

Community Engagement and Conservation:

Introducing Two Resources for Environmental Educators



“A boat doesn’t go forward if each one is rowing in its own way.”

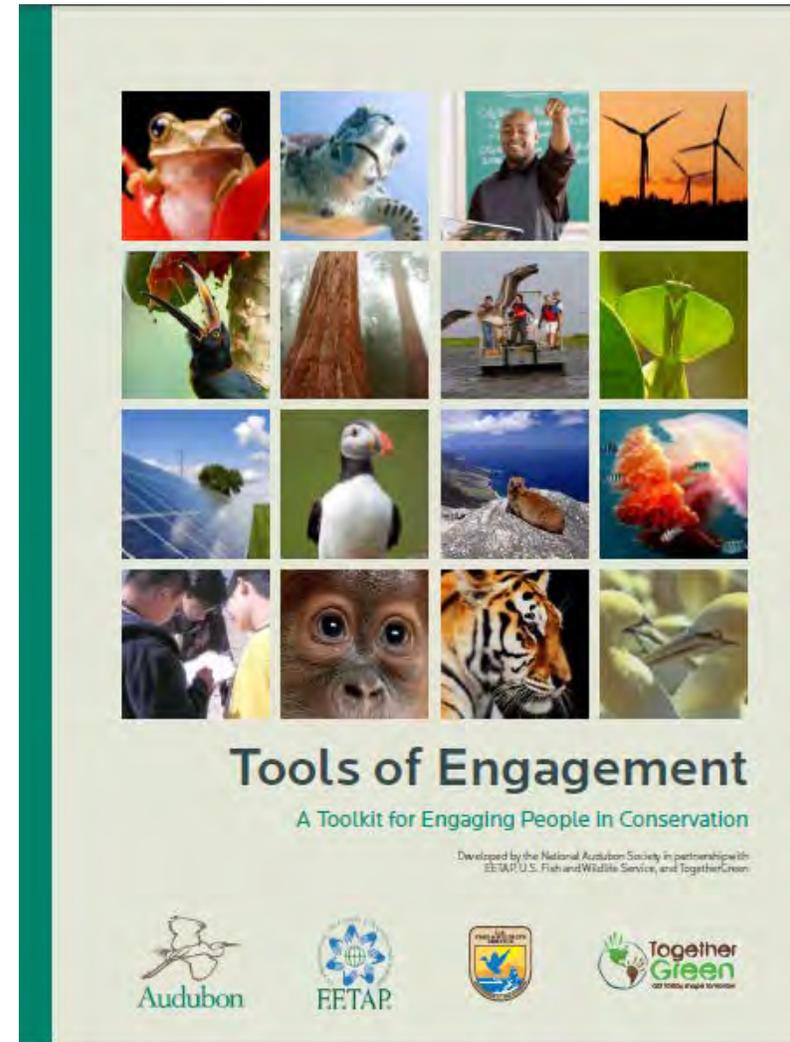
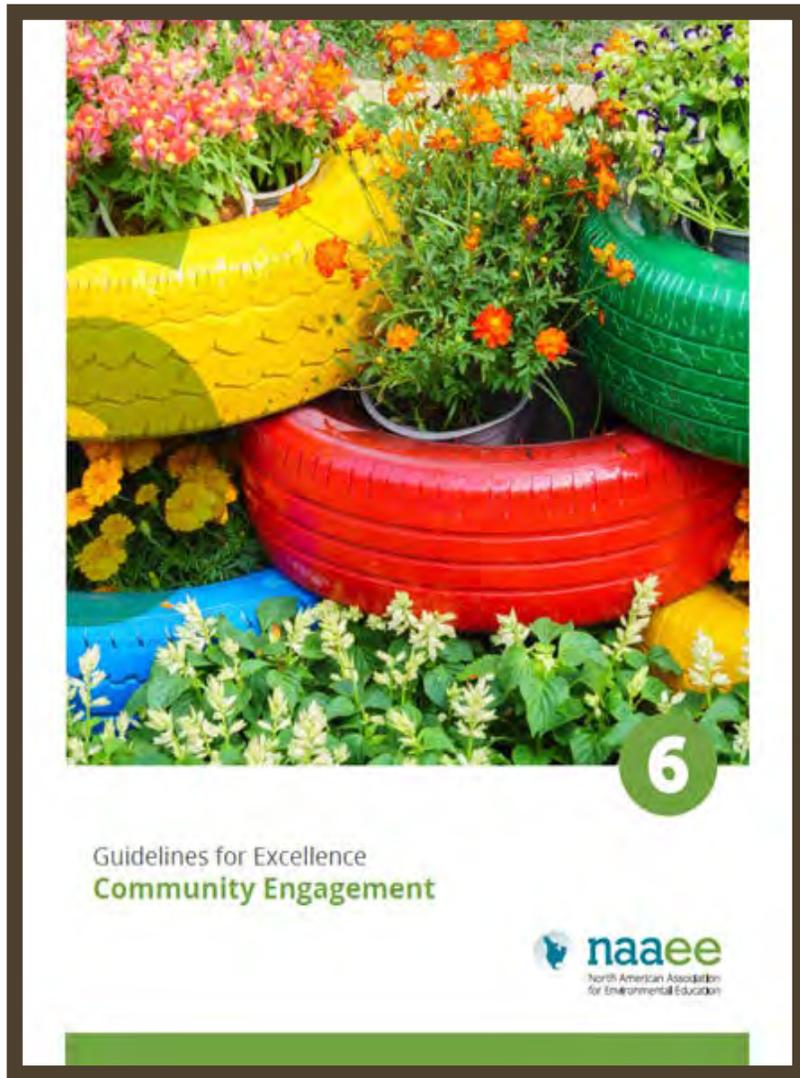
--Swahili Proverb

Excited to be doing this session with my
colleague, Anne Umali!

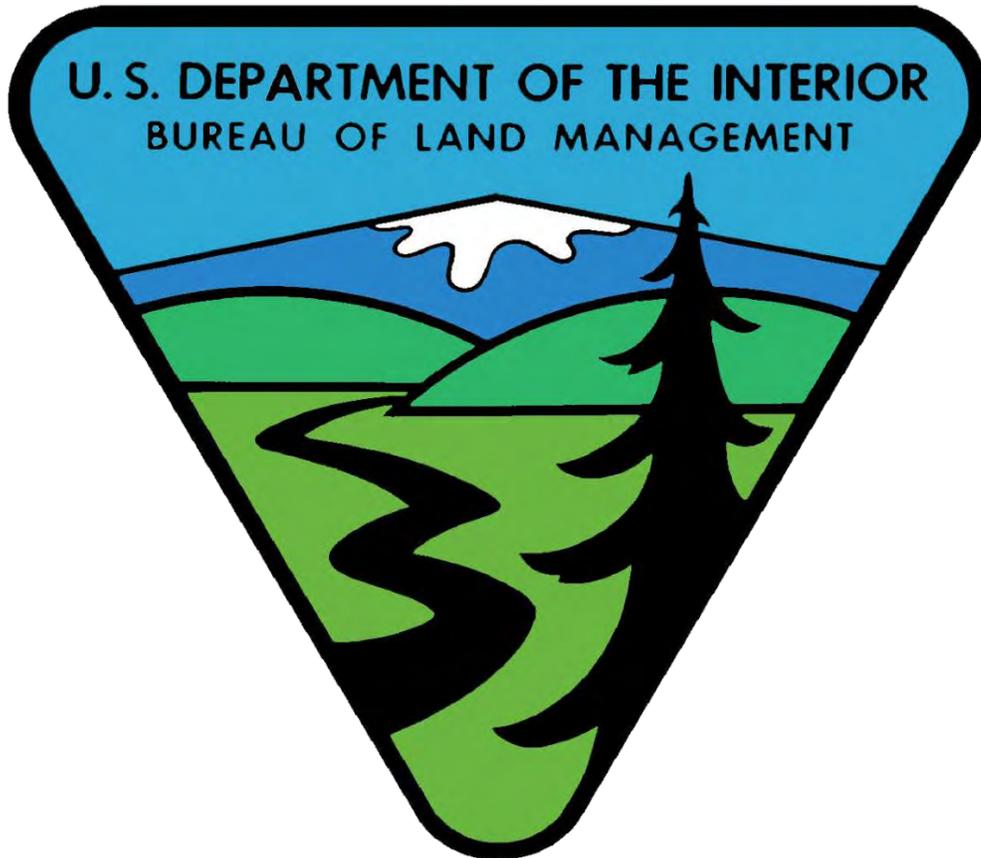


Anne Umali
Director of Professional Development
and Manager of ee360

2 Resources



NAAEE + the Bureau of Land Management



Welcome to all our
BLM colleagues on the
webinar today!

The BLM Team



Rachel Sowards Thompson
Education Program Lead
Division of Education, Cultural, and
Paleontological Resources

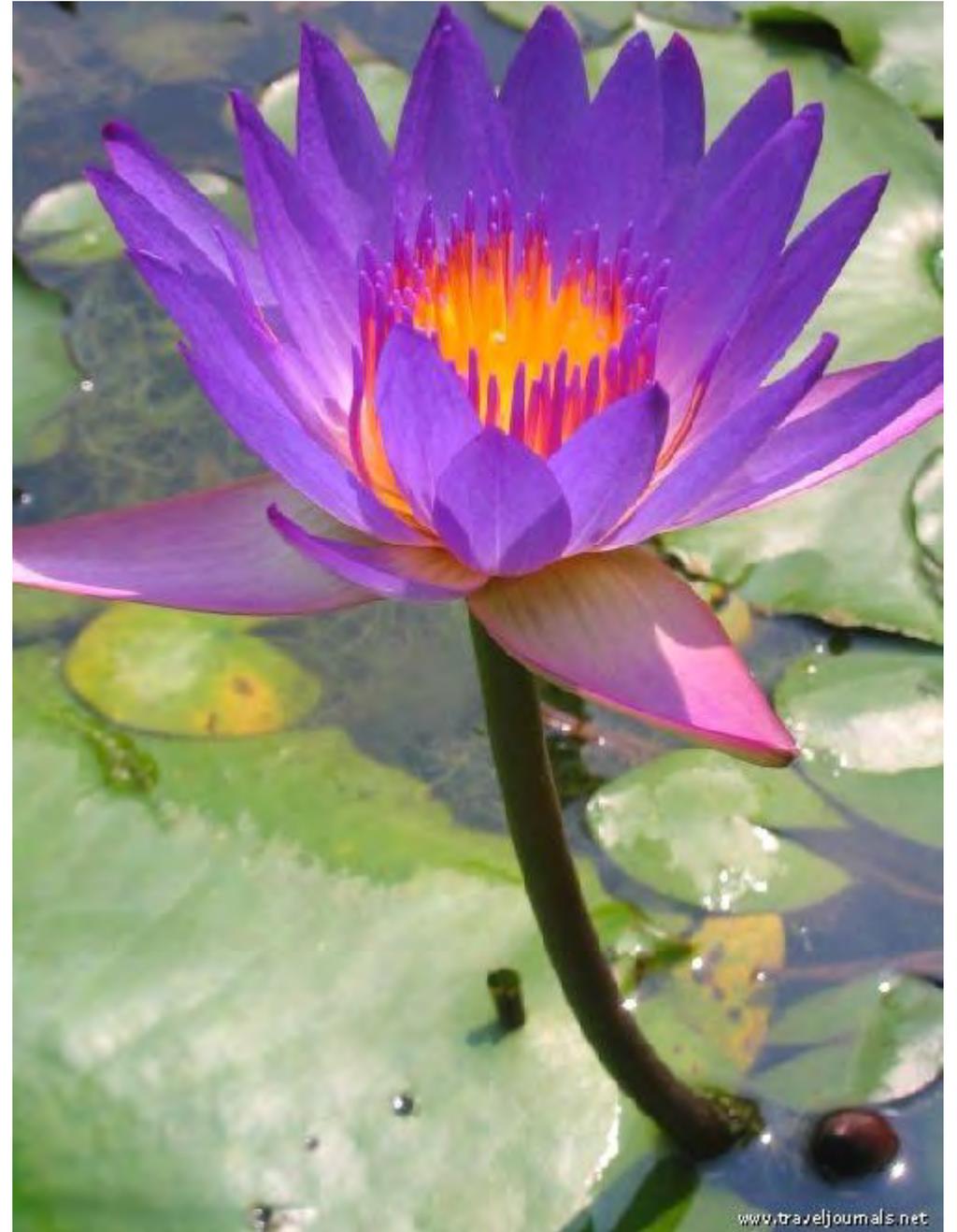
Bureau of Land Management



Matt Magaletti
BLM National Partnerships Coordinator

Agenda

- Introduction
- Quick snapshot of NAAEE
- Intro to the Guidelines for Community Engagement
- Highlights from the Tools of Engagement: A planning process built on the open standards
- Questions and discussion throughout
- Next Steps



High-level Overview of NAAEE



A vibrant, sun-dappled forest scene with a dirt path leading through dense green foliage and moss-covered trees. The background is a soft-focus view of a tropical or subtropical forest with sunlight filtering through the canopy.

NAAEE: Who We Are!

The professional association, champion, and backbone organization for the field of environmental education, working with a diverse group of educators in the United States, Canada, Mexico and in many other parts of the world to advance environmental education.

NAAEE MISSION

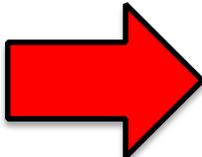
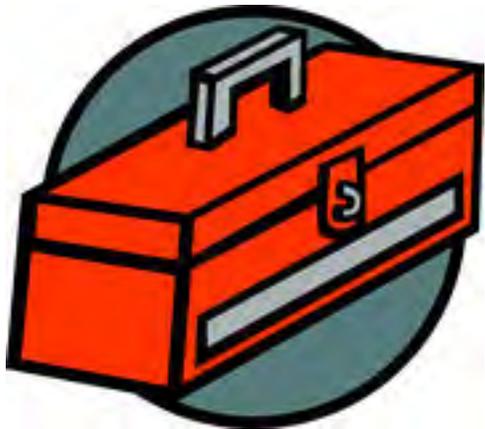
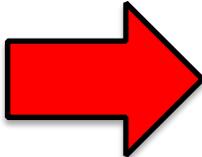


To advance environmental literacy and civic engagement through the power of education to create a more equitable and sustainable future for all.



Environmental Education: Critical Tool

EE



**Address
environmental
and social
challenges**

TOOL in our Toolbox

Our Focus

Knowledge, skills,
and dispositions and
moving people to
take positive action
and become more
engaged in civic life.



‘Unusual weather for June’

Across Sectors and Audiences



Formal and
Nonformal Educators

- Schools
- Preschools
- Museums
- Federal Agencies
- Nature Centers and Parks
- Zoos and Aquariums
- Universities and Colleges
- Community Centers
- Corporate Education Centers

Lifelong Learning



“Sir, the following paradigm shifts occurred while you were out.”



Justice, Equity, Diversity, and Inclusion



Network of Networks





Our Affiliate Network

56 Strong

Sample of Our Networks and Partners

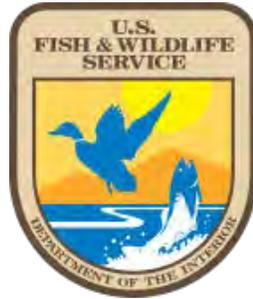
naturalstart
alliance

Duke 
NICHOLAS SCHOOL OF THE
ENVIRONMENT

naaee
Affiliate

Geep GLOBAL
ENVIRONMENTAL
EDUCATION
PARTNERSHIP

Stanford
University



ee360

Disney nature

UNIVERSITY of
FLORIDA



 EPA United States
Environmental Protection
Agency

Kettering
Foundation



UC DAVIS

children & nature
NETWORK

Professional Learning and Networking Site



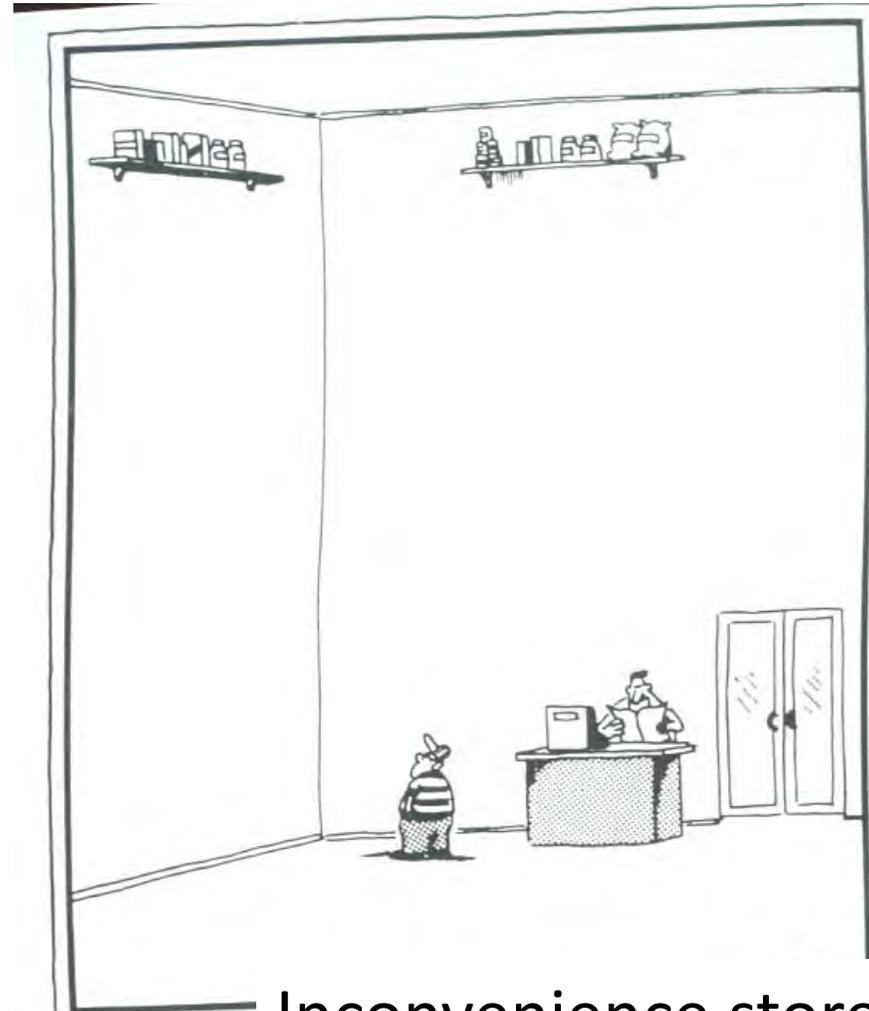
A Web Portal for Everything EE



“Maybe nobody goes to your Web site because it’s about you.”

Make It Easier to Find Professional Development Opportunities and Resources

- Webinars & Online courses
- Thousands of Resources & Searchable Data Base
- Research library
- Discussion Groups
- Blogs
- GEEP Global Group
- Online Learning Modules
- Much more



Inconvenience stores



eePRO Discussion Groups



Professional Development Hub for EE

naaee.org/eepro



Guidelines for Excellence

What does effective practice look like?



All are online at
naaee.org/guidelines

JEDI Website: <https://naaee.org/our-work/programs/justice-equity-diversity-and-inclusion>



On-line Self-Paced Modules



- What Is Environmental Education?
- The History of Environmental Education
- Research and Evaluation
- Equitable and Inclusive EE
- Civic Engagement and EE (in the works)

Equitable and Inclusive EE



Learn about the importance of equity and inclusion to the success of the field of environmental education.

Bringing Research to Life: A Research Library



ee RESEARCH 



naaee

children & nature
NETWORK

On-going Webinars: All Recorded and Posted on Our YouTube Channel



Angela Park

Centering Equity in EE's
COVID Response



Dr. Drew Lanham

How Do We Find Good in the
Bad Times?
Nurturing Nature in the Time
of COVID!



Abel Olivo

Corazon Latino:
Engaging Latinx
Audiences



**Aimee
Nezhukumatathil**

Nature as Inspiration and
Transformation

- It's Free
- Easy to Join
- Tons of Resources
- Networking Opportunities

To find out more about NAAEE check
out our website at naaee.org



*“About your cat, Mr. Schrodinger—I have
good news and bad news.”*

Turning it over Anne!



Anne Umali
Director of Professional Development
and Manager of ee360

Using NAAEE's Guidelines for Excellence



Today...

- ✓ Introduce you to the *Community Engagement: Guidelines for Excellence*
- ✓ Highlight the *Guidelines* as a tool for fostering stronger *EE* programs with communities
- ✓ Where to find additional resources



6

Guidelines for Excellence
Community Engagement



A bit of background
of the National
Project for Excellence
and the Guidelines for
Excellence series.



An initiative of NAAEE



Primary Sponsors

ee360



From Inspiration to Impact

U.S. EPA Office of
Environmental
Education



Six Primary Products

- Materials Guidelines
- K-12 EE Guidelines
- Professional Development
- Nonformal Programs
- Early Childhood EE
- Community Engagement



Our Collective Wisdom

All the *Guidelines* have been developed through a **public participatory process.**



Let's jump into the Guidelines



6

Guidelines for Excellence
Community Engagement



**Fostering collaborations and
taking our work more fully into
communities.**



naaee

North American Association
for Environmental Education

These guidelines focus on:

- ✓ environment
- ✓ community well-being
- ✓ sustainability
- ✓ resilience

These guidelines provide suggestions & tools for supporting:

- ✓ inclusive working environments
- ✓ social equity
- ✓ effective partnerships
- ✓ collaborative coalition building
- ✓ community capacity & resilience

Community



In the *Community Engagement Guidelines*, we focused on:

- ✓ Neighborhoods, towns, cities, and other geographically based communities
- ✓ May also be useful for working with communities of interest, identity, culture, or belief



Five Key Characteristics



- 1. Community Centered**
- 2. Based on Sound Environmental Education Principles**
- 3. Collaborative and Inclusive**
- 4. Oriented Toward Capacity Building and Civic Action**
- 5. A Long-Term Investment in Change**

Key Characteristics



1. Community Centered

2. Based on Sound EE Principles
3. Collaborative and Inclusive
4. Oriented Toward Capacity Building & Civic Action
5. A Long-Term Investment in Change

Interconnected Systems



Getting to Know the Community

- ✓ What do you already know about the community?
- ✓ What community assets exist?
- ✓ What do you need to know that you don't know?

Reaching Beyond Usual Partners

- ✓ Which groups, individuals, and efforts already address environmental issues, sustainability, and community well-being?
- ✓ What other, possibly related, areas of community concern are groups working on?
- ✓ Who are potential allies?

Determining Appropriateness of Community Engagement

- ✓ Is the issue or concern ripe for engagement?
- ✓ Are you ready for community engagement?
- ✓ Is your organization ready?
- ✓ Is the community ready for change?

Selected Resources

Resource #3

Community Assessment¹⁸

Purpose: Details a proven approach to quickly and accurately define and understand the community in v

Resource #4

Organizational and Professional Readiness for Community Engagement

Purpose: Helps you reflect on whether you and your organization are ready for community engagement

If you wa

Resource #6

Community Asset Mapping

Purpose: Offers an introduction to asset mapping and provides pointers on using this process with your community.

https://naaee.org/guidelines



OUR WORK ▾

OUR PARTNERS ▾

EEPRO ▾

GET INVOLVED ▾

[Home](#) / [Our Work](#) / [Driving Excellence](#) / [Guidelines for Excellence: Best Practice in EE](#)

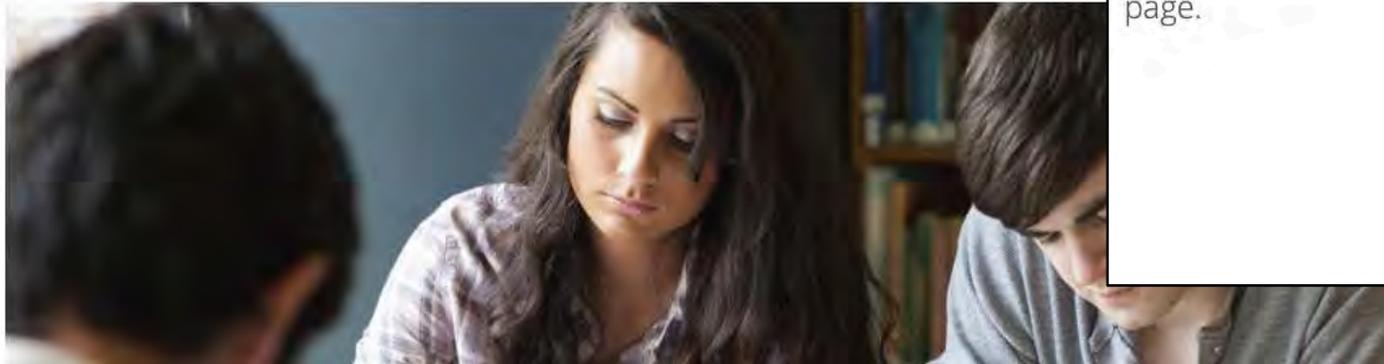
OUR WORK

[Driving Excellence](#)

- > Awards
- > Certification
- > eePRO
- > Environmental Literacy Framework
- > E-STEM
- > [Guidelines for Excellence](#)
 - Guidelines Trainers' Bureau

Guidelines for Excellence: Best Practice in EE

[View](#) [Edit](#)



Guidelines for Excellence Publications

The Guidelines for Excellence publications are available to download at no cost, or you can purchase printed copies on this page.



Workshop Resources

Learn how to get started on creating professional development workshops with these resources focused on each of the five Guidelines for Excellence publications.



Guidelines Trainers' Bureau

The Guidelines Trainers' Bureau consists of environmental educators who are prepared to give presentations to a variety of audiences on the Guidelines and how they can be used. Training materials are available.



The hub for environmental education professional development

eePRO

Groups

> eePRO Content by Location

Learning

Jobs

Blog

Calendar

Opportunities

Resources

People

https://naaee.org/eepro/groups/guidelines-excellence

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CiviCRM



Guidelines for Excellence



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Sarah Johnson

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MODERATOR:

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North Carolina State University

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MODERATOR:

Bora Simmons

National Project for Excellence in Environmental Education

[READ BIO](#)

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[Contact Group Moderators](#)

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People



Abbie Enlund



Todd Klawinski



Hannah Graham



Meridith Mitchell



Joshua Ndungu



Julie Seymour

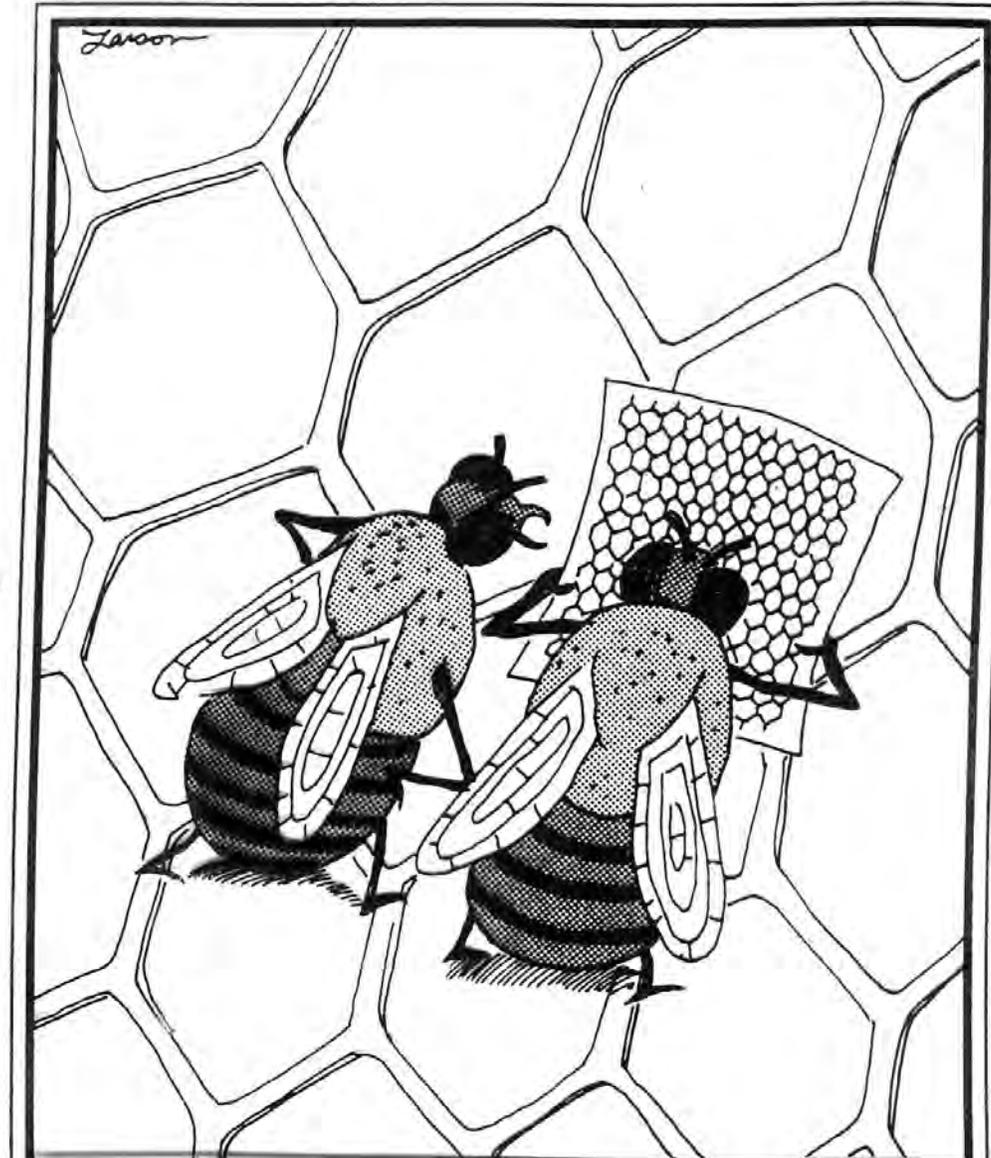
Community Engagement: Guidelines for Excellence



Education and Conservation Planning



“If you don’t know where you’re going, any path will get you there....”



“Face it, Fred—you’re lost!”

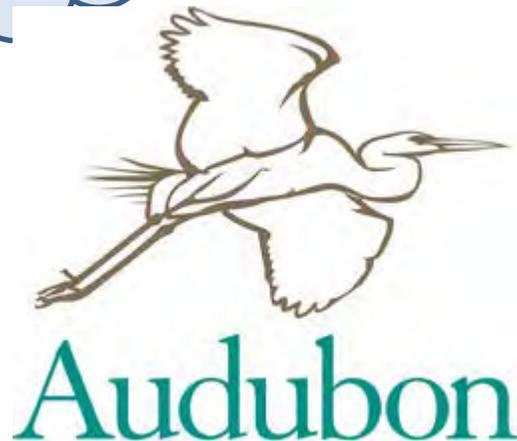


Conservation Planning, with People in Mind

Education, Conservation, Social Equity, Strategy, and Policy



Looks like she can't keep a job



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North American Association
for Environmental Education

Many of you are
using or will use
education in your
work.



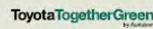
Important to think about
which strategies and
audiences will get you
where you want to go!

Tools of Engagement: A Toolkit for Engaging People in Conservation



Tools of Engagement
A Toolkit for Engaging People in Conservation

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



*The future is not what's going to happen,
it's what we're going to do.*
—Jorge Luis Borges

Photos by Gerry Ellis

Why Education in a Conservation Organization or Agency?



How do we build a
conservation constituency?

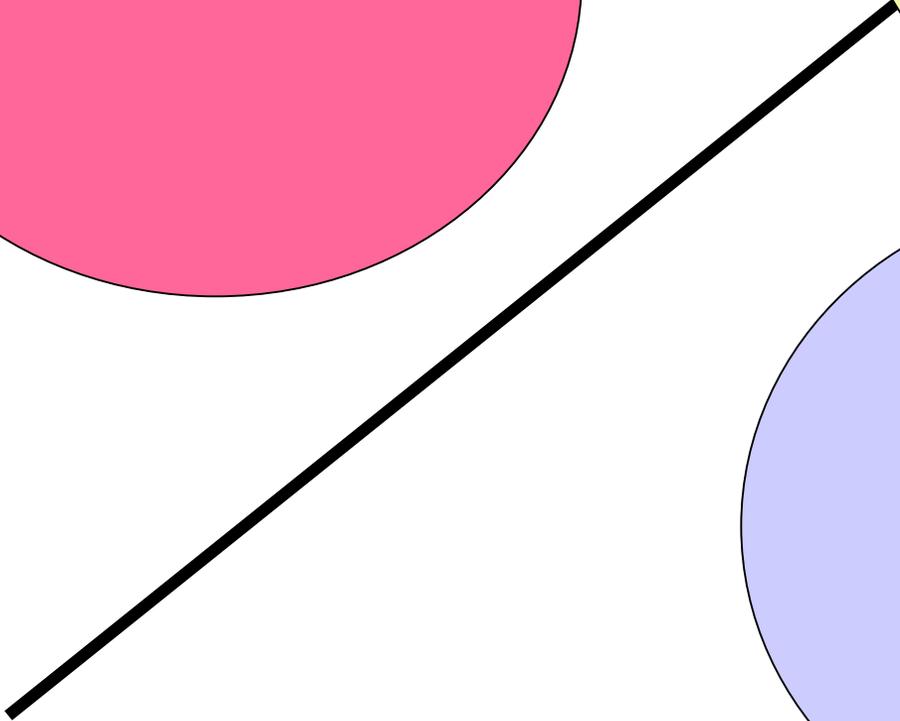
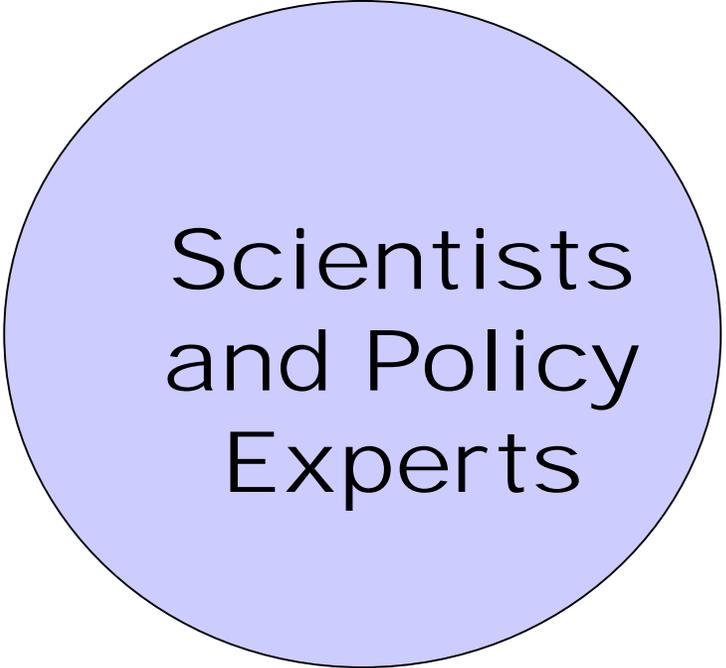
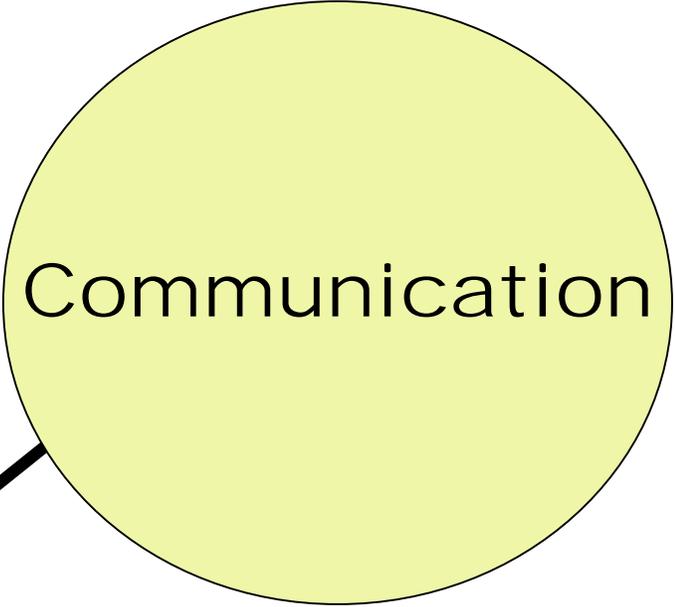
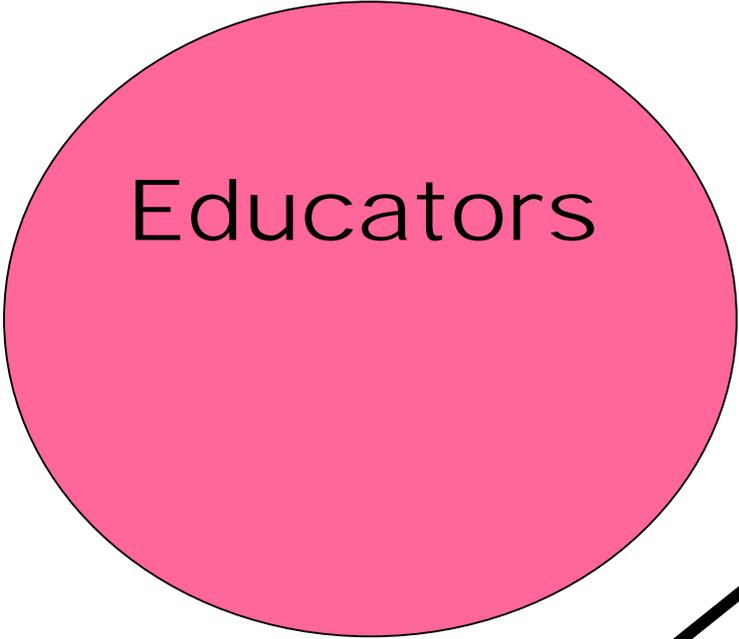


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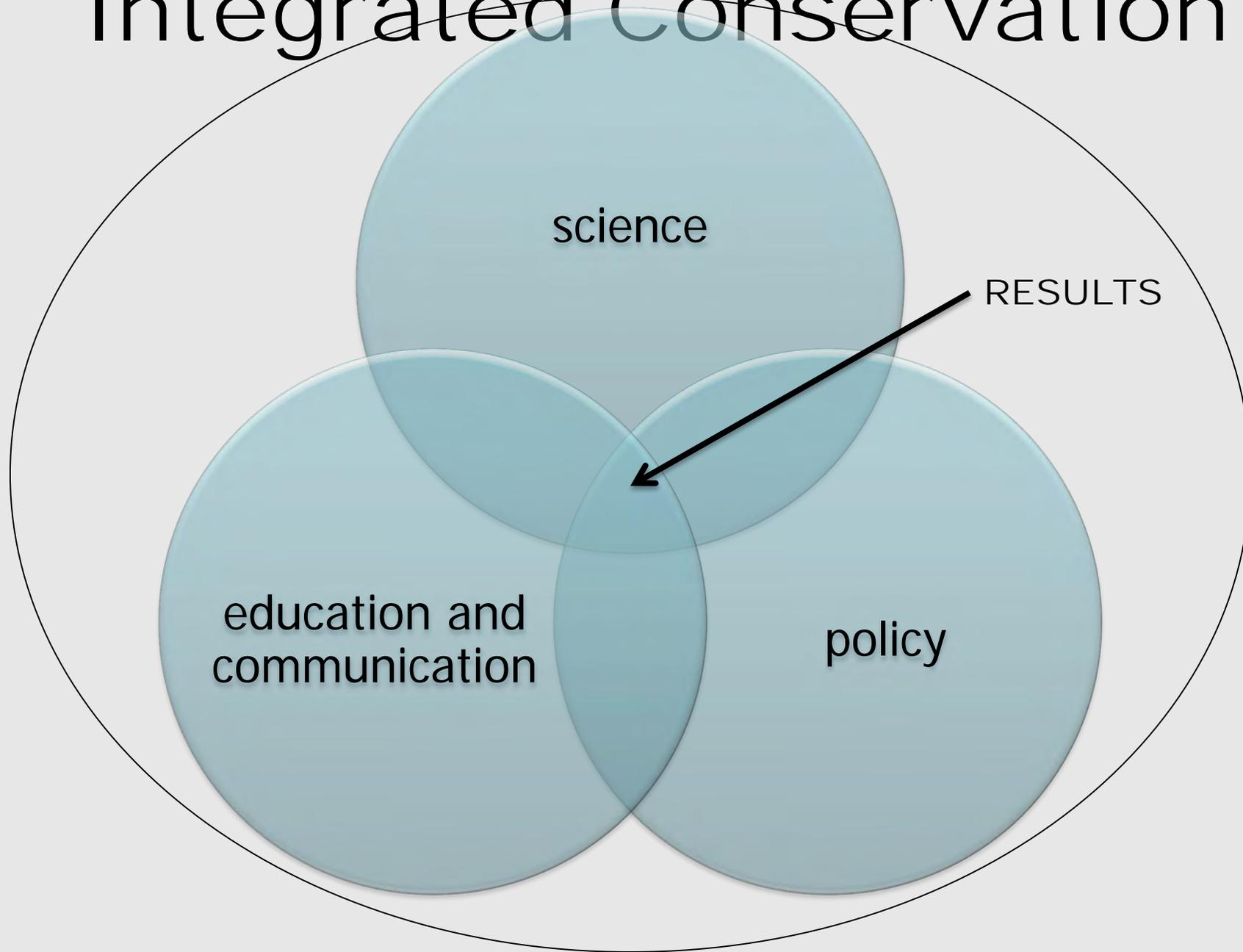
©Cartoonbank.com



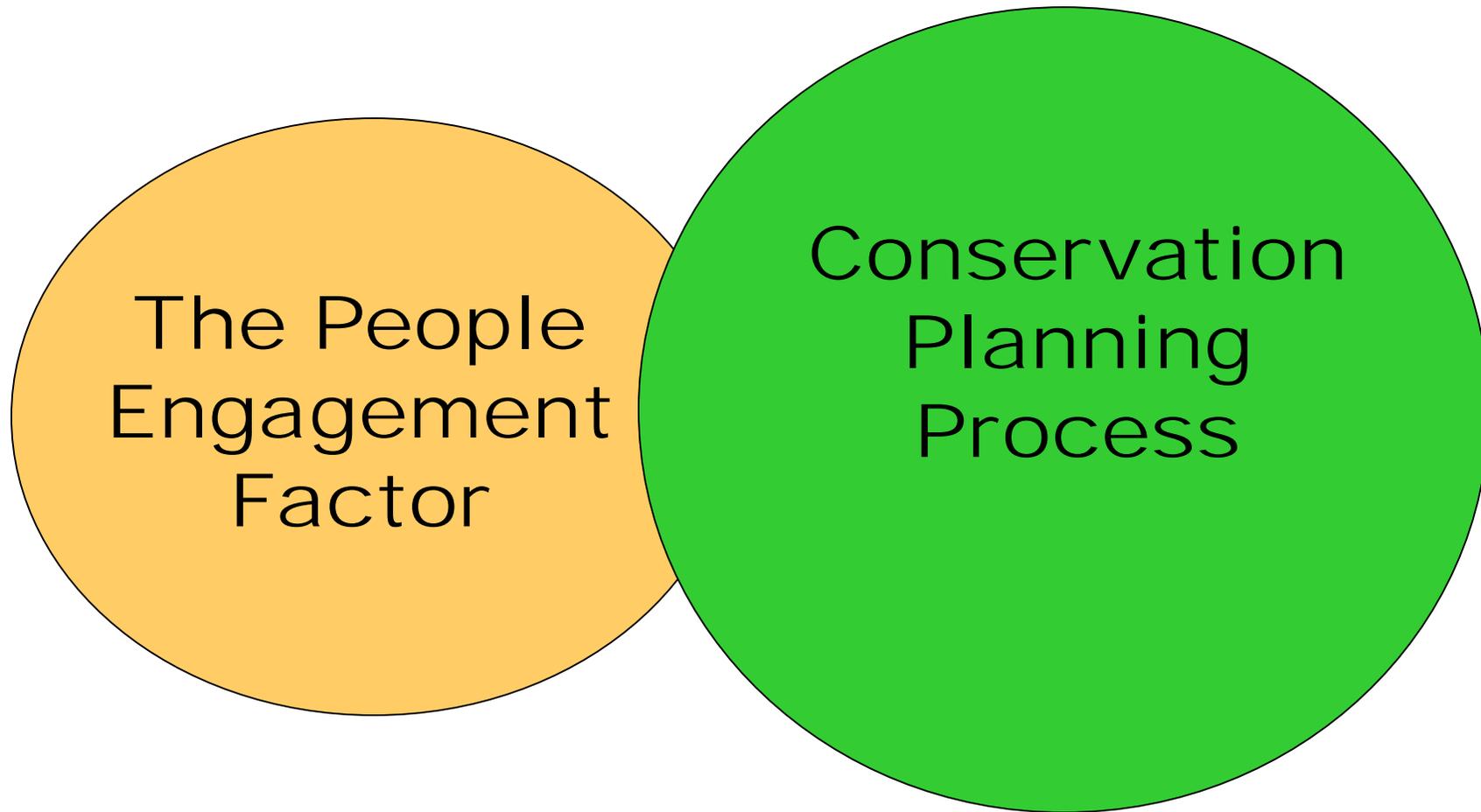
"All I'm saying is now is the time to develop the technology to deflect an asteroid."
"All I'm saying is now is the time to develop the technology to deflect an asteroid."



Integrated Conservation



Conservation is about people!



**What's in the
social
strategies
toolbox?**

For educators,
conservation
professionals,
scientists, and project
managers.





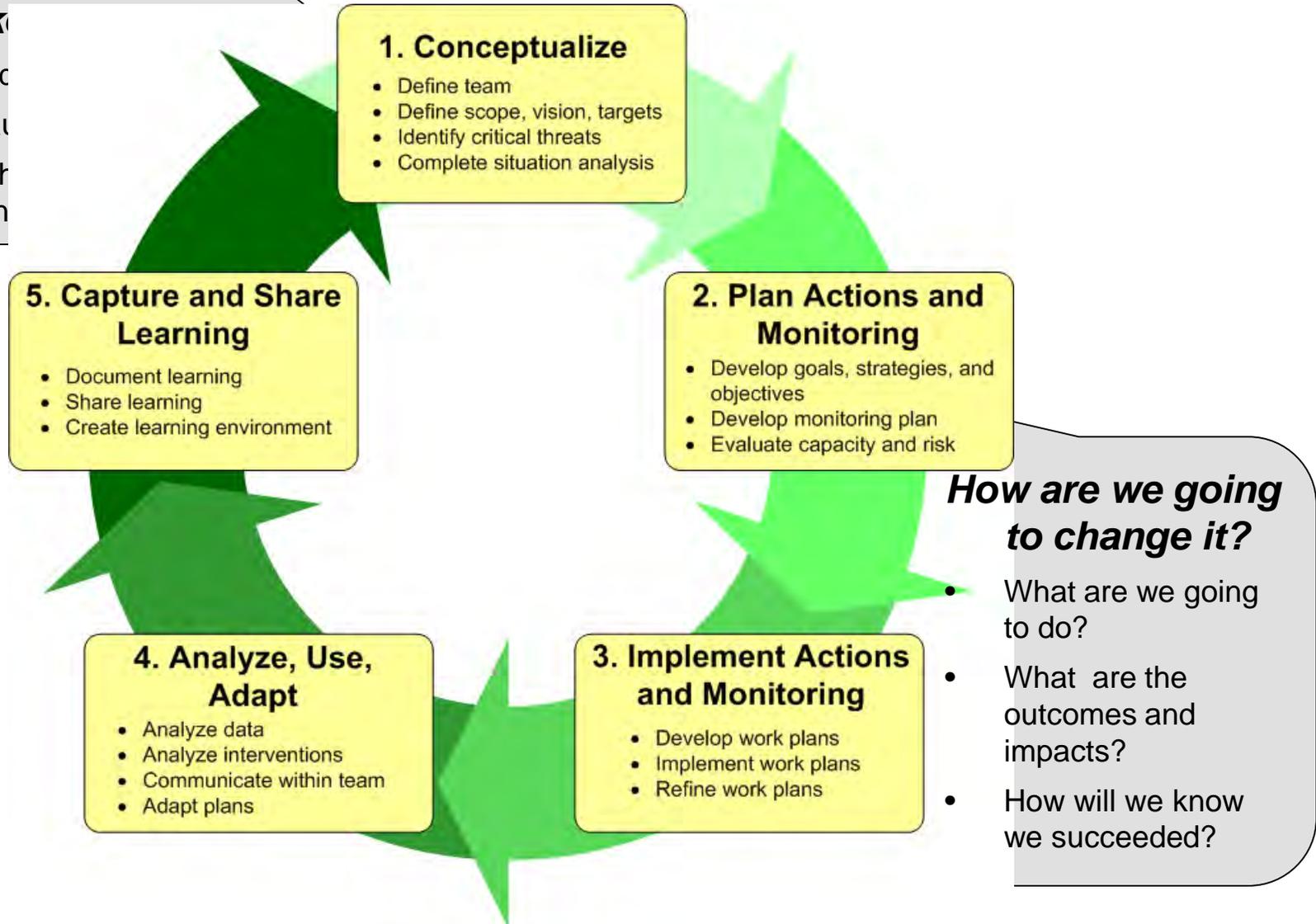
Collaboration!

The Open Standards Process & Adaptive Management

<https://conservationstandards.org/>

**What does the world
look like?**

- What need
- What's cau
- What & wh
contributin



**How are we going
to change it?**

- What are we going to do?
- What are the outcomes and impacts?
- How will we know we succeeded?



The Open Standards

FOR THE PRACTICE OF CONSERVATION

More Information about the Open Standards for the Practice of Conservation

Operationalizing the Open Standards for the Practice of Conservation

USAID Biodiversity How-To Guides Available as Online Courses



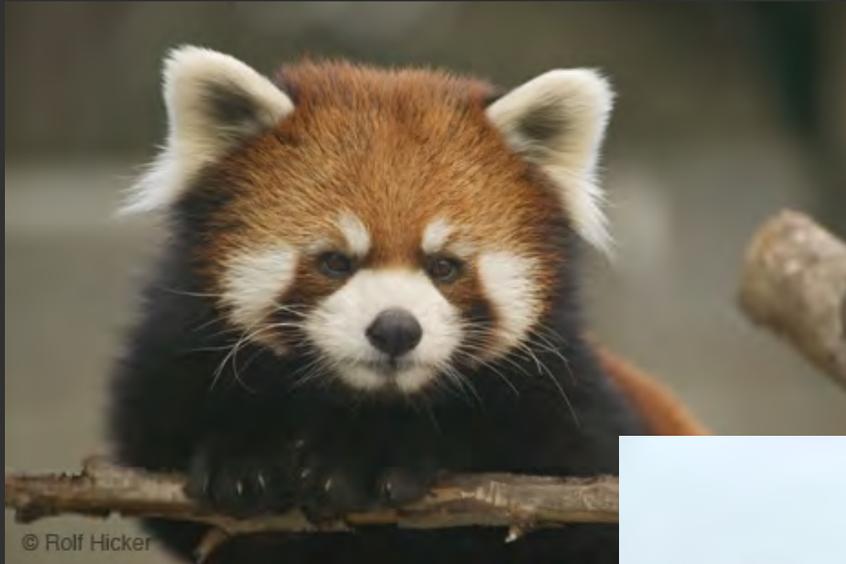
Conceptual
Model of
how the
world looks
now....



What are you trying to do?



Biodiversity Targets:



Human Welfare Targets



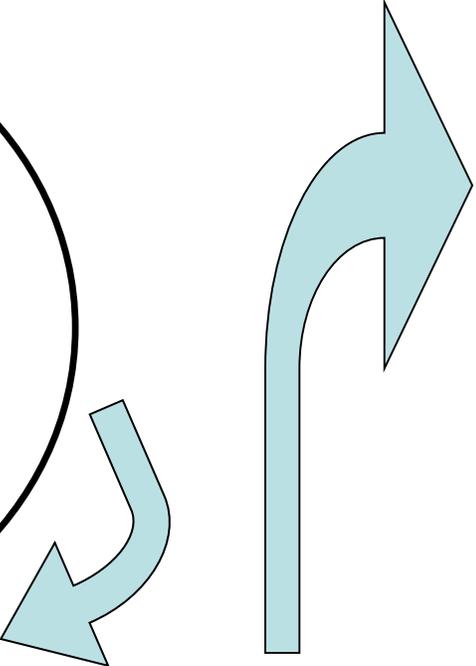
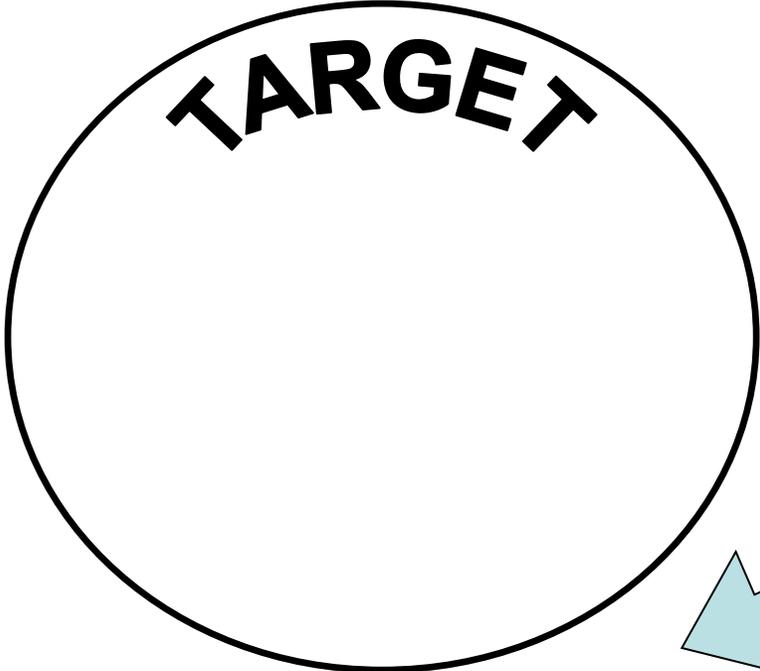
What are the threats?



What are the root causes of the threats?

Root Causes:

actions that individuals or groups of people are taking that are causing the threats or directly impacting your targets



Root Causes

- How many of you have done the 5 Whys?
- Pick one of your threats
- Brainstorm the root causes of that threat
- Use the 5 WHYs activity



If we had more time, we could do it.

(page 134, 135)

Partner #1:

State the threat or problem that you are trying to resolve.

Partner #2:

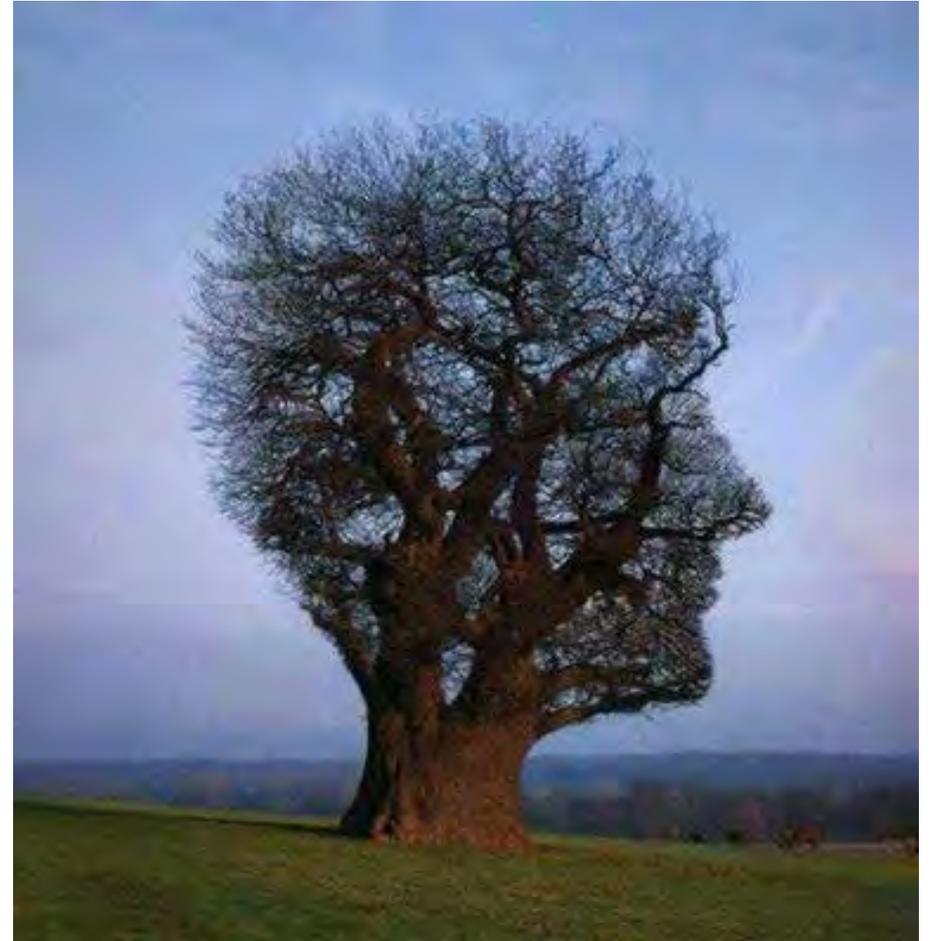
Ask the first why: Why do you think this is happening?

Using the answer to the first “why” question, ask again, “Why is *this* happening?”

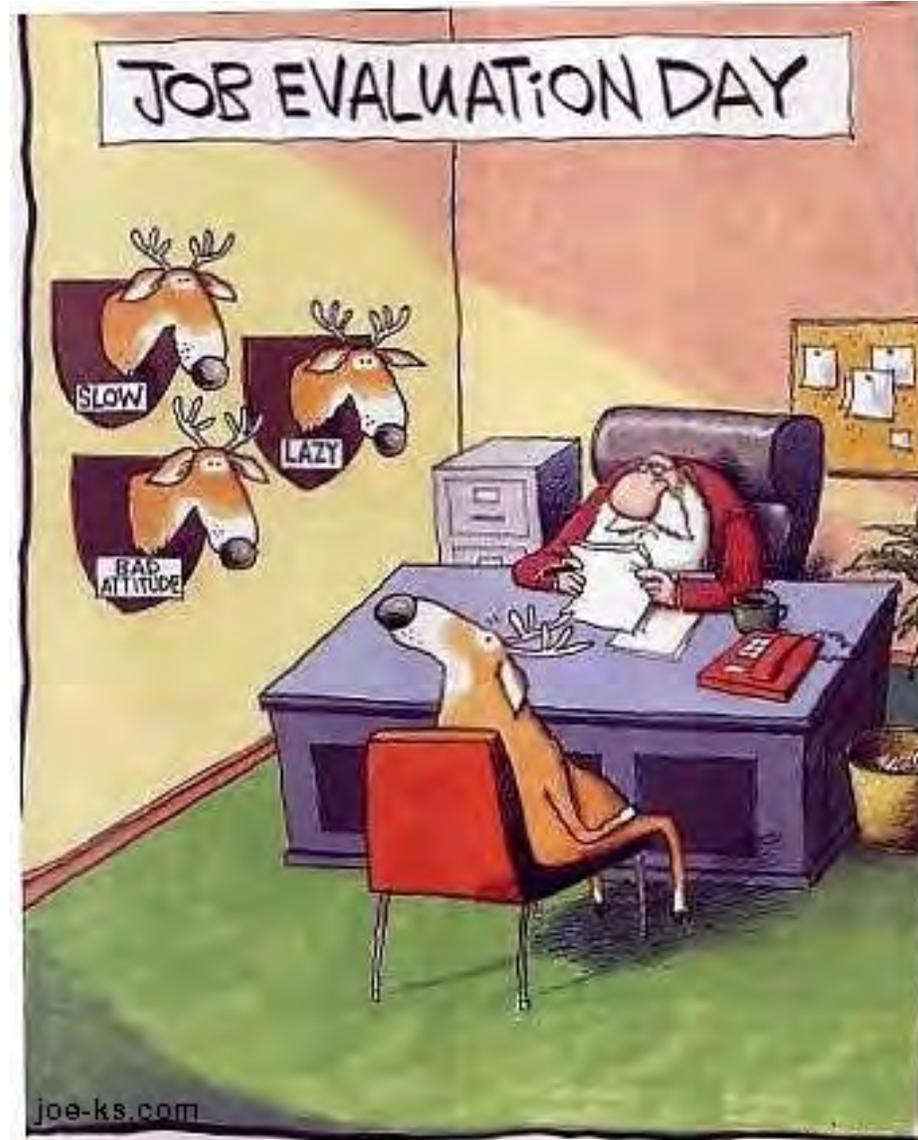
Repeat this project until you get to the heart of the problem. This may take only two or three “whys” or it may take more. You’ll know when you get there.

Audience and Strategies

- Which audiences and why?
- What are strategies that can help address the root causes of the problem, or tackle the threats or target directly?



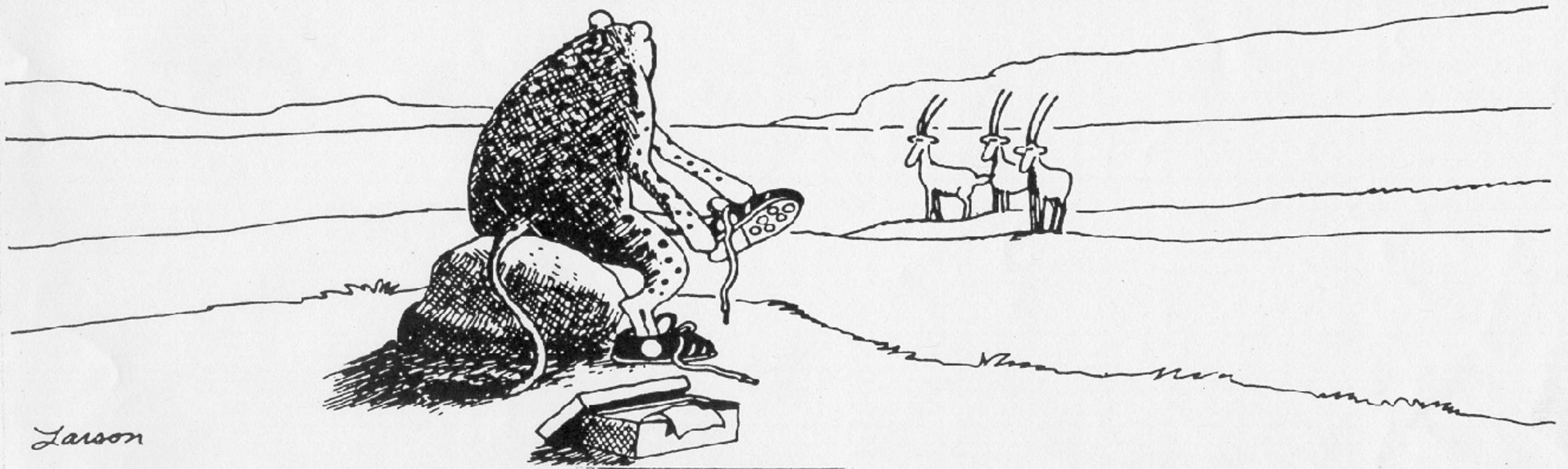
How will you measure impact?





Vision
Targets
Threats/Root Causes
Goals/Objectives
Audiences
Strategies
Indicators of Success

Quick overview of the "Tools of Engagement"



Section A: Know Where You're Going

Section B: Understand the Problems
and Context

Section C: The People Factor

Section D: What Are You Going To Do?

Section E: Planning Tools

Section F: Appendix



If we want change, we must include everybody in the process.
—Ann Iltis

20 Steps to Success

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A

B

C

D

There's a lot in here! Hard to cover in a very short amount of time! But we wanted to give you a flavor of this tool!



If we want change, we must include everybody in the process.

—Ann Itso

20 Steps to Success

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Planning Tools, Activities, Resources, and More



Section C

The People Factor

All the ways we engage
people.....

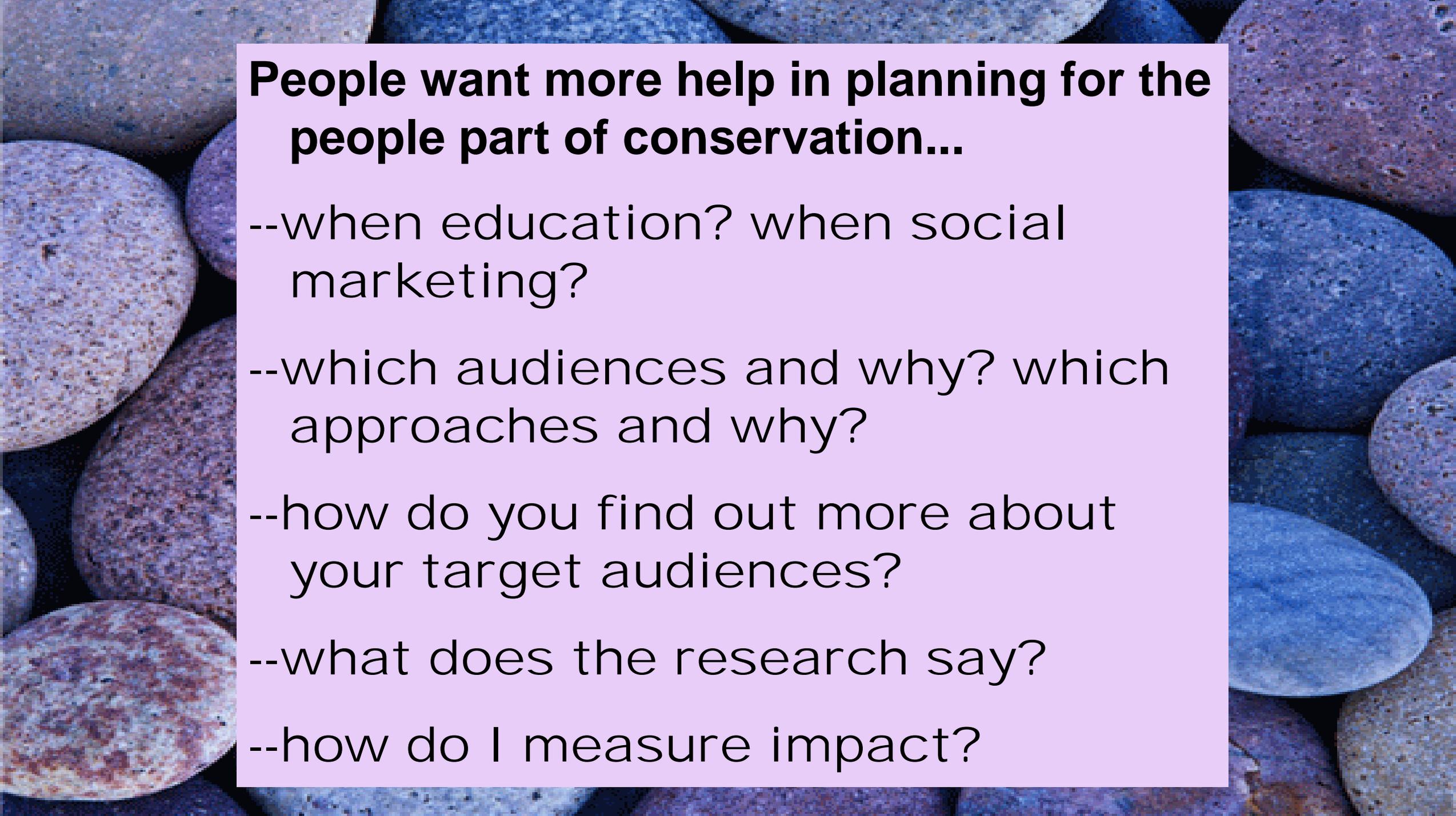




**Information
Communication**

**Education
Social
Marketing**

**Capacity
Building
Advocacy**



People want more help in planning for the people part of conservation...

- when education? when social marketing?
- which audiences and why? which approaches and why?
- how do you find out more about your target audiences?
- what does the research say?
- how do I measure impact?

Which Audiences and Why?



3 Most Important Rules!



Know your audience!

Know your audience!

Know your audience!



Who's directly
causing the
problems?



Who can best
influence the right
people?

Audience Matrix

Page 44

(behaviors, drivers,
influencers, priority
audiences and why)



“How much do you know about what makes them tick?”

What do you want them to know,
believe, and do?



Getting to Know Your Audiences

- **Think about a new or different audience that you would like to work with as part your work.**





What don't you know about your audience that you wish you did?

How could you find out what you don't know?

Painting Your Audience Portrait

(page 143)

Man/woman/girl/boy?

How old?

Do they work? Where? How many jobs?

Go to school? Where? How get there?

Do they drive? What kind of car?

What's their favorite thing to do?

What keeps them up at night?

Do they have extra money? How do they spend it?

What do they dream of?

Who are their friends/hang out with?

Biggest treat?

Biggest fear?

How do they feel about themselves?

Get to Know Your Audiences

Blogs

Survey Monkey

In-Home Conversations

On-the-street Interviews

Lunch Roundtables

Pick Up Games of Basketball

Pizza at Senior Centers

Going to Meetings and Events

Spending Time with Leaders



Also ideas about developing
stronger partnerships in this
resource and in the community
engagement guidelines!

We all know that working with others can

be tough!



But we can't do our work without working with others.



Which Strategies?
(education, social
marketing,
communication, etc.)

Education is one tool in the toolbox. Not always the best or only strategy; often most effective when used with other strategies.

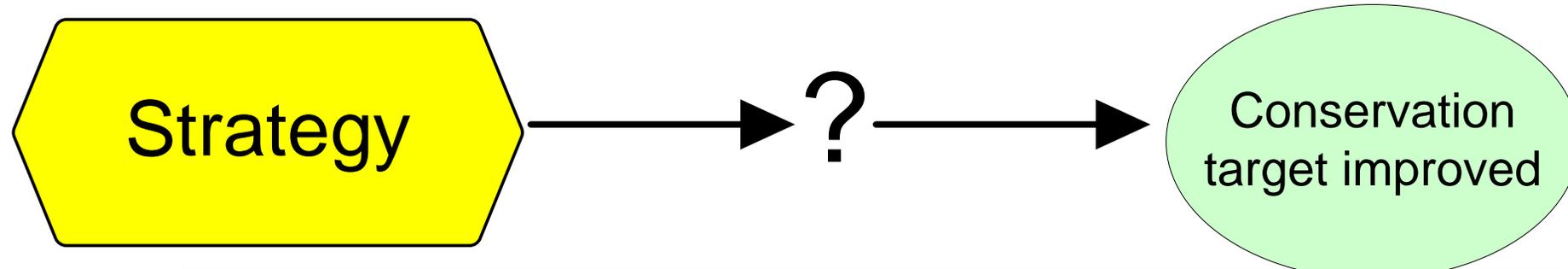
Measuring Success & Evaluation

HERMAN



"It's still wobbling."

What's your theory of change?



Our challenge is to make our model explicit so that we can test our assumptions





Logic Models Results Chains (page 170-175)

Section E: Planning Tools and other Helpful Stuff



Page 113: list of tools

- **Tools to use in workshops with others or think through different parts of your project**
 - **Cheat sheets on EE, social marketing, advocacy, and more**
 - **Planning activities and forms**
- **Strategic influencing, root causes, logic models, etc., etc.**



Bottom Line

Planning Is
Common
Sense



Stalemate

It's also hard.... making choices can be really tough—especially if you don't have any criteria or strategy for deciding.



Lots more to cover,
but I hope this
gave you a small
tastes of the
Toolkit.

Thanks for being so engaged!



“I was floating in a tunnel toward a very bright light and then a voice told me I had to go back and finish listening to the presentation.”

Feel free to call or email us if you have questions!

jbraus@naaee.org

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Thank you! See you next time!

