

Application Questions – Other Education and Awareness

Your project may not fit into one of the current Conservation Certification education and awareness themes. Before applying for Conservation Certification under **Other Education and Awareness**, be sure that your project does not fit into one of the other themes under Habitat, Species Management, or Education and Awareness.

As you complete the application online, you will be asked the following questions about your **Other Education and Awareness** project. These questions will help us understand and evaluate your project.

	Question	Why this question is important
Overview	Describe why the project does not fit into any of the other education themes.	<i>This provides us with a description of your project in order to assess it, including ensuring that it does not belong in another theme and that it is related to an outdoor habitat or species project.</i>
	Describe how your education project relates to a habitat or species project.	
	What is the target audience for this education project?	
	How many people are reached through this education project?	
	How many hours are audience members engaged in this project annually?	
	How frequently are learners engaged in this project annually?	
	Briefly describe activities taking place as part of this education project.	
	Provide photos showing the education project.	



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Objective	What are the goals of this project?	<i>Education based on identified community needs have a greater value for community members.</i>
	Does the project provide an identified community value?	
	Describe the community value and how it was identified.	
	Upload any documentation that the project supports community value.	
Planning	Is there a plan guiding the activities?	<i>We would like to know how long the project has been underway and the steps taken to implement it.</i>
	Upload the plan.	
	When did the first activity for your audience take place?	
	Provide a timeline describing your cycle of completed activities, including project planning, implementation, maintenance, and evaluation.	
Materials	Does the project use materials that are both age- and topic-appropriate?	<i>This question helps us assess the design of the project.</i>
	Upload samples of the materials used.	
	Does the project incorporate equipment to facilitate engagement of the learning audience?	
	Describe how these tools or equipment are used.	



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Conservation Impact	Does the project support a conservation project?	<i>We value hands-on learning and participation through monitoring, planting, etc.</i>
	How does this project support a conservation project?	
Evaluation	Do you evaluate the project?	<i>We are looking for two types of evaluation. We want to know if the audience learned something. We also want to know if you assessed the overall event – how it was planned, carried out etc., and if you used your evaluation to improve your program.</i>
	Do you evaluate changes in the learners’ knowledge and behavior?	
	Describe the evaluation process.	
	Upload documentation of the evaluation.	
	Summarize the results of the evaluation.	
	Do you evaluate the overall learning experience?	
	Describe the evaluation.	
	Summarize the results of the evaluation.	
Employee Participation	Describe how you use the evaluation to improve your project.	<i>Employee participation can strengthen a project and secure its future.</i>
	Do any employees lead or facilitate the project?	
	How many employees lead or facilitate this education project?	
	Describe how employees are involved in this project.	
	How many employee hours were spent on the following activities each year?	



	Question	Why this question is important
Other Participants	Do any groups or individuals outside of your company actively contribute to the project on a regular basis?	<i>It is not always possible to recruit outside groups to a project. Conservation and education partners as well as community volunteers can strengthen a project and provide different audiences to use it for lessons or recreation, thus broadening its reach.</i>
	Select the types of groups.	
	List the names of the groups you work with.	
	Describe their involvement in this project.	
	How many hours were spent by the groups on the following activities each year?	
	If you work with a specialist for your education project and have a current letter of support from them, upload it here.	
	List additional sources of technical advice (e.g. website, guidebook, etc.) and describe how they were used.	
Regulatory Requirements	Are any aspects of the project done in relation to regulatory requirements?	<i>We recognize this is highly unlikely for an education project, but going beyond compliance is required for all projects.</i>
	Explain how the project exceeds requirements.	



	Question	Why this question is important
Alignments	Does the project align with any larger scale initiatives? (e.g. STEM, regional/local initiatives, corporate strategy, etc.)	<i>Aligning education efforts with large-scale initiatives and appropriately-scaled regional conservation plans make projects stronger and more meaningful and allows a site-based activity to support a regional objective.</i>
	Is the project part of a corporate level commitment to commitment to education or community?	
	Upload documentation of your corporate commitment to education or community.	
	Does the project align with an existing conservation or education plan or other large scale initiative?	
	List the plans or other large scale initiative the project aligns with and provide website links if available.	
	Briefly describe the alignments.	

