

ENERGY AND HUMAN CIVILIZATION

Wix Website Content Guide

Landing Page + Full Program Page — Copy-ready for Wix native editor

This document contains all copy, structure, and formatting guidance for two web pages:

- Landing Page — high-impact introduction, all three audiences, leads to program page
- Full Program Page — complete curriculum narrative, four bands, six disciplines, audience sections, partnership

Each section includes a WIX NOTE in blue — brief instructions for the Wix editor on element type, layout, and settings.

SECTION 1 — HERO

WIX NOTE Add a Strip with a full-width background. Set background color to #1B2B4B (navy). Add a Text element for the eyebrow, a Title element, a Text element for the subhead, and a Button element.

Eyebrow text (small caps above title)

K–12 Curriculum Initiative

Page title

Energy & Human Civilization

Subheadline

The first K–12 curriculum to treat energy as a foundational academic discipline — honest, rigorous, and apolitical. Thirteen years. Six disciplines. One unifying question: how does energy shape everything?

Button text

Explore the full program →

Link this button to the Full Program Page.

SECTION 2 — STATS ROW

WIX NOTE Add a Strip with 3 columns (use a Multi-Column layout or three side-by-side Text boxes). Separate each column with a thin vertical divider. Background: white or very light gray (#F4F4F2).

13

Years of sequential curriculum development

6

Integrated disciplines across every band

4

Developmental bands, K–2 through 9–12

SECTION 3 — SIX DISCIPLINES

WIX NOTE Add a Strip with a 3x2 grid layout (use a Wix Grid or six equal-width columns in two rows). Each cell gets a Title (discipline name) and a Text element (description). Use a thin 1px border between cells, color #DDDDDD.

Section heading (above the grid)

Six disciplines

Science

Physics, chemistry, and earth systems as the physical

Economics

Markets, incentives, price formation, and the real costs of energy decisions

History

Energy as the driver of civilization's major turning points

foundation of energy understanding		— from fire to Spindletop to the transition era
Engineering Systems design, infrastructure, and the human ingenuity behind energy technology	Policy Governance, regulation, democratic mechanisms, and the politics of energy choices	Environmental stewardship Honest accounting of impact, intergenerational responsibility, and the ethics of energy use

SECTION 4 — AUDIENCE CARDS

WIX NOTE Add a Strip with 3 equal columns. Each column is a Card widget or a Box with a light gray (#F4F4F2) background, rounded corners (8px), and padding. Include a small label (ALL CAPS, 11px) and body text.

Section heading

Why it matters — for you

FOR FAMILIES Your student will graduate understanding the forces shaping the world they will lead — not as a talking point, but as a discipline.	FOR EDUCATORS A coherent, vertically-aligned framework that brings energy literacy into every subject — without advocacy or simplification.	FOR PARTNERS A thirteen-year pipeline from curiosity to professional readiness — the most energy-literate graduating class in American independent education.
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SECTION 5 — CLOSING PULL QUOTE + CTA

WIX NOTE Add a Strip with two columns: left column contains an italic quote (use a Quote widget or italic Text element), right column contains a text link. Divider line above strip, white background.

Pull quote (left column)

“Not advocacy. Not simplification. The most rigorous energy education being developed in American independent schools today.”

Text link (right column)

Read the full program overview →

Link to the Full Program Page.

NAVIGATION BAR

WIX NOTE Add a horizontal Anchor Menu at the top of the page. Create six page anchors with these names, linked to each section below: Overview — Curriculum — Disciplines — The Overstory — For You — Partnership. Use Wix's Anchor Menu widget. Style: small text, all caps, 11px, letter-spaced.

Overview — Curriculum — Disciplines — The Overstory — For You — Partnership

SECTION: OVERVIEW [SET ANCHOR NAME: OVERVIEW]

WIX NOTE Strip with white background. Eyebrow text (small, uppercase, blue), then large Title, then two body text blocks, then a pull quote (use a Quote widget or indented italic text with a left border). No images needed — typography carries this section.

Eyebrow

Program overview

Page title

Energy & Human Civilization

Lead paragraph

A K–12 college-preparatory curriculum framework built on a single conviction: that rigorous, honest, apolitical energy literacy is among the most valuable gifts an institution can give its students.

Body paragraph 1

Energy is not a political symbol or an environmental slogan. It is the physical and economic foundation of modern civilization — the force that has shaped every major turning point in human history and will shape every major decision your students will face as professionals, citizens, and leaders.

Pull quote

“Not advocacy. Not simplification. The most rigorous energy education being developed in American independent schools today.”

Body paragraph 2

The curriculum does not take sides. It does not simplify trade-offs. It teaches students to think — about fossil fuels and renewables, about markets and policy, about innovation and consequence — with the intellectual seriousness these subjects demand.

SECTION: CURRICULUM [SET ANCHOR NAME: CURRICULUM]

WIX NOTE Strip with white background. Section label (eyebrow), intro text, then a Wix Accordion or Tab widget with four tabs: K–2, 3–5, 6–8, 9–12. Each tab contains the band content below. This is the most complex section — use Wix's built-in Accordion widget for best results on mobile.

Section label

The four bands

Intro text

The curriculum is organized into four developmental bands, each with a distinct essential question, learning philosophy, and measurable outcomes. Every band is vertically aligned — what students learn in K–2 becomes the foundation for what they encounter in 3–5, and so on through graduation.

Band overview (summary table — place above the accordion)

WIX NOTE Use a Wix Table widget or a 4-row strip for the overview. Alternatively, use four side-by-side cards.

BAND	TITLE	ESSENTIAL QUESTION
K–2	Energy All Around Us	Where does energy come from, and how does it make things happen?
3–5	Energy at Work in the World	How does energy work, and why does it matter who controls it?
6–8	Energy Systems and Society	How do energy systems shape — and get shaped by — economics, politics, and human values?
9–12	Energy, Power, and Civilization	What is the relationship between energy, power, and the future of human civilization?

Band content — paste each block into its Accordion tab

TAB 1 — K–2: Energy All Around Us

Essential question:

Where does energy come from, and how does it make things happen?

Philosophy:

Children in K–2 learn through wonder, story, and direct experience. This band does not ask students to master energy science — it asks them to notice energy everywhere: in sunlight, in food, in wind, in the warmth of a stove. The foundational habit of mind being built is observation.

By the end of Grade 2, students can:

- Identify and describe at least four sources of energy in their everyday environment
- Explain in simple terms how energy moves from one place to another
- Understand that energy comes from nature and that people must manage it responsibly
- Name jobs in the energy sector and describe what those workers do
- Begin to understand that energy is shared and that fairness matters in how it is distributed

Pedagogical emphasis: Hands-on inquiry, observation, story, and direct experience. Primary disciplines: Science / Earth Systems, Engineering (introduced), Environmental Stewardship (through story).

TAB 2 — 3–5: Energy at Work in the World

Essential question:

How does energy work, and why does it matter who controls it?

Philosophy:

Students in Grades 3–5 are ready to move from observation to explanation. This band asks the question that drives all scientific and economic thinking: how and why? How do fossil fuels form? Why do energy prices rise and fall? How does electricity travel from a power plant to a light switch? All six disciplines are introduced explicitly.

By the end of Grade 5, students can:

- Explain how fossil fuels form and why they are described as stored solar energy
- Describe the basic structure of an electrical grid and how power reaches a home
- Understand why energy resources are unevenly distributed globally and what that means for trade
- Compare at least three renewable and three non-renewable energy sources using multiple criteria
- Identify key moments in Texas and Gulf Coast energy history
- Explain what engineers do in the energy industry and why their work matters

Pedagogical emphasis: Explanation, comparison, and early data interpretation. All six disciplines introduced. Strong local/regional content anchor (Gulf Coast, Texas energy history).

TAB 3 — 6–8: Energy Systems and Society

Essential question:

How do energy systems shape — and get shaped by — economics, politics, and human values?

Philosophy:

Students in Grades 6–8 encounter energy as a system — a web of interdependencies in which physical science, economics, geopolitics, and policy are inseparable. This band introduces genuine complexity and teaches students to hold competing claims simultaneously, evaluate evidence rigorously, and reason through trade-offs without retreating to ideology.

By the end of Grade 8, students can:

- Explain how oil and gas markets function and why prices are volatile
- Evaluate the feasibility of renewable energy at scale, including honest assessment of storage and intermittency challenges
- Analyze a geopolitical conflict through the lens of energy resources and supply chains
- Read and interpret real energy data from government and industry sources
- Construct and defend a position on an energy policy question, acknowledging counterarguments
- Distinguish established climate science findings from contested projections

Pedagogical emphasis: Structured academic controversy, Socratic seminar, primary source engagement (OPEC statements, EIA data, Congressional testimony, industry reports). All six disciplines fully integrated.

TAB 4 — 9–12: Energy, Power, and Civilization

Essential question:

What is the relationship between energy, power, and the future of human civilization?

Philosophy:

The 9–12 band is the destination toward which the entire curriculum has been building. Students arrive with twelve years of energy literacy and are ready for university-level analytical rigor. The four-year sequence moves from physical science mastery through financial analysis, geopolitical strategy, legal and regulatory understanding, and culminates in an original capstone policy proposal.

By graduation, students can:

- Apply thermodynamic principles to real-world energy system analysis
- Evaluate energy company financial statements and investment decisions
- Analyze energy transition strategies across national and corporate contexts
- Navigate the regulatory and legal frameworks governing energy development
- Produce an original, evidence-based energy policy proposal at professional standard
- Engage energy professionals as intellectual peers — in interviews, site visits, and capstone panels

Pedagogical emphasis: University-level rigor. Guest faculty from industry, finance, law, and policy. Capstone project as proof of concept for the thirteen-year investment.

SECTION: DISCIPLINES [SET ANCHOR NAME: DISCIPLINES]

WIX NOTE Strip with light gray (#F4F4F2) background. Section label at top, intro text, then a 3x2 grid. Use Wix's Grid widget or six equal column boxes. Each cell: discipline name (bold, navy) + one sentence description (gray).

Section label

Six disciplines — thirteen years

Intro text

Every discipline thread is present in every band, calibrated to developmental stage. Energy is not a science curriculum with extras — it is genuinely interdisciplinary, and the disciplines are taught as lenses, not add-ons.

Footer note (below grid)

No single discipline dominates at any band. Students are explicitly taught to move between disciplinary lenses as analytical tools — the defining intellectual habit of a serious energy professional.

SECTION: THE OVERSTORY [SET ANCHOR NAME: THE OVERSTORY]

WIX NOTE Strip with white background, left accent border (use a thin vertical colored box or Wix divider, color #B87510 amber). Section label, heading, two body paragraphs, and a shaded quote box (use a Box widget with light gray fill and italic text).

Section label

The Overstory

Intro paragraph

Every great curriculum has a narrative beneath the content — a story that gives students a reason to care before they have mastered the facts. For this curriculum, that story is The Overstory.

Shaded quote box

THE ANIMATING NARRATIVE

Energy is not a problem to be solved. It is the story of how human beings learned to harness the physical world — imperfectly, consequentially, and with extraordinary ingenuity. Understanding that story, in its full complexity, is what it means to be educated in the century ahead.

Body paragraph

The Overstory is the narrative anchor of the curriculum — a long-form text that follows the arc of energy in human civilization from fire and wind through the fossil fuel era and into the transition now underway. It is not advocacy. It is not celebration. It is an honest account of what energy has cost, what it has made possible, and what is genuinely at stake in the decisions being made now.

Closing paragraph

Sections of The Overstory are woven into instruction at every band — adapted in language and depth for developmental stage, but consistent in perspective: serious, curious, and unwilling to simplify what is genuinely complex.

SECTION: FOR YOU [SET ANCHOR NAME: FOR YOU]

WIX NOTE Strip with white background. Section label, then three equal columns — one per audience. Each column: small ALL CAPS label (blue, 11px, letter-spaced), then body paragraph. Use Wix multi-column or three Text boxes side by side.

Section label

Why it matters — for you

FOR FAMILIES

Your student will graduate understanding the forces shaping the world they will lead — not as a talking point, but as a discipline. Energy literacy is not a specialty. It is foundational knowledge for any professional, any citizen, any leader in the century ahead. This curriculum builds it systematically, across thirteen years, so that by graduation it is not something your student has studied. It is something they carry.

FOR EDUCATORS

This is a coherent, vertically-aligned curriculum framework with genuine intellectual rigor — not a thematic overlay or a unit add-on. The six discipline threads are present at every band, deepening with developmental stage. It is designed to be taught across departments, and to make every teacher — in science, history, economics, and policy — a contributor to a shared intellectual project.

FOR PARTNERS

A founding partnership in this curriculum is not philanthropy. It is a thirteen-year talent development investment. A student who enters Kindergarten in a partner's inaugural year graduates with professional-grade energy literacy — having encountered your organization's professionals, data, and operating reality across multiple years of instruction.

SECTION: PARTNERSHIP [SET ANCHOR NAME: PARTNERSHIP]

WIX NOTE Strip with white background. Section label, intro text, then a 2x2 grid of partnership benefit boxes (use Wix Grid or four Box widgets with a thin border, color #DDDDDD, rounded corners 8px). Closing text, then a Button for the inquiry CTA.

Section label

Partnership structure

Intro text

A founding corporate partnership in Energy and Human Civilization is a named, structured relationship with measurable outcomes at every developmental band. It is designed to serve the genuine interests of organizations committed to the long-term development of energy-literate professionals.

Named designation Visible, credible association with an institution that takes energy education seriously as an academic discipline	Workforce development A measurable, documentable investment in the pipeline your long-term strategy depends on
Guest faculty integration Your professionals in the classroom — engineers, economists, policy leaders — making the case in their own voices	Preferred recruiting access First relationship with graduates who arrive understanding exactly what you are trying to build

Closing text

Founding partnership opportunities are available to organizations committed to rigorous, apolitical energy education. Initial conversations begin with a curriculum review and a thirty-minute meeting — no presentation, a conversation.

CTA button text

Inquire about partnership →

Link this button to your contact form or email address.

Recommended font pairings

Use	First choice	Alternative
Headings / titles	Cormorant Garamond (Google Fonts)	Playfair Display
Body text / labels	DM Sans (Google Fonts)	Lato
Pull quotes	Cormorant Garamond Italic	Merriweather Italic

Color palette

Color	Hex	Use
Navy	#1B2B4B	Primary headings, hero background, table headers
Blue	#2B5EA7	Section labels, eyebrows, links, accent
Amber	#B87510	Pull quote borders, accent details
Light gray	#F4F4F2	Card backgrounds, shaded boxes
Mid gray	#666666	Body text, descriptions
White	#FFFFFF	Page background, text on dark backgrounds

Key Wix widgets used

1. Anchor Menu — for the program page navigation bar
2. Accordion or Tabs widget — for the four curriculum bands
3. Strip — for each major section (full-width layout block)
4. Multi-column layout or Grid — for discipline and audience sections
5. Box widget — for shaded callout blocks (The Overstory quote, partnership benefits)
6. Button — for CTAs (link to anchor, page, or contact form)
7. Quote widget or indented Text box — for pull quotes

Mobile tip

After building the desktop layout, switch to Wix's mobile editor and check each section. Multi-column layouts often need to be set to single-column on mobile. The Accordion widget handles mobile best for the four-band section — another reason to use it rather than side-by-side tabs.