



A BRANDED ALL-IN-ONE WEBSITE FOR KIDS, PARENTS, AND EDUCATORS

Public Education Outreach for Utilities





Industry Setting

At one large electric and natural gas utility on the East Coast, the Community Relations Department strives to touch as much of the community as possible with public outreach. Their outreach impacts other corporate initiatives too, since state regulators ask to see the utility's energy and safety communications, and their insurance company audits their educational materials and asks about the value their website holds for the utility and its customers.

Challenge

The utility's community relations specialist responsible for education initiatives has no staff. However, her charter to promote the utility's education initiatives is large. In addition, her management set a goal to bring the utility's public Internet presence "into the current century" for dynamic and effective communications now and in the future.

This utility had no spare staff time and needed to create a new online presence for their public education outreach.



Strategy

An *e-SMARTkids* website from Culver Company gave the utility a dynamic online hub that consolidates all their public education programs, materials, and news under a consistent brand for kids, parents, and teachers. The website is a go-to place for ongoing energy education. It promotes their utility, environmental awareness, and electrical and natural gas safety.

Result

Since the customized *e-SMARTkids* website is maintained by Culver Company, it “manages itself,” helping the utility keep their website current and fresh for their community without tying up internal resources. Via *e-SMARTkids*, the community relations specialist has been able to connect with more teachers in her service area and make the utility a more integral part of classroom activities in the community.

The utility now posts news items on the website from **Community Relations** as needed, using *e-SMARTkids* to tell parents and teachers about energy tips, upcoming teacher events, and offers. The rest of the website is maintained and kept fresh by **Culver Company** for the utility, saving them time and money.



In a Utility's Words



“My work day is busy. A mom of three asked me for ideas for science projects. A school with 425 fourth graders contacted me about their four-month study of Benjamin Franklin. And at the local school that our utility mentors, our employee volunteers wanted utility-related academic material. Happily, there hasn't been anything that a parent or educator has asked me for so far that I couldn't refer them to e-SMARTkids for the answer. Not only is it a 'one-stop shop' for parents, educators, and kids—it's a one-stop shop for me too!”

—Community Relations Specialist
Large Investor-Owned Utility

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