Calif. B-WET Conference

Carmel Middle School

Hilton Bialek Habitat

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Education & Evaluation in Context

Chris Parsons

Word Craft

Elements of Environmental Ed

- **Convey Information**
  - one-way transmission (brochures, posters, lectures, videos, website, etc.)

- **Build Understanding**
  - two-way transmission (workshops, guided walks/talks, field studies, experiential-learning activities)
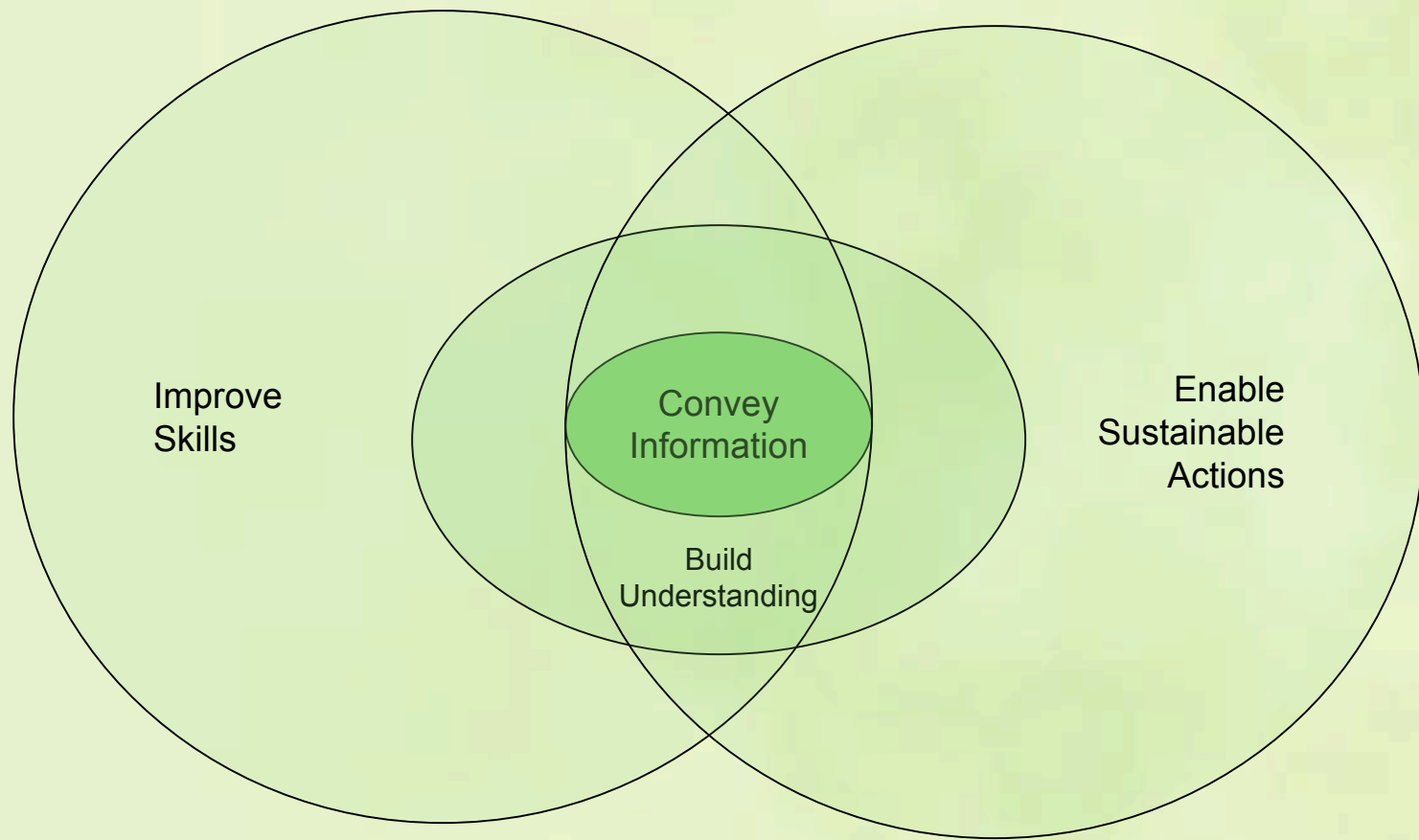
- **Practice & Improve Skills**
  - issue investigation, project-based learning (planting natives, raising & releasing fish, presenting at a community meeting)

- **Enable Sustainable Actions**
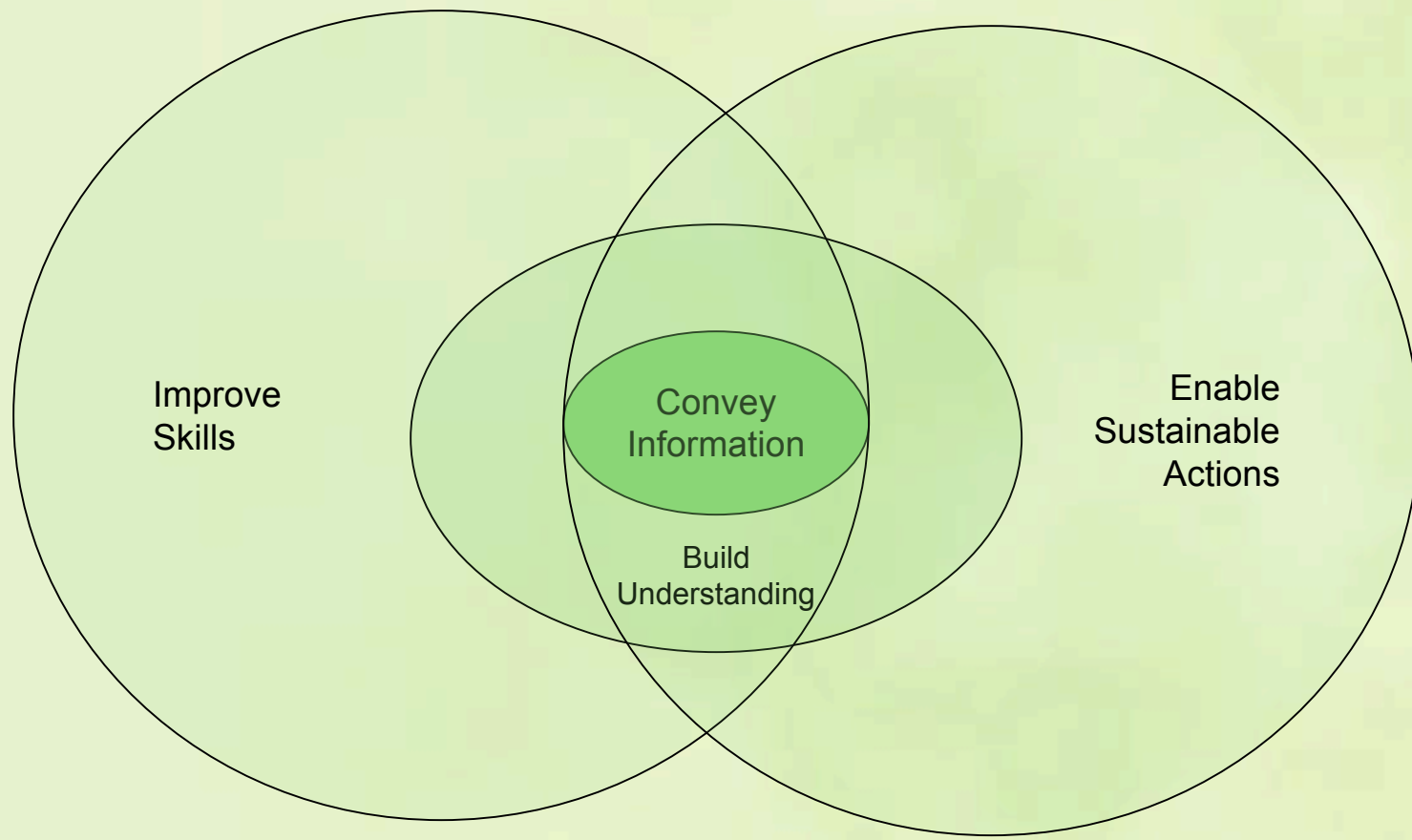 - building capacity to set own goals and define intervention (developing & implementing a project)

Framework for EEd Strategies

Improve Skills

Convey Information

Build Understanding

Enable Sustainable Actions

From Monroe et al., 2007

Framework for EEd Strategies

Improve Skills

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Evaluation is...

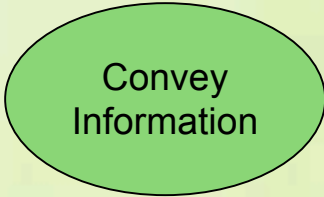- the systematic collecting, analyzing and reporting of information

- about your audiences' knowledge, skills, attitudes, intentions and/or behaviors

- regarding specific content, issues or experiences

- for the purpose of making informed decisions about programming.

Evaluation Purpose

- to learn & inform decision making about programming
  - learn about needs, knowledge, abilities, current practice, etc.
  - improve the project so it matches staff abilities/resources & meets audience needs, abilities, etc.
  - determine if audience is following through, that is, using project materials and/or skills
  - determine the impact of the project: How is the audience different—how have they changed?

- to provide data-supported conclusions
  - about the impact, merit & worth of your project so that the funder can determine if the funds were well spent

EE Strategies & Evaluation
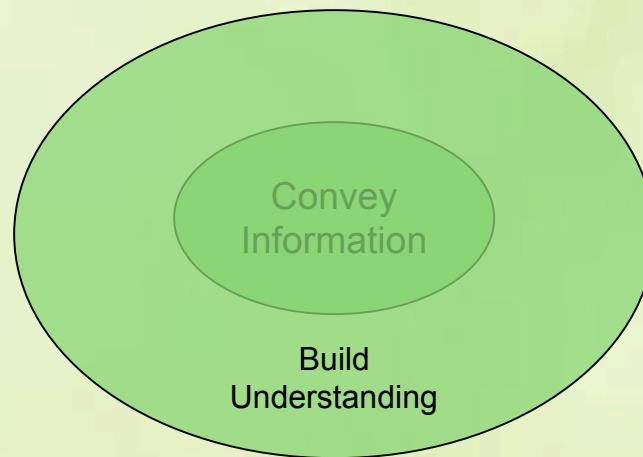
Convey
Information

Evaluation
• identify information that's needed or missing
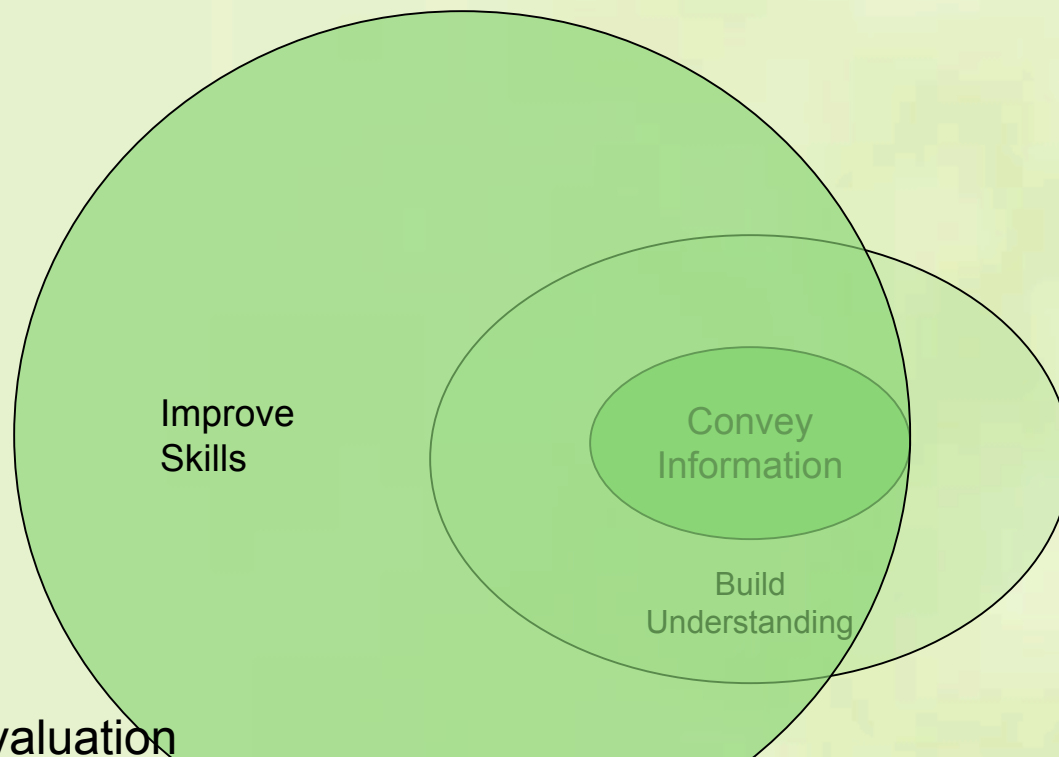• determine receipt & remembrance of information
• modify delivery of information

Framework for EEd Strategies

Convey
Information

Build
Understanding

Evaluation
• identify current understanding
• assess understanding of information
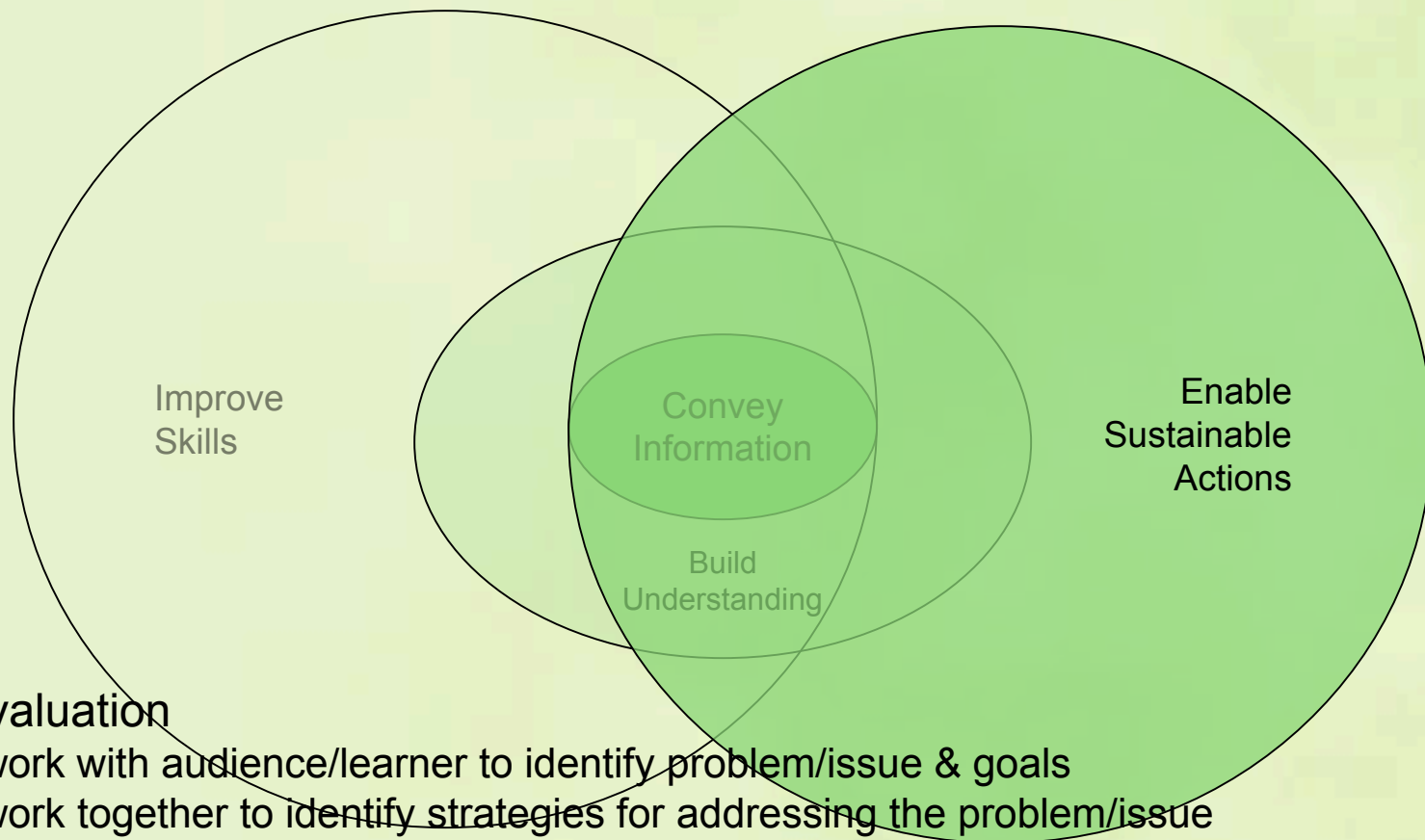• modify presentation of information to improve understanding

Framework for EEd Strategies

Improve
Skills

Convey
Information

Build
Understanding

Evaluation
- identify current skills and/or abilities and desired outcomes
- observe, score & provide feedback on skills and/or abilities & if outcomes were reached
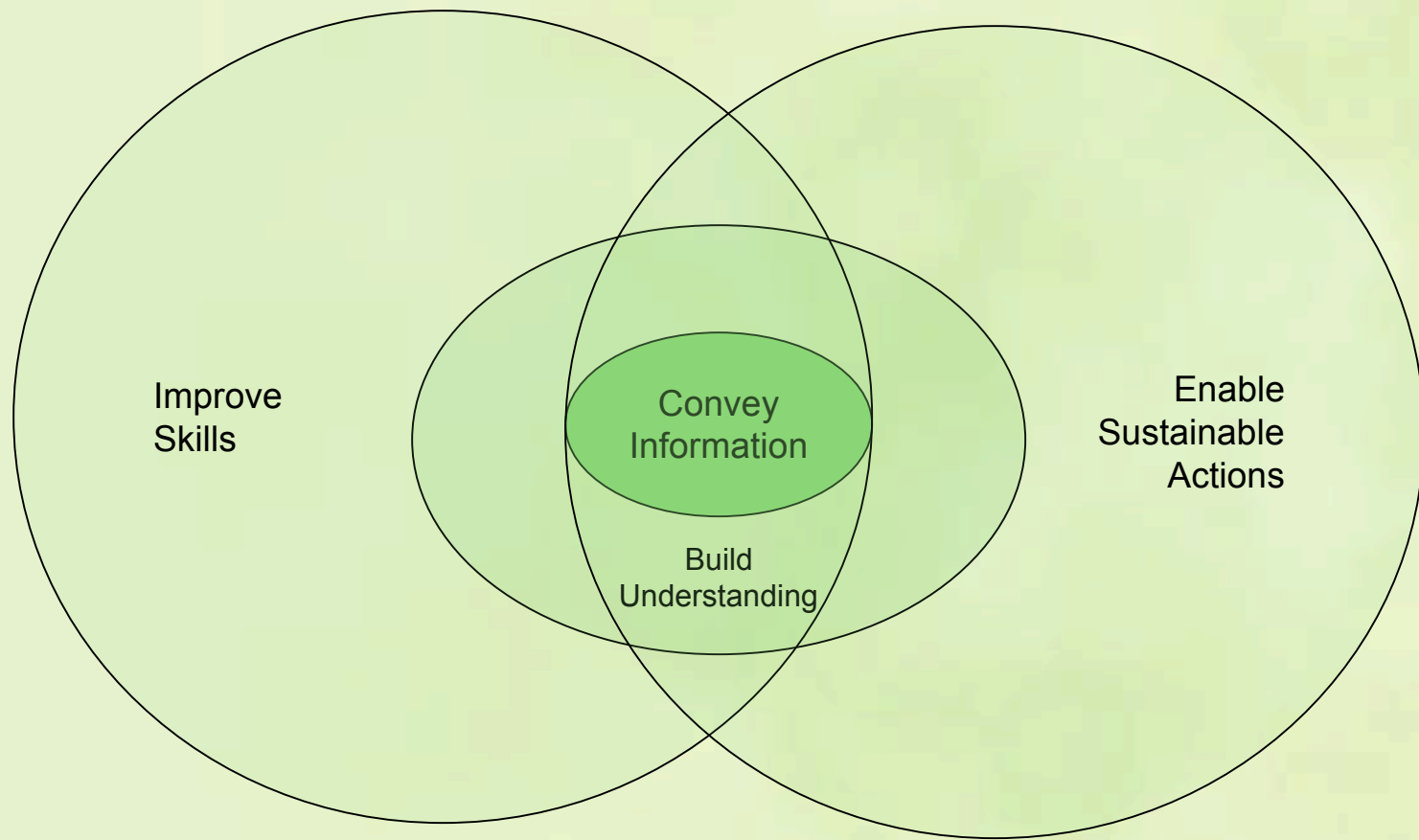- modify training to improve acquisition of skills

Framework for EEd Strategies

Improve
Skills

Convey
Information

Enable
Sustainable
Actions

Build
Understanding

Evaluation
• work with audience/learner to identify problem/issue & goals
• work together to identify strategies for addressing the problem/issue
• evaluate the learning process
• evaluate if or how well issue was addressed, if goals were reached

B-WET Collective Eval Results

Improve Skills

Convey Information

Build Understanding

Enable Sustainable Actions

Keep up the good work!

Thanks