

## Project Scoring Sheet – Awareness and Community Engagement

Version 1.1

### Notes

- This is a static document intended for reference only. It includes information the Reviewer sees while scoring an application.
- Questions relating directly to requirements are indicated with a red asterisk\*.
- Checkmarks help reviewers focus in on key components of the scoring.
- The results of individual project reviews are available at the top of each project's page in the [Conservation Certification Website](#).
- Information about other aspects of evaluations (e.g. methodology used for scoring) is available in the [Certification Support Center](#).

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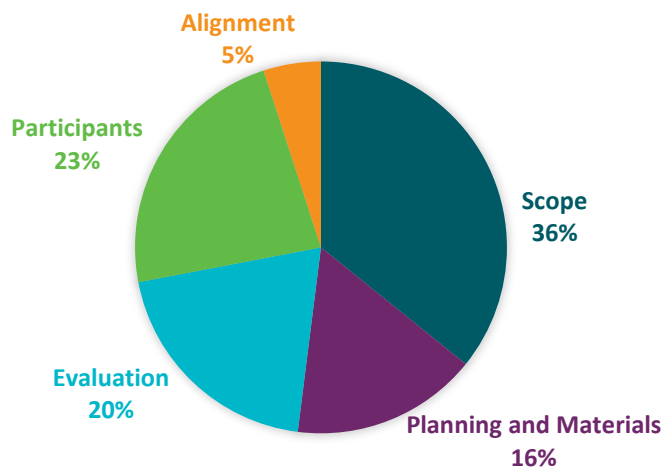
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### Overview

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Percentage of points achievable per section



**\* Does the project exceed regulatory requirements?**

If the applicant answered that no aspects of the project are done in relation to regulatory requirements, select N/A. If they answered that it was done in relation to regulatory requirements, select Yes or No depending on if it exceeds requirements.

N/A

No

Yes

**\* Does the education project relate to a habitat or species on or off site? | Up to 4.8 points**

Examples of connection to a habitat or species include:

- Visiting the habitat for learning
- Collection of samples (e.g. water, soil) from the habitat to be used in off-site activities
- Focusing on an issue of regional importance to the site's habitat (e.g. a species that is threatened in the site's region but may not exist on site)

✓ Content/activities relate to local habitat/species

0 - No

1 - Habitat or species used to inform the education project but no in-habitat activities | 2.4 pts

2 - Habitat or species used to inform the education project including in-habitat activities | 4.8 pts

**\* How often does the project happen? | Up to 4.5 points**

0 - Not occurring within the certification term

1 - Less than once per year | 1.125 pts

2 - Once per year OR continuously available education (e.g. trail signage, website) | 2.25 pts

3 - Two times per year | 3.6 pts

4 - More than two times per year | 4.5 pts

**How many hours are audience members engaged per year? | Up to 4.5 points**

0 = No hours occurred during certification period

Score = Average of hours/year over the course of the certification term (an entry with partial hours is acceptable) |  $\text{Points earned} = \text{score}/10$

**\* How long has the project been happening (in years)? | Up to 6 points**

0 = The project hasn't been implemented yet

Score = Number of years (an entry with partial years is acceptable) |  $\text{Points earned} = \text{score}/5$

**\* Is there a stated conservation education objective?**

✓ Applicant understanding

No

Yes

## Does the project provide value to the community by identifying a community need? | Up to 6 points

Examples of community needs include:

- Hands-on learning
- Outdoor learning spaces don't exist at schools
- Badge/patch requirements for troops
- Awareness of local environmental issues such as species of concern or keystone species

### ✓ Applicant understanding

0 - No community need identified

1 - Meets a need identified internally by the company | 3 pts

2 - Meets a need identified by an external group, company or community group based on study or other info | 6 pts

## Does the project support a conservation project? | Up to 10 points

Supporting a conservation project refers to supporting a habitat or species project within the program.

Types of support might include assistance with planning, implementing/managing, monitoring, or evaluating the habitat or species project.

### ✓ Applicant understanding

0 - No

1 - Activities contribute in some way to a habitat/species project (e.g. labor, information, data) | 4 pts

2 - Activities are integral to the habitat species plan (couldn't achieve conservation goals without this activity) | 10 pts

## Planning and Materials | 16% of points achievable

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### What level of planning is used for the project? | Up to 9 points

Strategy/strategic = addresses and is informed by conservation context, community needs, or corporate strategic social responsibility goals, etc.

External input could come from teachers, writers, education professionals, or conservation experts that have knowledge of pedagogy and/or of the conservation issues being taught.

### ✓ Applicant understanding

### ✓ Documentation

0 - No plan, ad hoc implementation

1 - Plan for implementation with no strategy and no external input | 4.5 pts

2 - Plan for implementation with strategy or external input | 6.75 pts

3 - Plan for implementation with strategy and external input | 9 pts

### **Does the project use appropriate written materials? | Up to 3.6 points**

*Materials can include but are not limited to: curriculum, lesson plans, interpretive materials and related information, either printed or electronic.*

#### ✓ Content relates to habitat/species

- 0 - Materials do not support the education objectives or meet the needs of the audience
- 1 - Materials used are topic-appropriate (deliberately tailored to the education objectives) | 1.8 pts
- 2 - Materials used are both topic-appropriate and age-appropriate (deliberately tailored to the education objectives and audience learning level) | 3.6 pts

### **Does the project use appropriate equipment? | Up to 3.6 points**

*Equipment can include but is not limited to: nets, water quality kits, microscopes, etc. For example, equipment for sampling water chemistry would be appropriate for an aspiring Eagle Scout working on a water quality project, but would not be age-inappropriate for Cub Scouts and topic-inappropriate for studying birds.*

#### ✓ Relevance to habitat/species activities

- 0 - Equipment and tools do not support the education objectives or meet the needs of the audience
- 1 - Equipment and tools support the education objectives and/or the audience | 3.6 pts

## Evaluation | 20% of points achievable

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### **\*To what level does the project assess learning goals through an evaluation? | Up to 6 points**

#### ✓ Applicant understanding

#### ✓ Documentation relates to habitat/species

- 0 - No assessment of learning or project impact on audience
- 1 - Informal or anecdotal feedback is collected (through observation or informal conversation e.g. writing down overall impressions or informal notes after the event) | 2.4 pts
- 2 - Formal feedback is administered and recorded (the team asked specific questions e.g. survey of learners' knowledge or behavior, examples of learners' work, pre- and post-event testing) | 6 pts

### **\*To what level were the logistics of the project reviewed and debriefed? | Up to 4 points**

#### ✓ Applicant understanding

#### ✓ Documentation

- 0 - No assessment of implementation
- 1 - Informal assessment recorded (post-hoc assessment that was not built into the project e.g. meeting minutes, a report) | 1.6 pts
- 2 - Structured assessment recorded (an assessment built into the structure of the project e.g. successes and challenges recorded) | 4 pts

**Were evaluation outcomes (project logistics or learning impact) used to inform future management of projects? | Up to 10 points**

0 - Not used

1 - Either project logistics OR project learning impact is used to inform future management of the project | 7.5 pts

2 - Both project logistics AND project learning impact are used to inform future management of the project | 10 pts

**Participants | 23% of points achievable**

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**Do employees actively contribute to the project?**

Yes

No

**How many employee hours were spent on project specific activities each year? | Up to 5 points**

*Hours are calculated as: all planning + all implementation / # years of cert term with full data*

0 = No employee hours

Score = Average number of employee hours/year over the course of the certification term (an entry with partial hours is acceptable) | Points earned = score/1000

**What was the depth of employee engagement in the project? | Up to 5 points**

*This criterion does not take into account the number of employees engaged.*

0 - No employee participation

1 - One-off/ single event or irregular involvement of employees | 1 pt

2 - Regular involvement of employees in implementation OR development or long-term planning | 3.5 pts

3 - Regular involvement of employees in implementation AND development or long-term planning | 5 pts

**Do any groups or partners actively contribute to the project?**

Yes

No

**How many partner hours were spent on project specific activities each year? | Up to 3.9 points**

*Hours are calculated as: all planning + all implementation / # Years of cert term with full data*

0 = No partner hours

Score = Average number of partner hours/year over the course of the certification term (an entry with partial hours is acceptable) | Points earned = score/20

**What was the depth of partner engagement in the project? | Up to 3.9 points**

*This criterion does not consider the number of partners engaged.*

- 0 - No partner participation
- 1 - One-off/ single event or irregular involvement of partners | 0.78 pts
- 2 - Regular involvement of partners in implementation OR development or long-term planning | 2.73 pts
- 3 - Regular involvement of partners in implementation AND development or long-term planning | 3.9 pts

**What was the level of technical advice used in the project? | Up to 5.2 points**

✓ Applicant understanding

- 0 - No technical advice
- 1 - Technical advice sought (from partner or other resources) | 1.56 pts
- 2 - Demonstrated implementation of technical advice | 3.64 pts
- 3 - Ongoing regular use of technical advice (at least once per year) | 5.2 pts

**Alignment | 5% of points achievable**

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**Does the project tie to a corporate level commitment to Awareness and Community Engagement? | Up to 2.25 points**

*General corporate commitments to the environment, biodiversity, or education are not recognized.*

✓ Specific to project type

- 0 - No
- 1 - Yes | 2.25 pts

**Does the project align with a large-scale conservation or education initiative? | Up to 2.75 points**

✓ Applicant understanding

- 0 - No stated alignment with an established initiative
- 1 - Alignment with either education objectives of an external conservation plan or education plan | 2.0625 pts
- 2 - Aligned and mapped to both an external conservation plan and education plan | 2.75 pts