

Glossary

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Term	Definition
Adaptive management	The process of learning from experience, by which information gathered during monitoring and the experiences of team members are used to guide decisions about future actions/practices.
Appeal	The process by which organizations can request their application for certification be reevaluated.
Application	The conservation rationale, practices and impacts that an organization is implementing.
Application question	Questions organizations complete on the WHC Conservation Certification website in application for Conservation Certification.
Attribute	A specific part of a project (e.g. habitat size, employee hours, physical connectivity). It is part of the Logic Scoring of Preference method.
Attribute weight	An attribute's contribution to the branch weight expressed as a percentage. If an attribute's weight is 0.2, then 20% of the total weight of the branch is a result of that attribute. It is part of the Logic Scoring of Preference method.
Audit	A formal process designed to test the Conservation Certification standard against results. The process will be clear, fair, and transparent, and will inform further development of the standard.
Benefit	See conservation benefit.
Biodiversity value	See conservation value.
Branch	A group of related project attributes (e.g. the branch called "scope" contains the habitat size, the duration the project has been on the ground and if it is locally appropriate.) Part of the Logic Scoring of Preference method.
Branch weight	A branch's contribution to the total project score expressed as a percentage. If a branch has a weight of 0.2, a maximum score for this section would contribute 20 points to the project score. It is part of the Logic Scoring of Preference method.
Certification term	The number of years a program will remain certified without a new application for Conservation Certification. Certification term is based on the program tier.
Class	See project class.
Conservation benefit	A conservation or conservation education practice (e.g. install bat box, educate community members) or impact (e.g. increase population of bats).

Conservation Certification	All aspects of the WHC certification effort including the standard, application, review and audit processes. It is synonymous with the Conservation Certification standard.
Conservation Certification Reviewer	See Reviewer.
Conservation Certification standard	The requirements that Conservation Certification demands of applicants including the design, application and review of a program. It is focused around an applicant's conservation, conservation education and corporate commitment practices and impacts. It is described in several processes, procedures and documents. These include Project Guidances, application questions, scoring sheets, reviewer guidance, WHC Conservation Certification website "Tips" sheet and other content found on WHC websites.
Conservation education impact	An educational practice (e.g. educate community members) or impact (e.g. increased use of native species by community members).
Conservation education value	See conservation education impact.
Conservation impact	<p>The education or conservation change as a result of a conservation practice(s) being properly implemented (e.g. increased conservation knowledge, increased population of prairie chicken). These are beyond the control of the project.</p> <p>This improvement could be felt at geographic scales greater than the project size. For example, a small tract of forest that provides connectivity could increase the structural diversity and wildlife movement potential of a larger forest.</p>
Conservation objective	A project's aim, practice (e.g. install bat box, educate community members) or intended impact (e.g. increase the population of bats, increased knowledge or awareness). A conservation objective can be described as a general conservation aim (e.g. increase wildlife), the conservation practice or the desired conservation impact.
Conservation outcome	A conservation practice (e.g. install bat box, educate community members) or impact (e.g. increase population of bats).
Conservation practice	Education or conservation efforts (e.g. curriculum developed, habitat planted). The ability to properly implement practices is in the complete control of the project and does not depend upon external factors such as weather.
Conservation value	A conservation practice (e.g. install bat box, educate community members) or impact (e.g. increase population of bats).
Corporate commitment	The total dedication to a project demonstrated by the organization, indicated by various attributes of a project including habitat size, management practices and scientific rigor of monitoring, among other items. Corporate commitment typically represents about 20% of a project score. These calculations are detailed in the project scoring sheet.

Contributing	See project class.
Early	See project class.
Ecological value	See conservation value.
Education benefit	See conservation education benefit.
Education impact	See conservation education impact.
Education practice	See conservation education practice.
Education value	See conservation education value.
Function as habitat	See functional habitat.
Functional habitat	Provides a measurable amount of habitat for key species (e.g. plants, trees, birds) or ecological functions (e.g. decomposition, water retention, carbon sequestration). This measurement must be to a degree that can be documented.
Habitat value	<p>Provides a measurable amount of habitat for key species (e.g. plants, trees, birds) or ecological functions (e.g. decomposition, water retention, carbon sequestration). Habitat value considers food, water, cover and space.</p> <p>One area has higher habitat value than another if it provides habitat for more species or more ecological functions. It can be measured by species diversity or density.</p>
Impact	See conservation impact.
Logic Scoring of Preference method	<p>Structured method to compare projects based on weighted attributes.</p> <p>More information can be found here: http://www.journalconsplanning.org/2011/JCP_v7_6_Allen.pdf</p>
Membership types	<p>Type of WHC membership held by an organization (corporation, conservation organization, non-profit or trade organization, or government agency).</p> <p>More information about membership can be found on WHC's website: http://www.wildlifehc.org/about-us/our-members</p>
Monitoring protocol / monitoring plan	<p>The procedure used for monitoring the impacts of a conservation practice that typically include:</p> <ul style="list-style-type: none"> - A stated goal for monitoring, the question monitoring will attempt to answer - Indicator or metric to be collected (e.g. diversity of bird species) - The monitoring technique (what will be monitored and how data will be gathered) - Schedule and timing for monitoring - Responsible parties to conduct monitoring

Native	A native plant species is one that occurs naturally in a particular region, state, ecosystem, and habitat without direct or indirect human actions. Most native plants have been in the same area for centuries or longer. However, natural spread and dispersal of species (without human intervention) continues to occur, occasionally leading to an expansion of a species' natural geographical range.
Outcome	See conservation outcome.
Points (points achieved)	Numerical value assigned to each project attribute based on the Reviewer score and weights assigned to various components of attributes.
Practice	See conservation practice.
Professional forester	A forestry expert that works for a government forest agency, conservation organization or forest management firm. Professional foresters are often licensed a government agency or have advanced academic studies in forestry.
Program	A program is the collection of projects, and the entity, that receives Conservation Certification. Each program is typically a site-based effort implemented towards one or more conservation or education objectives. For a program to be certified, it must have one qualifying project.
Program score	A whole number indicating the sum of all project scores in that program.
Program summary sheet	The workbook that lists a program's projects, their project scores, the program score and the certification status.
Program tier	A program's ranking based on the program score.
Project	A project is a distinct effort towards a conservation or education goal that requires a unified management and implementation effort. Projects are based in habitats and can include species management, education and/or additional considerations like protected status or remediation.
Project class (class)	A term that identifies the degree to which a project meets requirements for certification. Projects that meet all requirements are given the class "qualifying." Projects that meet some requirements are given the class "contributing." Projects that do not meet minimal requirements are given the class "early."
Project Guidance	Document that provides specific guidelines for a project type.
Project score	Whole number from 0 to 100 indicating the points achieved for all questions in project. Project scores are calculated in the project scoring sheet and also recorded in the program summary sheet.
Project scoring sheet	The workbook used by Reviewers to evaluate a project. It includes (1) questions Reviewers use to evaluate the extent to which projects met individual attributes, (2) weighted calculations for each attribute, (3) determination of whether the project met qualifying questions, (4) the project score, and (5) the project class.
Qualifying	See project class.
Qualifying questions	The minimal requirements for a project. These are defined in the Project Guidance documents.

Review	The review process for an individual application. Reviewers will follow a structured rubric and weighting system (based on Logic Scoring of Preference method) to assign points to the application. The review for the program is the combination of reviews of individual projects within the program. These points determine at what tier a program is certified.
Reviewer	Independent evaluator of applications for WHC Conservation Certification, who reads, scores and justifies their scoring of projects.
Reviewer question	A question completed during the Reviewer when evaluating applications.
Reviewer score	The yes/no, quantity or multiple choice answer Reviewers give to Reviewer questions on the project scoring sheet.
Term length	The number of years a program will remain certified without a new application for Conservation Certification. Term length is based on the program tier.
WHC Conservation Certification website	The online application system which serves as a project management tool for applicants. It includes an application section with the specific questions an applicant must sufficiently address to become or remain certified. The URL is: http://certification.wildlifehc.org .