



Course Title: Conservation Education Evaluation

Tutors: Andrew Moss, Lead Conservation Scientist, Chester Zoo; Greg Counsell, Conservation Scientist, Chester Zoo; Liz Webb, Conservation Training Academy Manager, Chester Zoo; Lucy Settle, Social Science Placement Student, Chester Zoo

Aimed at: Zoo professionals interested in developing social research skills

Language taught in: English

Taught hours: 12 hours

Extra hours for study etc: 2 hours

Cost: EAZA/BIAZA members: €175 Non-members: €220

Minimum group size: 6

Dates: 7 May 2021 & 28 May 2021

Delivery Method: Live virtual course

Course Aim(s):

This two day course aims to equip people with knowledge and skills to evaluate conservation education in line with the [EAZA Conservation Education Standards](#) (particularly standards 17-19) and the [WAZA Conservation Education Strategy](#). This is an introductory course introducing the key concepts and importance of evaluation in conservation education, how to design evaluation projects and interpret and apply the results.

Learning Outcomes:

By the end of this course you will be able to:

- Understand and identify the theoretical basis and the fundamental role of evaluation in conservation education programmes.
- Demonstrate practical skills in a range of different social research methods and be able to apply them to conservation education scenarios.
- Undertake basic analysis of evaluation data.
- Apply evaluation results to improve and develop effective conservation education programmes.

Content:

- Background of social science theory in relation to conservation
- Introduction to social research methods, including survey design, commonly used in evaluation
- Using Microsoft Excel or free to use software to assist in data analysis of research projects
- How to develop engagement and empower staff to utilise evaluation

- How to use evaluation data, build it into education programmes and ensure a continuous feedback loop of evaluation and practice.

Assessment:

Ongoing interactive quizzes, professional discussion, practical tasks

Additional information:

The course will be hosted via Zoom, so participants will need a device with a reliable internet connection and preferably a camera. Participants should also have access to Microsoft Excel or related data analysis software.

Participants are expected to attend both days of this two day course. The interim period is intended to allow participants time to engage in self-reflection and consider how to integrate their learning into their daily practice.

Come prepared with examples of either previous projects or future plans for conservation education programmes.

How to apply:

You can register online here: <https://www.aanmelder.nl/123723/subscribe>

You will receive a confirmation message with invoicing information after you successfully submit your application.

If you have any questions, or problems submitting an application, please contact laura.myers@eaza.net.