

Conservation Education, Communication and Evaluation

Weekly Training Schedule

(Subject to change)

Week	Description
1 (online)	Orientation, introductions, get to know the course participants.
2 (online)	<i>Introduction to conservation education</i> How people learn, what role education plays in conservation and what we know about effective conservation education.
3 (online)	<i>Introduction to communicating conservation</i> How does conservation communication work? When is it more appropriate to communicate using emotional or informational approaches? What do we know about how to communicate conservation most effectively with audiences?
4 (online)	<i>Introduction to audience analysis and feedback</i> Understanding your audience is essential to developing effective educational and communication interventions. This week focuses on developing an audience analysis to inform the design of your activities and gaining feedback about the quality of experiences you offer. This will include initial introduction of key principles in survey design.
5 (online)	<i>Developing evidence-based conservation education and communication</i> This week introduces the concepts of 'theory of change' and 'impact logic models' to orient your educational and communication strategies. This week will focus on ensuring you are developing a strategy that makes sense given current research and a logical step-by-step approach to developing the conservation outcomes you are aiming for.
6 (online)	<i>What every conservation practitioner should know about psychology</i>
7 (online)	<i>Is it working? Introduction to impact evaluation</i>

8 (online)	<p><i>Getting ready</i> Preparing draft content and plans for further development in Foz; orientation for face-to-face training.</p> <p>*Submit your draft plans and instruments for instructor feedback by Wednesday 5pm.</p>
9 (Foz)	<p><i>Face-to-face training sessions</i> (See next page)</p>
10 (online)	<p>Follow-up and finalising plans and instruments developed during the face-to-face sessions.</p> <p><i>Using your quantitative data - evaluation data management and analysis options</i> It is important to look ahead to what you will do with your survey data once you have it collected. This week will get you started on this process of identifying how you will manage and analyze your data to get the insights you need for the conservation outcomes you are addressing.</p> <p>*Submit your updated plans and instruments for instructor feedback by the end of the week.</p>
11 (online)	<p><i>Developing advocacy plans for your conservation project</i> Telling your project's story in a compelling way is essential to building and maintaining long-term support. This week focuses on key principles and techniques you can use to effectively advocate for your conservation project and mission.</p>
12 (online)	<p><i>Searching and applying for conservation education/communication/evaluation funding and jobs.</i></p>
13 (online)	<p><i>Getting organised to enable long-term success: Best practice in establishing evidence-based organizational culture and practice.</i></p> <p>Risk, time and stress management, self-care and organizational culture.</p>

Atlantic Rainforest Residential Training Schedule

(Example schedule - subject to change)

Day 1

Morning:

Welcome from the Director; Orientation; Opening presentations.
[Long lunch break with guided visit to bird park / Backstage experience].

Afternoon:

Breakout sessions (in Portuguese and English) on educational/communication strategy, theory of change and logic models.

[Evening activity - Forest Experience]

Day 2

Morning [at National Park]:

Finalizing impact logic models; Preparing initial descriptive content for programme/activity, speech writing, etc.

[Long lunch break with visit to national park].

Afternoon:

Developing your evaluation plan.

[Social dinner]

Day 3

Morning:

Finalizing your evaluation plan.
[Long lunch break with free time in bird park].

Afternoon:

Developing your evaluation tools: Qualitative and quantitative methods; Preparing a draft survey design (feedback) or interview/focus group guide. Developing listening and interviewing skills.

[Free evening]

Day 4

Morning [earlier start e.g. 8am]:

Finalizing and piloting feedback survey designs.
[Short lunch break]

Afternoon:

Preparing impact evaluation: Qualitative and quantitative methods; Preparing impact measures (qualitative, quantitative or mixed).

[early finish 2pm - with visit to Argentinian side of Iguassu waterfalls and dinner in Argentina]

Day 5**Morning:**

Finalizing your evaluation methods.

[short lunch break]

Afternoon:

Integrating your education, communication and evaluation plans; Preparing your 'pitch' to funders/supporters.

[Course finishes at 5pm]