



Using Frameworks to Plan for and Evaluate Conservation Psychology Outcomes

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ANTIOCH
UNIVERSITY
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CONSERVATION
PSYCHOLOGY
INSTITUTE

Using Frameworks to Plan for and Evaluate Conservation Psychology Outcomes

A Conservation Psychology webinar



Using Frameworks to Plan for and Evaluate Conservation Psychology Outcomes

- Overview & Introductions
- Presentation
- Q&A



Moderator: **Dr. Kayla Cranston**,
Faculty and Director of
Conservation Psychology Strategy
and Integration at Antioch
University New England



Using Frameworks to Plan for and Evaluate Conservation Psychology Outcomes

Presenters: Dr. Joy Kubarek & Dr. Brian Johnson



Dr. Joy Kubarek and Dr. Brian Johnson are Co-Founders of Inform Evaluation & Research. Both Dr. Kubarek and Dr. Johnson have more than 20 years of experience working in informal science education.

Using Frameworks to Plan for and Evaluate Conservation Psychology Outcomes

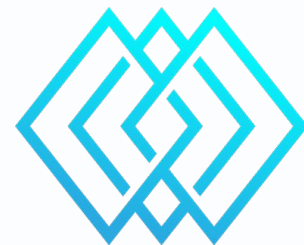
Antioch University, December 2020

Joy Kubarek, Ph.D.

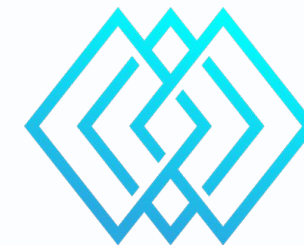
Brian Johnson, Ph.D.



THE INFORM TEAM



Brian Johnson, Ph.D.



Joy Kubarek, Ph.D.

Overview of Today's Webinar

01

**Planning for Conservation
Programs**

02

**Conservation Psychology
Outcomes**

03

Framework Process and Types

04

**Case Studies: Houston Zoo and
The Marine Mammal Center**

05

Tools to Get You Started



Planning for Conservation Programs

Biological

Identifying threats/issues

Animal and environmental
metrics



Social

Recognizing role of community

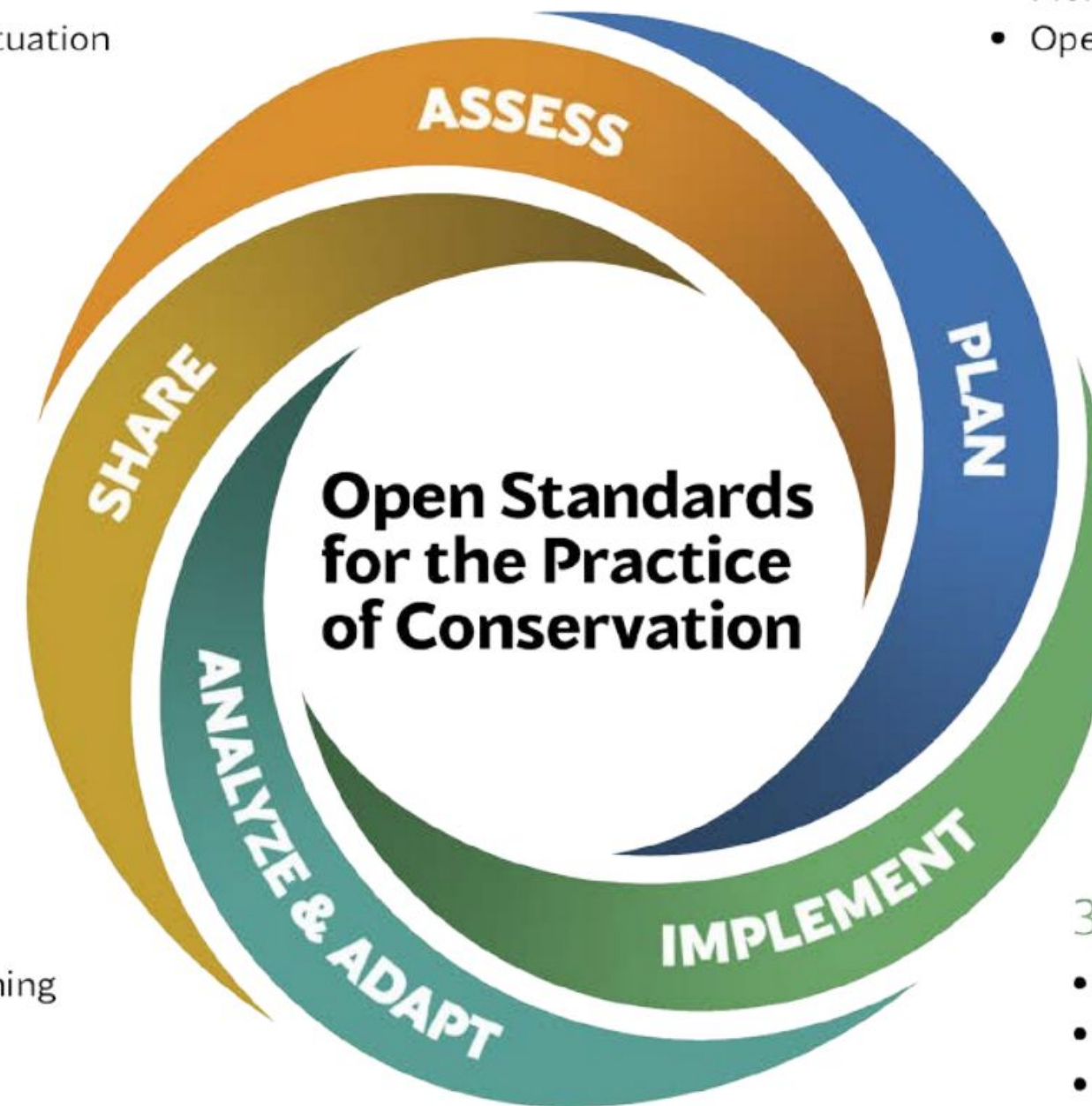
People metrics

1. **ASSESS**

- Purpose & team
- Scope, vision, & targets
- Critical threats
- Conservation situation

2. **PLAN**

- Goals, strategies, assumptions, & objectives
- Monitoring plan
- Operational plan



**Open Standards
for the Practice
of Conservation**

5. **SHARE**

- Document learning
- Share learning
- Foster learning

3. **IMPLEMENT**

- Work plan & timetable
- Budget
- Implement plan

4. **ANALYZE & ADAPT**

- Prepare data
- Analyze results
- Adapt plans

Planning Process

Where to start?





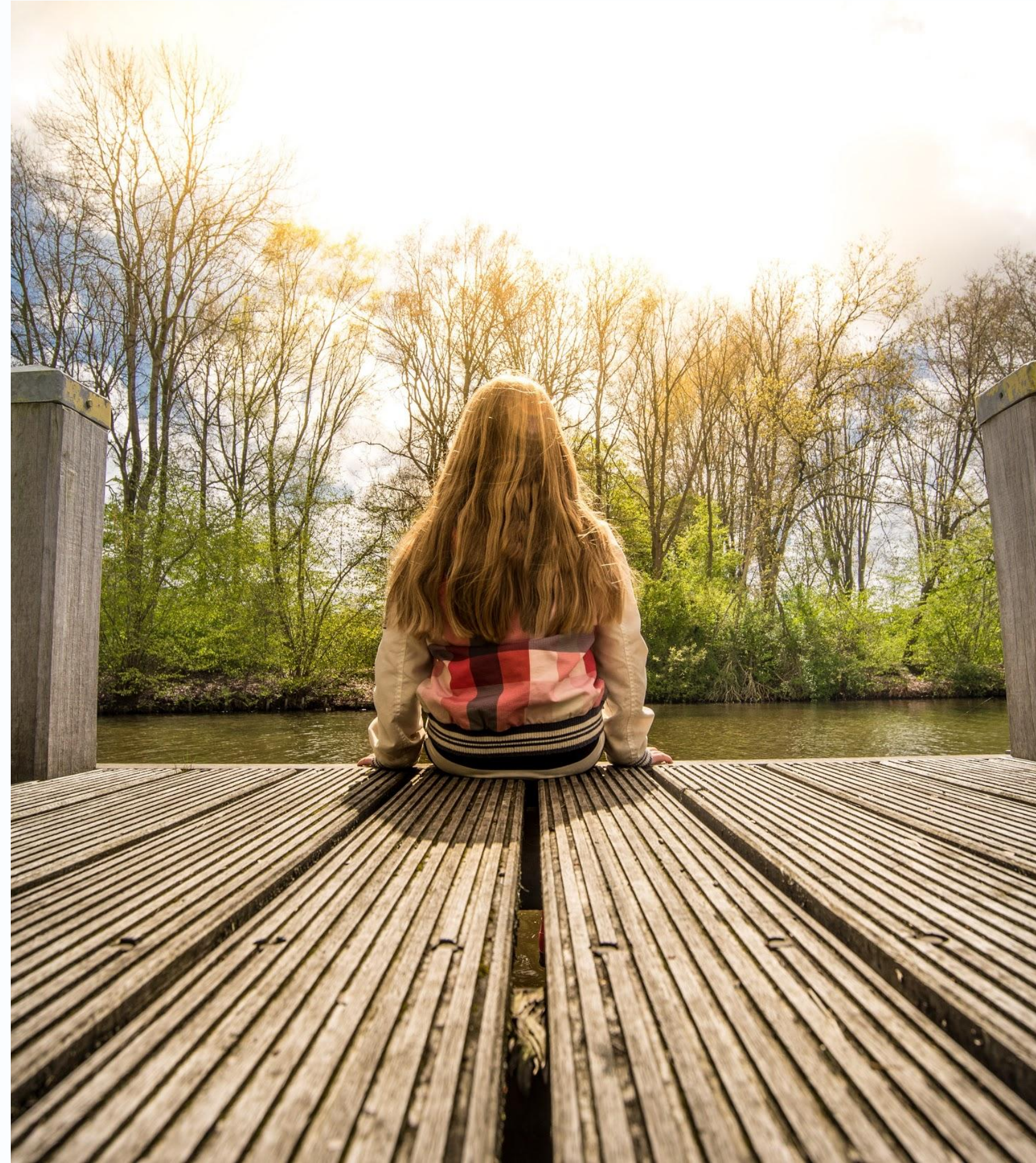
Conservation Psychology Outcomes

People metrics:

- Individual
- Community
- Systems

Individual Outcomes

- Knowledge
- Attitudes
- Skills
- Behavior



Knowledge Outcomes

Changes in an individual's understanding of information or concepts.

Examples in conservation psychology:

- Understanding of issues threatening animals and environments (e.g. climate change, plastics pollution, etc.)
- Understanding of basic scientific concepts (e.g. ecology, environment, etc.)
- Understanding human connection to animals and environment



Attitudinal Outcomes

Changes in an individual's thinking or feeling about a subject.

Examples in conservation psychology:

- Environmental/conservation identity
- Motivation to take conservation action
- Self-efficacy to do stewardship activities or conservation actions
- Empathy toward animals and environments
- Interest in conservation careers



Skills Outcomes

Changes in an individual's ability to do something or complete a task.

Examples in conservation psychology:

- Engaging in scientific research
- Developing solutions to conservation issues
- Communicating conservation issues
- Critical thinking about conservation issues and solutions
- Carrying out stewardship activities



Behavior Outcomes

Changes in an individual's actions and mannerisms.

Examples in conservation psychology:

- Engaging in environmentally responsible behaviors
- Becoming a citizen scientist
- Advocating for conservation issues
- Protecting animals or environments through stewardship



Community Outcomes

- Collective action
- Social capital/relationships



Collective Action Outcomes

Group-level participation in an activity for a shared goal/purpose.

Examples in conservation psychology:

- Community-wide engagement in green practices
- Community-wide engagement in habitat restoration and protection



Social Capital Outcomes

Networks of relationships between people with shared values, beliefs, and norms.

Examples in conservation psychology:

- Establishing green interest groups/clubs
- Developing conservation leaders in a community
- Engaging in conservation focused communication avenues



System Outcomes

- Policy
- Norms and practices



Policy Outcomes

Adoption or continuation of guidelines that drive decisions and establish regulation.

Examples in conservation psychology:

- Establishing more protected natural spaces (e.g. marine protected areas)
- Establishing recycling or composting mandates in a community
- Requiring LEED certification for new construction
- Restricting removal of native species from an environment



Norms and Practices

Outcomes

Socialized, acceptable, or common conduct and behaviors. Eventually become routine and adopted as practice.

Examples in conservation psychology:

- Widespread reduction of single-use plastics (e.g. paper straws)
- Widespread use of reusable shopping bags
- Greater use of electric vehicles
- Donating to green/conservation causes





Mapping Your Course

Tools to articulate your intentions

Framework Steps



STEP 1:

Identify Your Framework Needs

Why do you want to create an outcomes framework? Who is the intended audience?



STEP 2:

Create a Shared Vocabulary

Help key stakeholders within your organization understand the difference between outputs, outcomes, and impacts.



STEP 3:

Build Your Framework

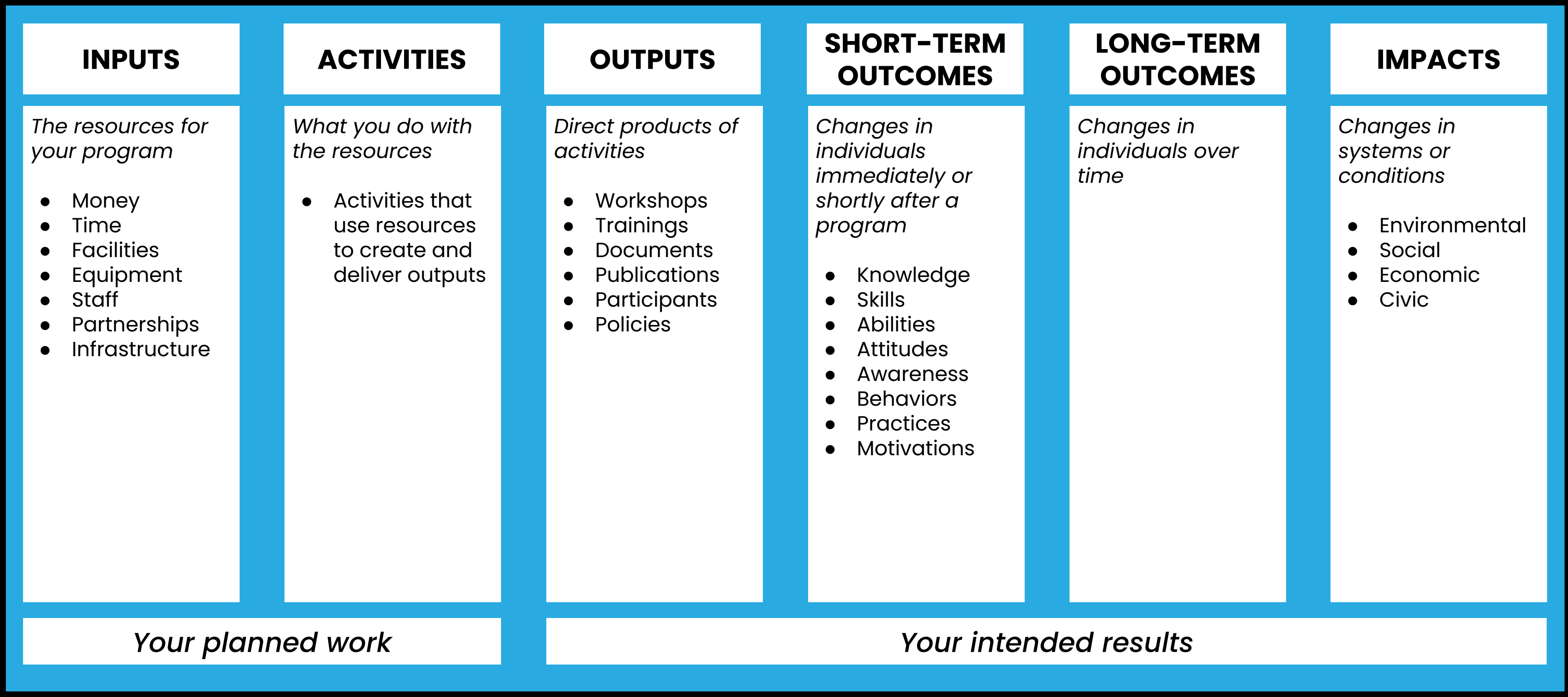
Create outcomes statements as the core of your framework. Gather feedback, and finalize your framework.



STEP 4:

Create a Utilization Plan

Don't let the framework sit on a shelf and get dusty! Identify ways to integrate your framework across your organization.



Logic Model

PATHWAY TO CHANGE

LEGEND
■ No order of occurrence ■ Occurs first ■ Occurs second

PROBLEM STATEMENT

- Climate change is an increasing threat and communities are not fully prepared;
- Some groups are more vulnerable than others;
- More policies and actions that promote preparation, adaptation, and greenhouse gas mitigation are needed; and
- Policies and actions need to be informed by, and reflect the values of, community members.

Therefore...

- Communities need the collective skills, knowledge, and confidence (i.e., environmental literacy) to participate in decision making that informs policies and practices; and
- Different education approaches are needed to build environmental literacy and encourage civic engagement around resilience.

NOAA's INTERVENTIONS

NOAA focuses on four long-term goals that make important contributions to resilient ecosystems, communities, and economies. These goals include: Climate Adaptation and Mitigation, Weather-Ready Nation, Healthy Oceans, Resilient Coastal Communities and Economies.

ELP's INTERVENTIONS

In response to the great need throughout the United States, NOAA's Environmental Literacy Program (ELP) supports the development and strengthening of resilient communities through competitive grants, in-kind support (including NOAA personnel and other scientific assets), and an ELP Community of Practice.

SHORT-TERM OUTCOMES

Children, youth, and adults learn about the most pertinent environmental hazards of the place where they live and potential solutions.

Community members are familiar with local and state resilience plans and can use science tools to make informed decisions.

Community resilience education grantees convene and share their findings.

Community members develop an understanding of the history, culture, and lived experiences of diverse community members and the socio-economic factors of environmental hazards.

Community members have the knowledge, skills, and confidence to implement solutions to improve community resilience.

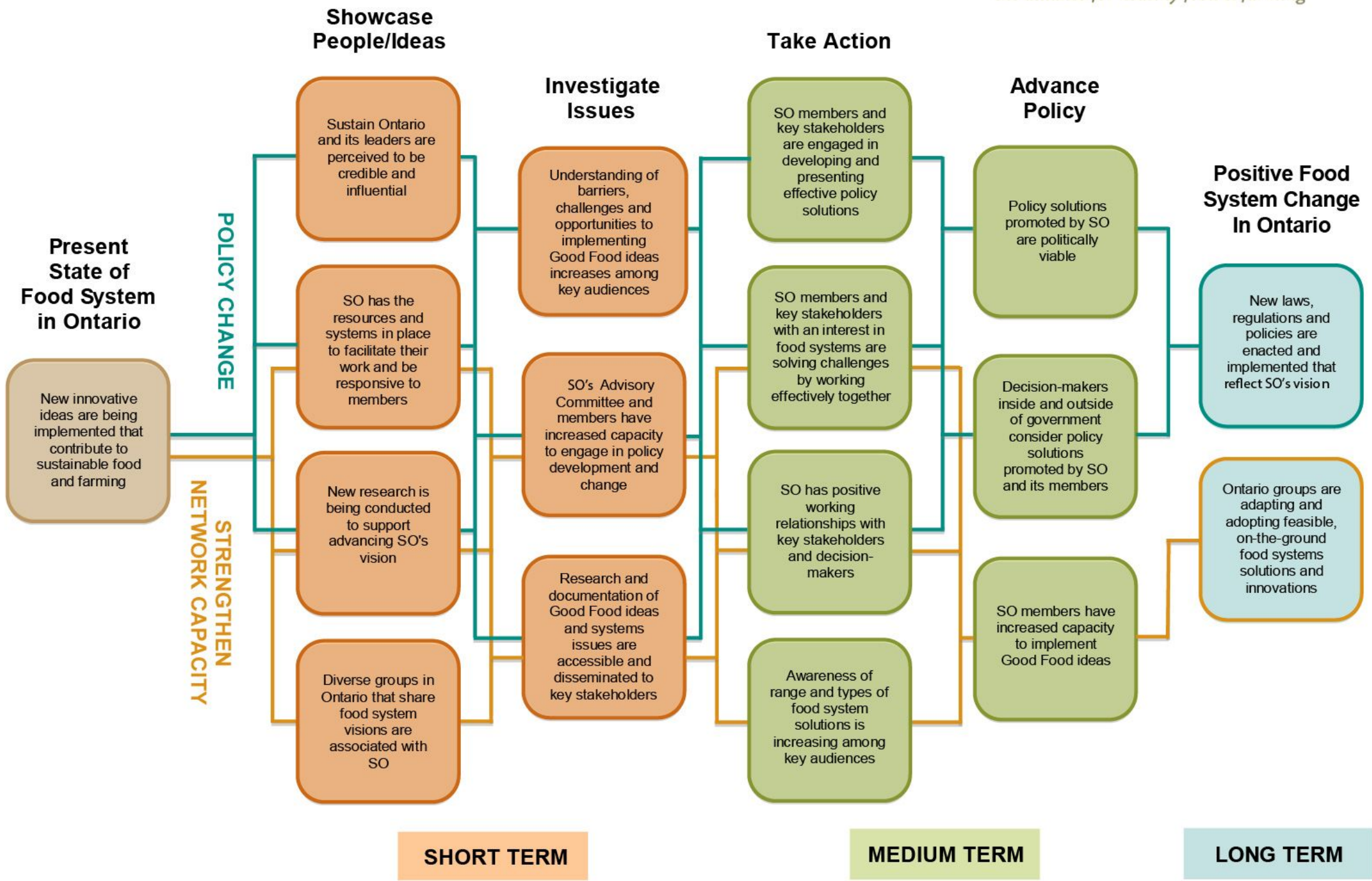
Education organizations create new partnerships with local and state government offices charged with resilience efforts.

Civic engagement opportunities for community resilience are explicit and accessible to community members.



Theory of Change

<https://www.noaa.gov/education/explainers/noaas-community-resilience-education-theory-of-change>



Outcomes Map

Outcomes Framework



**Houston
Zoo**

AWARENESS

What people recognize...

OUTCOMES	INDICATOR EXAMPLES
People recognize "Take Action" messages to help save wildlife.	Visitors correctly identify Houston Zoo "Take Action" messages from a list. Visitors list at least 2 Houston Zoo "Take Action" messages.
People recognize what they can do to help reduce threats to wildlife.	Visitors list at least 2 personal actions they can take to reduce threats to wildlife.
People recognize the range of careers that support saving wildlife.	Visitors name at least 3 careers that support saving wildlife.

ATTITUDE

What people feel...

OUTCOMES	INDICATOR EXAMPLES
People are connected to nature.	A majority of program participants spontaneously express statement like, "I love nature" or "I love the animals at the zoo."
People appreciate the Zoo's efforts to save wildlife.	Over 66% of visitors respond positively to the Zoo's messages.
People enjoy spending time at the Zoo.	Over 75% of visitors express satisfaction with their Zoo visits.
People are empathetic for wildlife.	Over 50% of visitors identify with wildlife's needs for safe spaces and healthy air and water.
People are confident to teach others about wildlife and the natural world.	A majority of program participants actively ask meaningful questions when teaching others.
People are confident they can take action to help reduce threats to wildlife.	A majority of program participants display enthusiasm when describing their actions to reduce threats to wildlife.
People are motivated to take action to help reduce threats to wildlife.	75% of visitors report taking action on issues threatening wildlife.
People are interested in finding opportunities to contribute to reducing threats to wildlife no matter what their career choice.	25% of zoo campers share ways in which they can advocate for wildlife in different careers.
People develop a personal mission statement related to their commitment to saving wildlife.	At least 5 members share their personal mission statements at Zoo functions.

KNOWLEDGE

What people understand and know...

OUTCOMES	INDICATOR EXAMPLES
People describe the connections between people, animals, and the environment.	School teachers accurately address native ecosystems in their lesson plans annually.
People articulate the issues affecting wildlife and the potential solutions to those issues.	Students from at least 3 Houston schools annually hold school-based campaigns to recycle used cell phones.

Messaging Framework



The Marine
Mammal Center



Core Message Driver

*The Marine Mammal Center is a global leader in marine mammal health, science and conservation, and is the **largest marine mammal hospital in the world.***

Overarching Messages

- The ocean's health is at risk. Impacts from human activity—such as overfishing, plastic use and rising ocean temperatures—threaten marine ecosystems vital to our ocean's health and our health.
- As a critical first responder to these threats, the Center is leading the field in ocean conservation through marine mammal rescue, veterinary science and education.
- Marine mammals are sentinels of the sea: ecosystem indicators whose health provides insights into both the ocean's health and our own.
- The Center is dedicated to taking action to support a network of scientists and concerned citizens around the world to protect our shared environment for future generations.

Message Pillars

Animal Care

Scientific Research
Leadership

Global Response

Teaching Hospital
& Educational
Leadership

Advocacy for Ocean
Health

Community
Engagement &
Promotions

POLL

If any, which of the framework types do you currently use to help guide your work?

Logic Model

Theory of Change

Outcomes Map


Outcomes Framework

Messaging Framework



Case Study: Houston Zoo

A Framework for Conservation Education



Step 1: Identify Framework Needs

Organization Strategic Plan

Strategic Plan: Advance
Conservation Education

Conservation Education Department-Focused

Guide program development and
subsequent evaluation

First step toward adopting an
evaluation culture

Strategic Priorities



DEVELOP A “SAVING WILDLIFE” BRAND

Continue to grow the Houston Zoo’s leadership in creating strategies, programs and partnerships to save animals in the wild—locally, regionally and globally. Be a bold voice for wildlife, communicating to the communities we serve the importance of this work. The Houston Zoo will be a leader in saving wildlife, and our brand will be synonymous with this leadership.



BE A WORKPLACE OF CHOICE

Highlight how important every job at the Houston Zoo is to fulfilling the organization’s mission, provide opportunities for professional staff development and training and recruit and retain the talent needed across all departments. Be a workplace of choice in the Houston region and zoological community. Support a culture of innovation and organizational excellence, and invest in our people.



CREATE MEANINGFUL EXPERIENCES

Create meaningful experiences at the Houston Zoo that inspire our guests to take action to save animals in the wild. Engage guests of all ages in order to help them make informed decisions in their relationships with living animals and the ecosystems upon which all life depends.



DELIVER WORLD-CLASS GUEST EXPERIENCES

Create memorable experiences for guests of all ages, anticipate their needs and exceed their expectations, creating value and thereby maximizing earned revenue in support of the Zoo’s mission. Maintain excellence in guest engagement and guest services, including: safety, security, comfort, ease of access, ease of viewing animals, food quality and selection, horticultural diversity, overall ambience and retail opportunities.



ADVANCE CONSERVATION EDUCATION

Demonstrate the Houston Zoo’s leadership in offering innovative and inspirational educational programs and experiences to teach how natural environments function and how human beings can manage behavior and ecosystems to live sustainably. Be a leader in conservation education by offering experiential programs delivered at the Houston Zoo and in the community.



OPERATE SUSTAINABLY TO BENEFIT THE ENVIRONMENT

Houston Zoo operations will be designed to minimize environmental impact, to conserve natural resources and to lead and inspire sustainability practices by guests, community organizations and businesses.



ENSURE THE HIGHEST QUALITY OF LIFE FOR ANIMALS

Maintain intensive focus on animal care, welfare and well-being; provide modern facilities and practices for comprehensive veterinary care; and support scientific advancement in animal welfare and conservation. Every animal at the Houston Zoo will experience the highest quality of life through mission-driven collection planning and a well-supported animal care, health and welfare program.



MAINTAIN AND IMPROVE SUSTAINABLE FINANCIAL SYSTEMS AND SOUND BUSINESS PRACTICES

Encourage economic development and community partnerships, sound business planning and responsible financial management, and best practices for financial practices in order to ensure the Houston Zoo’s resiliency in operations, create economic value and help build a stronger Greater Houston Community.



ADVANCE CONSERVATION EDUCATION

Be a leader in conservation education, offering experiential programs delivered in the Zoo and in the community.

GOAL 1

Provide a continuum of learning from birth through adulthood to engage all program participants in educational programming to inspire saving animals in the wild.

GOAL 2

Cultivate the next generation of conservation heroes.

GOAL 3

Inspire our school group audiences to partner with us to save wildlife.

GOAL 4

Share our conservation messages effectively and creatively so that Zoo guests change their behaviors to save animals in the wild.

GOAL 5

Create a culture of evaluation-based decision-making to increase effectiveness in order to change participant's behavior toward actions that save wildlife.

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Create a culture of evaluation-based decision-making to increase effectiveness in order to change participant's behavior toward actions that save wildlife.

GOAL 1

Strategy 1.1: Create a document that is the roadmap to a successful program and use these principles to filter through all current and new programs.

Strategy 1.2: Develop programming for all ages to have the opportunity to partner with us in saving wildlife.

GOAL 2

Strategy 2.1: Connect teenagers to nature both locally and globally through Zoo programming.

Strategy 2.2: Immerse teens in the belief that they choose any career in life and be active in saving wildlife.

Strategy 2.3: Empower teens to make conservation action mainstream within their communities.

Strategy 2.4: Foster partnerships with local universities to engage college-aged students and professors in saving wildlife.

GOAL 3

Strategy 3.1: Pre-scheduled school group engagement involved in saving wildlife.

GOAL 4

Strategy 4.1: Be the experts in telling the stories of our animals and conservation partners.

Strategy 4.2: Design a Zoo-wide interpretation plan.

GOAL 5

Strategy 5.1 Develop methods to evaluate change in behavior to help save wildlife for all conservation education programs.

Strategy 5.2: Continue the ethic of using evaluation techniques to inform all program development.

= Framework



Step 2: Create a Shared Vocabulary

Framework Development Workshops

Uncovering current understanding of Conservation Education purpose, goals (Mind Maps)

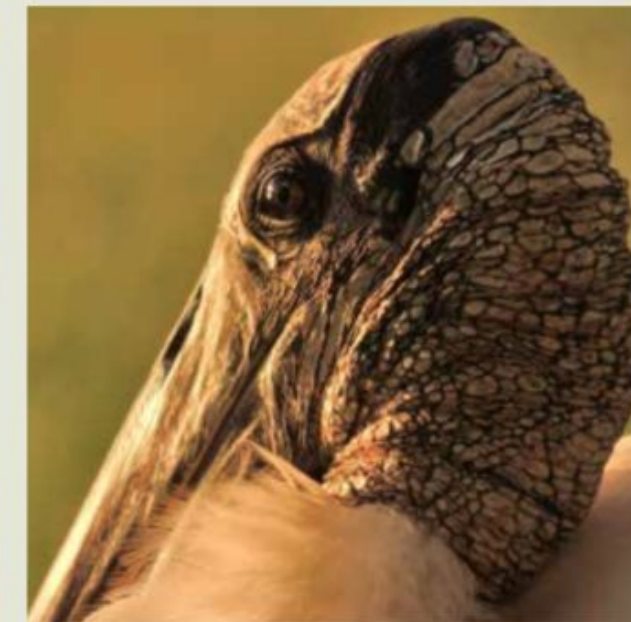
Defining terms (e.g. goals, outputs, outcomes, indicators)

Tying it to research, reviewing literature



Literature Debrief

- What stood out to you from the literature debrief?
- What if anything was surprising?
- Where is the zoo strong with accomplishing these outcomes? How do you know?
- What outcomes are mission critical?
- What outcomes are beyond the mission?



Influencing Conservation Action

What Research Says About Environmental Literacy, Behavior, and Conservation Results

Developed by the National Audubon Society in partnership with EETAP, U.S. Fish and Wildlife Service, TogetherGreen, and the North American Association for Environmental Education.





Step 3: Build Your Framework

Framework Development Workshops

Identifying target audiences

Mapping out current outcomes to programs

Iterative drafting and revising including possible indicators



Conservation Education Domains Outcomes
Worksheet

Use this worksheet as we watch the video vignettes demonstrating the different conservation education outcomes domains and your programs. The question prompts are to help you start thinking about the outcomes and your programs. Take notes as much or as little as you want!

Outcome Domain	How well did this (video/program/experience) accomplish the outcome?	What Zoo programs or experiences might similarly accomplish this outcome?
Knowledge		
Awareness		

HOUSTON ZOO CONSERVATION EDUCATION

cultivates a community of citizens interested, aware, equipped,
and ready to take action to save wildlife.

AWARENESS

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KNOWLEDGE

What people understand and know...

OUTCOMES	INDICATOR EXAMPLES
People describe the connections between	Substantive amount of knowledge about threats to wildlife and



Step 4: Create a Utilization Plan

Evaluation Capacity Building

Commitment to training and systems development across the department

2+ year process

GOAL 1

Strategy 1.1: Create a document that is the roadmap to a successful program and use these principles to filter through all current and new programs.

Strategy 1.2: Develop programming for all ages to have the opportunity to partner with us in saving wildlife.

GOAL 2

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GOAL 3

Strategy 3.1: Pre-scheduled school group engagement involved in saving wildlife.

= ECB

GOAL 4

Strategy 4.1: Be the experts in telling the stories of our animals and conservation partners.

Strategy 4.2: Design a Zoo-wide interpretation plan.

GOAL 5

Strategy 5.1 Develop methods to evaluate change in behavior to help save wildlife for all conservation education programs.

Strategy 5.2: Continue the ethic of using evaluation techniques to inform all program development.

HOUSTON ZOO

Culture of Evaluation

SINCE 2017.....

3,206

VISITORS

thousands of visitors participated in data collection including SPARK and exhibit evaluations



PROGRAM PARTICIPANTS

1,623

children, teens, adults, and families all contributed data to help you understand your program impacts



1,545

OBSERVATIONS

firsthand observations of visitors and program participants including empathy and critical thinking



INTERVIEWS

1,112

your audiences spoke and you listened to them to help make informed decisions about your programs

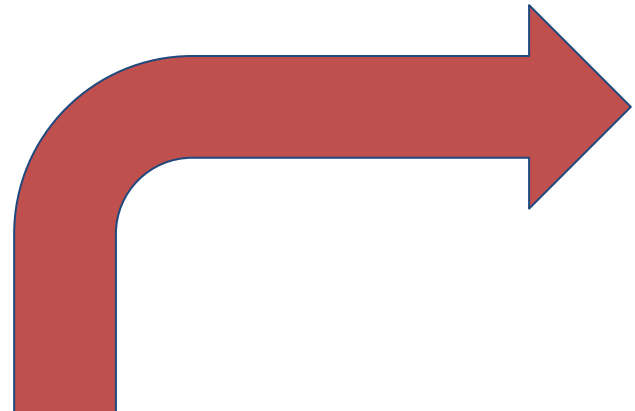


700+

SURVEYS COMPLETED

surveys, revised and new are going out and your audiences are responding

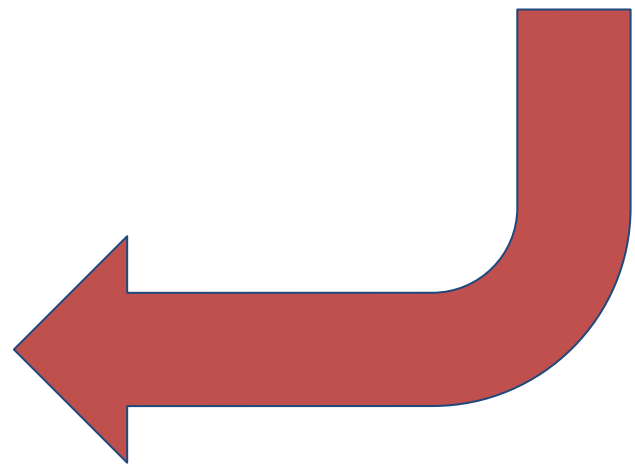




GOAL 5

Strategy 5.1 Develop methods to evaluate change in behavior to help save wildlife for all conservation education programs.

Strategy 5.2: Continue the ethic of using evaluation techniques to inform all program development.



HOUSTON ZOO

Culture of Evaluation

CHANGE LOOKS LIKE.....

25

LOGIC MODELS

programs are clearly articulated and you have a map to guide the future



TRAININGS

7+

continuing to build evaluation knowledge, skills, and thinking through trainings and coaching



6

REPORTS

synthesizing your results and making meaning for future use



EVALUATION INTERN

1

continuing to expand your evaluation capacity through additional human resources



Framework

Benefits

Staying focused

Designing new programs

Depersonalizes program decisions

Easier pivot during COVID-19

Others understanding value

Increased donor support




Houston Zoo



Case Study: The Marine Mammal Center

A Map of Ocean Conservation Outcomes



Step 1: Identify Framework Needs

Organization-wide approach

Not just education, but also veterinary science, marine mammal rescue, and volunteer operations.

Articulate broader commitment to ocean conservation

Broaden discussion from marine mammal focus to ocean conservation.



Step 2: Create a Shared Vocabulary

All staff may not be familiar with outcomes language.

How comfortable are staff across the entire organization with thinking about outcomes and impacts?

Top-down vs. bottom-up approaches



Step 3: Build Your Framework

Framework Development Workshop with Senior Leadership Team

Identify strategies, outcomes, and impacts

Iterative drafting and revising including possible indicators

The Marine Mammal Center: Outcomes Map

The Marine Mammal Center advances global ocean conservation through marine mammal rescue and rehabilitation, scientific research, and education.

This is the work we will do.

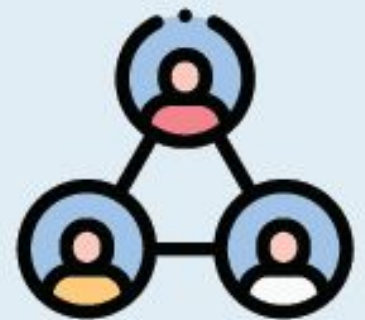
STRATEGIES:



Marine Mammal
Rescue & Rehabilitation



Scientific Research



Organizational Health



Education &
Public Engagement

Our work will create these changes.

OUTCOMES:

Eliminating threats to
marine mammals

Broadening access to
and engagement with
ocean education

Building professional
capacity for marine
mammal care

Raising public
awareness, interest,
and ability to be part
of the solution

Leading the field of
marine mammal care

Advancing marine
protection through
advocacy and policy

Advancing scientific
inquiry of marine mammal
health and ecology for
ocean conservation

Fostering a positive
work culture and
stable operations

These are the results of those changes.

IMPACTS:

Thriving Marine Ecosystems:
Ocean life flourishes while also
supporting basic human needs.



Ocean-literate Communities:
People take action based on an
understanding of the dependency
we have on the ocean.



Safer Waters:
Marine mammals are no longer threatened
or harmed by human activities.



Leaders of the Field:
The Center sets the standard
for marine mammal care, public
education, and species conservation.



Outcomes Map before its “Glow Up”

The Marine Mammal Center: Outcomes Map

The Marine Mammal Center advances global ocean conservation through marine mammal rescue and rehabilitation, scientific research, and education.

This is what we will do to make it happen (Strategies):

Marine Mammal Rescue & Rehabilitation Responding to marine mammals in distress along the U.S. west coast and Hawaiian islands. Developing a global stranding and response network for marine mammals in distress. Providing excellence in marine mammal care, rehabilitation, and re-entry into natural habitats. Teaching and training veterinary professionals from around the world.	Education & Public Engagement Engaging and empowering the public to take actions in support of marine mammals and our mission. Equipping teachers with tools and knowledge to confidently inspire students using solutions-oriented science educational programming. Providing intensive full-year engagement with middle-schools students to become the next generation of informed scientists and engaged citizens who will care for and ensure the health of our oceans and environment. Advocating for effective marine mammal policies.
Scientific Research Developing new medical technologies to assess and improve the efficacy of marine mammal care and rehabilitation. Leading novel research on marine mammal health and ecology to advance ocean conservation. Contributing data to global knowledge of marine mammal health and ecology to advance ocean conservation. Serving as a resource and thought leader for the scientific and animal care community.	Organizational Health Fostering a positive, team-based work environment with dedicated staff and volunteers. Making data-driven decisions focused on mission and outcomes. Garnering community and philanthropic support to sustain a financially viable operation.

These things need to change before we can get there (Outcomes):

Eliminating threats to marine mammals.....

- (1) The Center's audiences take actions to reduce their collective use of single-use plastics.
- (2) The Center's corporate and industry partners increase their adoption of practices that support healthy oceans.
- (3) The Center sees a decrease in the number of marine mammals requiring rescue and rehabilitation due to human-related activity, especially ship strikes, entanglements, and intentional or unintentional harassment.
- (4) The Center sees fewer patients suffering from the effects of environmental toxins, especially domoic acid and *Taxoplasmosis*.

Building professional capacity for marine mammal care....

- (1) The Center increases the number of responsibly trained marine mammal professionals worldwide.
- (2) The Center increases the diversity of teaching hospital participants.
- (3) The Center sees a continual improvement in learning and engagement outcomes of program participants.
- (4) The Center improves other organizations' capabilities to respond to marine mammals in distress.
- (5) The Center helps cultivate a global marine mammal response network.

Leading the field of marine mammal care.....

- (1) The Center is recognized by peer organizations as the "gold standard" for wild marine mammal response, rehabilitation and training.
- (2) The Center increases peer organizations' understanding of effective practices for marine mammal rescue and rehabilitation.

Broadening access to and engagement with ocean education.....

- (1) The Center sees an increase in participation in its Learning and Community programs, particularly from the middle and high school audience.
- (2) The Center operationalizes and continually improves upon an equity and inclusion strategic plan for community engagement.
- (3) The Center increases opportunities and access to individuals to engage around ocean conservation that is relevant and provides agency to local communities around local concerns.
- (4) The Center increases solutions-based, collective action approaches to equip groups with resources to become ocean stewards.
- (5) The Center sees an increase in support of our work (e.g. volunteer recruits, donations, etc.) based on high-quality interactions with our community engagement team.

Advancing scientific inquiry of marine mammal health and ecology for ocean conservation.....

- (1) Through participation in cross-disciplinary scientific research, the Center increases understanding of marine mammal health and ecology in the context of dynamic ocean conservation issues.
- (2) Through sharing of data and disseminating results, the Center increases understanding of ocean conservation issues.

Raising public awareness, interest, and ability to be part of the solution.....

- (1) The Center's audiences are more aware of issues threatening the health of the ocean and marine mammals.
- (2) The Center's audiences have a greater understanding of ocean and marine mammal health, and threats to marine ecosystems.
- (3) The Center's audiences are more interested in taking action to protect the ocean and marine mammals.
- (4) The Center's audiences gain skills to confidently take action to protect the ocean and marine mammals.

Advancing marine protection through advocacy and policy....

- (1) The Center increases support for current legal protections for marine mammals and ocean health (such as ESA, MMPA, etc.).
- (2) The Center influences expansion of marine mammal protections and programs (such as MPAs, Voluntary Speed Reduction, etc.).

Fostering a positive work culture and stable operations.....

- (1) The Center attracts high-quality talent to join the cadre of staff and volunteers.
- (2) The Center's staff consistently apply best management practices in their work.
- (3) The Center increases diversity of staff and volunteers.
- (4) Staff and volunteers recognize why and how ocean conservation is core to the Center's mission.
- (5) Staff and volunteers understand how their roles directly contribute to the Center's mission.
- (6) Staff and volunteers feel safe and included.
- (7) The Center improves its cash flow reserves.
- (8) The Center increases its use of data to monitor progress toward stated goals and outcomes.
- (9) The Center's culture shifts to one of data-driven decision making.

Because of our work, the future is (Impacts):

Thriving Marine Ecosystems: Ocean life flourishes while also supporting basic human needs.

Ocean-literate Communities: People take action based on an understanding of the dependency we have on the ocean.

Safer Waters: Marine mammals are no longer threatened or harmed by human activities.

Leaders of the Field: The Center sets the standard for marine mammal care, public education, and species conservation.



Step 4: Create a Utilization Plan

Creating an evaluation culture doesn't happen overnight!

Alignment with other organizational frameworks (e.g., messaging framework, interpretive plan)

Organization-wide roll out

Evaluation projects to apply the framework and build skills

Outcomes Map Benefits

Sparking conversation about organization-wide mission-based outcomes.

Tool for communication with funders.

Prioritizing areas for in-depth evaluation.



Photo by duluo cats is licensed under CC BY-ND 2.0.

TOOLS TO GUIDE YOU

NAAEE GUIDELINES AND FRAMEWORKS

Great for EE practitioners working in nonformal, K-12, community and teacher professional development settings.

WAZA EDUCATION STRATEGY

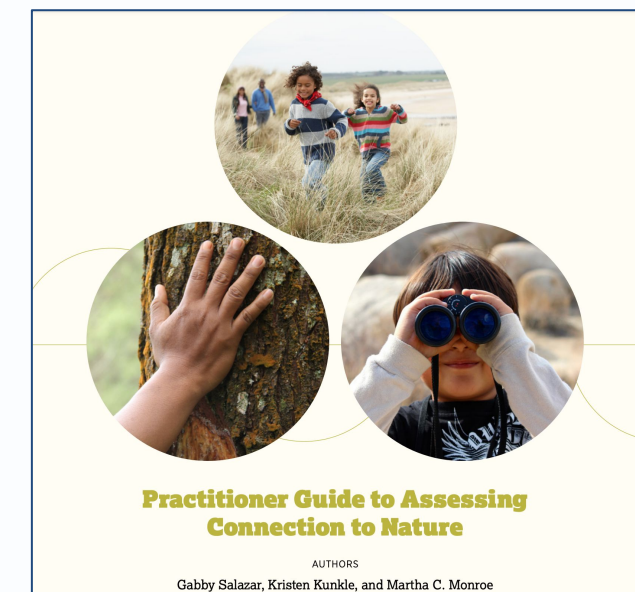
Details primary goals, strategies, and components of successful conservation education programs.

PRACTITIONER GUIDE TO ASSESSING CONNECTION TO NATURE

Decision tree format provides a “one stop shop for measuring connection to nature.”

AZA SOCIAL SCIENCE RESEARCH AGENDA 2020

Priorities for research to advance conservation mission of zoos and aquariums.



QUESTIONS? COMMENTS? LET US KNOW!

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Tools to Guide You

You don't have to start from scratch!



NAAEE Guidelines and Frameworks

- Community engagement
- K-12 environmental education
- Early childhood
- Professional development
- Environmental literacy
 - competencies
 - knowledge
 - dispositions



1

Guidelines for Excellence
K-12 Environmental Education

For educators, administrators, policy makers, and the public

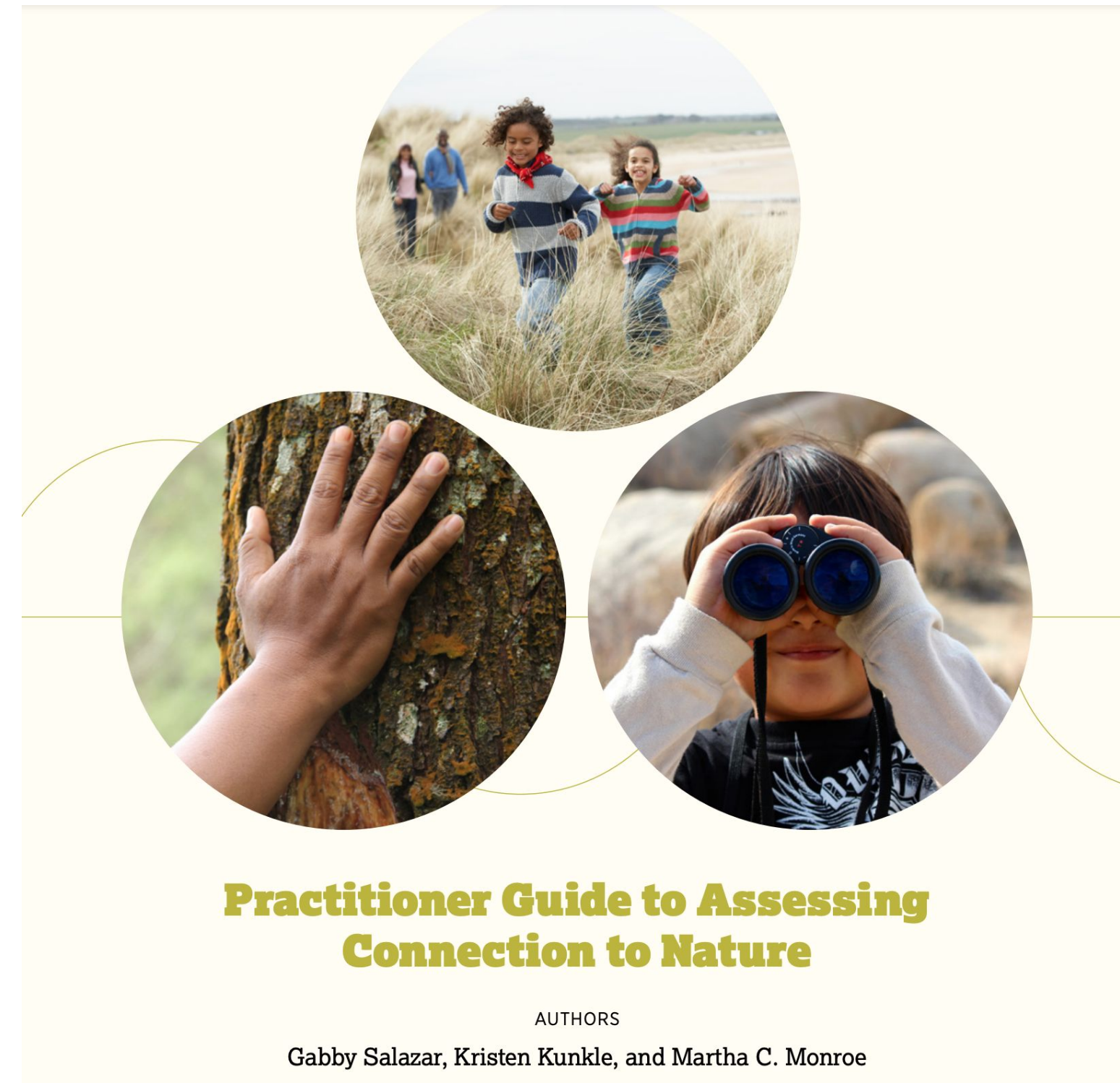
WAZA Education Strategy

- Conservation education culture
- Purposes of conservation education
- Expanding audiences
- Motivating toward conservation action
- Evidence-based approaches
- Training and professional development
- Animal care and welfare
- Evaluation and research



Practitioner Guide to Assessing Connection to Nature

- “One stop shop for measuring connection to nature”
- Decision tree
 - Audience
 - Duration/intervention (low, medium, high intensity)
 - Assessment type



Practitioner Guide to Assessing Connection to Nature

AUTHORS

Gabby Salazar, Kristen Kunkle, and Martha C. Monroe

AZA Social Science Research Agenda 2020

- Priorities for research to advance conservation missions of zoos and aquariums
- Opportunities for collaboration/alignment with broader conservation field
- Key Research Questions cover:
 - Institutional norms and practices
 - Diversity, equity, inclusion
 - Community engagement
 - Social change
 - Human dimension
 - Learning 2.0

AZA SOCIAL SCIENCE
RESEARCH AGENDA

2020

ASSOCIATION
OF ZOOS &
AQUARIUMS

Types of Frameworks

Choose the right format to meet your needs.



Evaluation Findings

01

The program resulted in measurable improvements.

Presentations are tools that can be used as lectures, speeches, reports, and more. It is mostly presented before an audience.

02

Participants enjoyed the activities and facilitation.

Presentations are tools that can be used as lectures, speeches, reports, and more. It is mostly presented before an audience.

Work can be very chaotic, but it should not be. Bring order and productivity to your work through evaluation.



Evaluation Capacity Building

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

EVALUATION CAN HELP YOU ACHIEVE YOUR GOALS

For businesses that want to help their teams to be productive

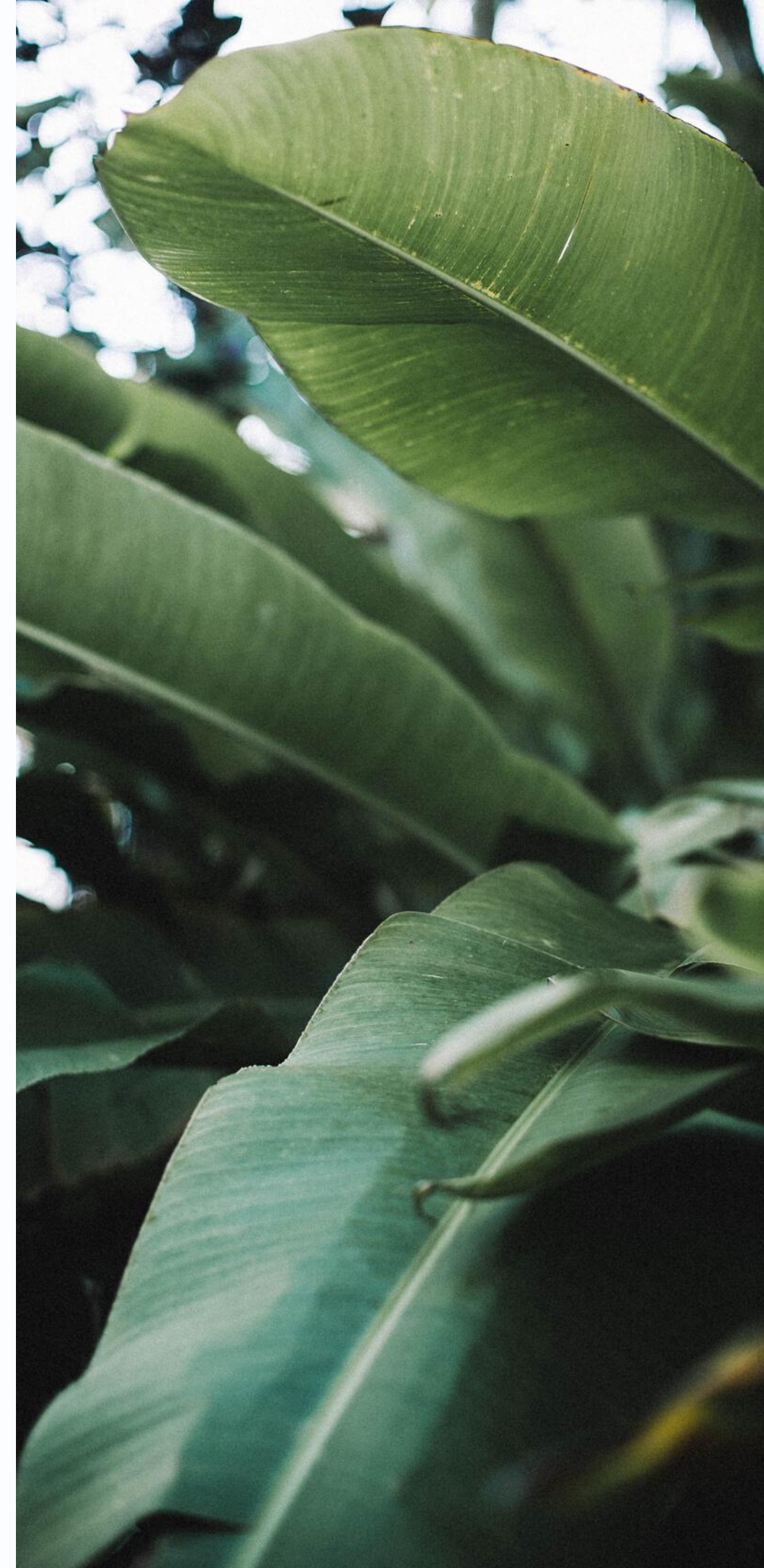
Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

WHAT OUR CLIENTS HAVE TO SAY

"I noticed a huge improvement on my workday when I started using evaluation. Now I can tackle deadlines with confidence!"

"Our team finished projects one week earlier on average last year thanks to evaluation."

"Evaluation is easy to use. My workday is not complete without it!"





Contact Inform Evaluation & Research today!



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Using Frameworks to Plan for and Evaluate Conservation Psychology Outcomes

Thank you for joining us for our Fall 2020 Webinars. The Conservation Psychology webinar series will continue in Spring 2021 – be sure you are on our mailing list so that we can notify you when those webinars are scheduled!

<https://lp.constantcontactpages.com/su/hmoWhBA/ConsPsy>



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Using Frameworks to Plan for and Evaluate Conservation Psychology Outcomes



We are here for you!

Dr. Kayla Cranston

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