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
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
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 TO TOOL in our Toolbox

Address environmental and social challenges
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

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

Formal and Nonformal Educators
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
Professional Learning and Networking Site

It's a beautiful day. I really want you to go outside and play.
“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
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)
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
A bit of background of the National Project for Excellence and the Guidelines for Excellence series.
An initiative of NAAEE
Primary Sponsors

ee360

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
Fostering collaborations and taking our work more fully into communities.
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
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
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

- Social equity
- Economic prosperity
- Community well-being
- Sustainability
- Resilience
- Environmental sustainability
- Cultural vitality
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 Assessment

Purpose: Details a proven approach to quickly and accurately define and understand the community in which it is applied.

Resource #4

Organizational and Professional Readiness for Community Engagement

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

Resource #6

Community Asset Mapping

Purpose: Offers an introduction to asset mapping and provides pointers on using this process with your community.
Guidelines for Excellence: Best Practice in EE

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

Guidelines for Excellence

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.
Guidelines for Excellence

MODERATOR: Sarah Johnson
Wild Rose Education
READ BIO

MODERATOR: Renee Strnad
North Carolina State University
READ BIO

MODERATOR: Bora Simmons
National Project for Excellence in Environmental Education
READ BIO

More About this Group

Contact Group Moderators

UNSUBSCRIBE FROM GROUP

https://naaee.org/eeapro/groups/guidelines-excellence
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
Looks like she can’t keep a job
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
Why Education in a Conservation Organization or Agency?
How do we build a conservation constituency?
What is the role of EE?

“All I’m saying is now is the time to develop the technology to deflect an asteroid.”
Scientists and Policy Experts

Educators

Communication
Integrated Conservation

- science
- education and communication
- policy

RESULTS
Conservation is about people!

The People Engagement Factor

Conservation Planning Process
What’s in the social strategies toolbox?

For educators, conservation professionals, scientists, and project managers.
**The Open Standards Process & Adaptive Management**

**What does the world look like now?**

- What needs conservation?
- What's causing problems?
- What & who are contributing to it?

**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?

1. **Conceptualize**
   - Define team
   - Define scope, vision, targets
   - Identify critical threats
   - Complete situation analysis

2. **Plan Actions and Monitoring**
   - Develop goals, strategies, and objectives
   - Develop monitoring plan
   - Evaluate capacity and risk

3. **Implement Actions and Monitoring**
   - Develop work plans
   - Implement work plans
   - Refine work plans

4. **Analyze, Use, Adapt**
   - Analyze data
   - Analyze interventions
   - Communicate within team
   - Adapt plans

5. **Capture and Share Learning**
   - Document learning
   - Share learning
   - Create learning environment

[https://conservationstandards.org/](https://conservationstandards.org/)
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?
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
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 Itto

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.....
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

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

"It's still wobbling."
What’s your theory of change?

Our challenge is to make our model explicit so that we can test our assumption.
Logic Models
Results Chains
(page 170-175)
Section E: Planning Tools and other Helpful Stuff

PLANNING...WHO'S GOT TIME FOR PLANNING! I HAVEN'T EVEN GOT TIME TO GET DRESSED IN THE MORNING.
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
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!  
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Thank you! See you next time!