
Environmental Justice: Voices and Choices to be Reckoned With	17	43	9%	40%	4.71
Decarbonizing Education: Insights and Strategies for Low-Carbon Schools	16	74	15%	22%	4.44
Systems Change Through Policy Advocacy, Field Building, and Implementation Support	13	45	9%	29%	4.5
Integrating Climate Literacy Across All Subjects	27	55	11%	49%	3.98



**GREEN SCHOOLS**  
CONFERENCE

# Workshops

TITLE	# of Responses	# of Attendees	% Onsite Participation	Survey Response Rate	AVG Rating
Grants & Federal Funding for Sustainable Schools	42	97	19%	43%	4.38
Designing for Resilience with Nature-Based Solutions	24	52	10%	46%	4.44
Place-based Pathways to Powerful Learning & Sustainability Leadership	30	60	12%	50%	4.75
Navigating the Waves of Climate Anxiety with Youth & Students	10	31	6%	32%	4.65
Sustainability Storytelling to Ignite Advocacy and Action	31	47	10%	66%	4.49



**GREEN SCHOOLS**  
CONFERENCE

# Core Program: Education Sessions

TITLE	# of Responses	Total # of Attendees	% Onsite Participation	Survey Response Rate	AVG Rating
STEM to STEAM: Climate Rhymes for Cooler Times	12	34	7%	35%	4.92
Empathy, Immunity and Nature: The Symbiotic Relationship	26	52	11%	50%	4.88
Empowering Environmental Education through Sustainable Facilities	14	54	11%	26%	3.9

*\*This data reflects the top two performing and lowest performing core education sessions in the 2024 GSC program. See the full core education session breakdown [here](#).*





# Sponsored Sessions

TITLE	# of Responses	Total # of Attendees	% Onsite Participation	Survey Response Rate	AVG Rating
Making Dollars & Sense Out of Decarbonization – Denver & Salt Lake City School Districts	18	48	%	38%	4.67
The Building Enclosure: A Jacket of Sustainable Protection for your Building	7	31	10%	23%	3.43
Social Equity + Inclusive Design: LEED Credits That Make an Impact in Creating Sustainable Buildings	2	9	12%	22%	5
From Insight to Impact: Turning IAQ and Energy Data into Tangible Results for Schools	10	42	6%	24%	4.2
Schools as Resilience Hubs: Exploring an Equitable Response to Community Stressors	14	59	10%	24%	4.64



**GREEN SCHOOLS**  
CONFERENCE

# Attendee Hub On Demand Sessions Participation

TITLE	Total # Registered	Total # Attended	% Attendee Participation
Designing Climate Resilient Schoolyards	16	8	2%
The Fundamentals of Federal Funding for School Buildings	9	4	1%
Federal Funding for School Renovation and New Construction	8	4	1%
Advancing Equity & Access to Green Careers	6	3	>1%
Students Act on Climate	11	6	1%
Federal Funding for Equipment Installation or Replacement at K12 Schools	11	5	1%



**GREEN SCHOOLS**  
CONFERENCE

# Topics for Future Conferences

- Curriculum development on environmental topics (water, energy, waste, resilience)
- EfS standards and how to incorporate them
- Sustainable schoolyards, Gardening, P4BL
- Making the case for sustainable operations, additional innovations in technology and communications
- School board governance
- Student activation and empowerment
- Green career pathways
- Climate & environmental justice
- Ocean-focused discussions
- Outdoor learning products/techniques/design for grades 6-12
- Sustainability and microgrids, energy consumption and conservation, dashboards and policies



**GREEN SCHOOLS**  
CONFERENCE



**GREEN SCHOOLS**  
CONFERENCE

**MARKETING**

# Top Email Open Rates – USGBC Marketing

Date Sent	Content	Audience Size	Open Rate (OR)	2023 OR	YoY
10/30/23	Registration launch & program announcement	3,195	37%	28%	+9%
9/22/23	BOGS Call for nominations*		34%		
12/4/23	Scholarship & group rates launch	19,871	34%	28%	+6%
11/17/23	BOGS deadline extension		32%	197	
1/10/24	EB extension & room block reminder	9,365	31%	34%	-3%

\* Four emails were sent related to the launch of the BOGS application. Three received an open rate of 34%





# Sponsored Email Open Rates – USGBC Marketing

Sponsored emails	Audience Size	Open Rate	Click Rate	Conversion Rate
Green Standards	469	53%	39	8%
UL	392	52%	6	2%
Diversey	473	48%	7	1%

The average nonprofit email open rate is 29% and average click rate of 3%.



# Social Media Engagement

	2023	2024	YoY (%)
Impressions	5,378	15,642	+191%
Engagement (reactions, comments, shares)	288	550	+91%
Post Link Clicks	56	444	+693%

In 2024, the GSC social media platforms were sunset and all conference promotions were pushed through the Center for Green Schools' channels. This suggests that folding GSC promotions into the CFGS' channels resulted in an increase in visibility and overall engagement with conference-specific content.





# **GREEN SCHOOLS** **CONFERENCE**

**SPONSORS &  
PARTNERS**

**35**

sponsors

**+75%**

increase from 2023

**+\$55k**

above revenue goal (\$80k)

**26**

partners

**+53%**

increase from 2023

**30%**

sponsor retention rate



# 2024 Sponsors

## Platinum sponsors



## Gold sponsors





# 2024 Sponsors

## Silver sponsors



## 2024 Speed Greening program participants



signify

delos | SGS



# 2024 Partners

American Institute of Architects  
Alliance to Save Energy  
Antioch University New England  
Aspen Institute  
CA Department of Education  
Captain Planet Foundation  
Climate Generation  
The Cloud Institute for Sustainability  
Education  
Collaborative for High Performance  
Schools  
EarthEcho International  
EcoRise  
Energy is Everything  
Go Green Initiative

Illinois Green Alliance  
IWBI  
Missouri Gateway Green Building Council  
The National Association of Energy Service  
Companies  
National Energy Education Development Project  
National Wildlife Federation  
Project Green Schools  
Shelburne Farms Institute for Sustainable  
Schools  
Subject to Climate  
Sustainable Forestry Initiative  
UndauntedK12





# **GREEN SCHOOLS** CONFERENCE

## **TESTIMONIALS**



“ I enjoyed the speed networking session and the open circle discussion. The time to just talk to others with a specific topic in mind (a shared interests off the bat) was ideal. The interactive working group sessions were okay, but did not offer the same engagement as a subject-focused free discussion like open circles and speed networking. Having topics in networking sessions is ideal because it helps group people be interest category and start the discussion.

**Sustainability Manager,  
Orange County Public Schools**



“

I enjoyed the sessions and the ideas that came from them. I also enjoyed brainstorming with my district team. The mobile app was helpful and the food was delicious. And of course, the sustainability was important. I really appreciate the efforts there, especially the vegetarian options, the purposeful choice of venues and other small details.

”

**Teacher**  
**Boise School District**



**GREEN SCHOOLS  
CONFERENCE**



“

It was my first time attending and I LOVED it. It was one of the best conferences I have been to. I appreciated the size of the conference, it allowed for a more intimate experience and opportunities to really connect with people. I also enjoyed the food, social events, and AMAZING keynote, dance troupe, and the UNM professor deepening the connection to place.

”

**Training Specialist  
Sacramento City Unified School District**



**GREEN SCHOOLS  
CONFERENCE**

“

I was disappointed that more Monday opportunities were not opened as the trips were full so early in the registration process. There could have been morning and afternoon sessions.

This event was well organized and I liked the 2 venues, and I appreciated how easy it was to be a plant-based eater at this conference. Many inspiring sessions.

”



**GREEN SCHOOLS**  
CONFERENCE





## 2024 Green Schools Conference Planning Team

*From left to right*

Front row: Steph Leonard, Mary Summers Rogers, Brooke McDonald, Danielle Slatkin, Ishrat Momin, Phoebe Beierle, Tiki Ayiku, Hannah Carter, Anisa Heming, Jaclynn Cross

Top row: Kaytlin Huegli, Anitra Pickett | Not pictured: Britt Jackman, Jacqueline Maley, Charlie Schneider, Stephanie Barger