



2009 ASP Pre-Congress Workshop
SEPTEMBER 18, 2009

**Developing and Evaluating for Effective In-situ Conservation
Education Programs**

organized by Dr's Tammie Bettinger, Christopher Kuhar, & Francine Dolins

The workshop is open to anyone interested in attending.

The necessity of incorporating local people into effective primate conservation programs is inarguable. There are, however, many challenges to effectively involve local inhabitants in successful conservation programs. One of these challenges is the fact that many conservation professionals are educated in primatology with little formal training in capacity building, conservation education, or human program evaluation. Based on a growing interest amongst ASP and IPS members in sharing experiences and identifying a network of resources for conservation education and program evaluation, we propose a conservation education workshop where best practices and capacity building can be discussed, and successful models examined. In this pre-conference workshop information and experiences with conservation program goal selection, the development of curricula and key messages for education programs, capacity building strategies, and evaluation techniques and goal-setting will be presented. These topics will be framed within specific conservation education programs in-situ with an emphasis on designing and evaluating the specifics of individual programs.

Background and Aims of the Workshop:

Many conservation-education projects exist in and around areas maintaining rare and endangered species, often using primates as their “flagships” However, these projects and the individuals running them are often isolated in their work as well as geographically. There are not many opportunities to share both their successes and also what doesn't work in their project with other practitioners, or to analyse why some projects or aspects of projects are more successful than others. Moreover, conservation-education projects across the world develop and produce educational resources for their communities. Many of the goals and ideas, as well as some of the actual resources could be shared with other conservation-education projects to avoid having to ‘reinvent the wheel’ each time.

The aim of this workshop is to provide a forum for exchange of ideas and for sharing successful strategies (best practices) and failures, and to analyze why these might have occurred. The workshop also aims to provide a forum for the exchange of ideas about developed resources (e.g., posters, booklets, teacher's handbooks, children's books, etc.) and explore the consideration of these resources as “share-ware” with other projects.

The exchange of information at a forum of this kind should substantially enhance the progress of conservation-education projects and strengthen ties to the communities in which they work.

Organizer(s) & contact details:

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Preliminary Schedule: Friday September 18, 2008
Bahia Resort Hotel
San Diego
room to be announced

7:00-7:25am *Coffee/Tea & Registration*

7:30-7:45am Welcome and Introduction to the Workshop by the Organizers

7:45-8:45am Discussion: *What is Conservation Education?*

8:45-9:45am Discussion: *Process – Developing Content*

9:45-10:00am *Coffee/Tea Break*

10:00-11:00am Discussion: *Evaluating Programs and Biological Impact*

11:00-11:30am Summary and Steps to Achieve Future Goals

11:45am onwards Informal meeting in the Bahia Hotel restaurant for continued discussion

Cost of Workshop Registration: \$20.00 (includes tea/coffee)
Please make checks payable to: American Society of Primatologists

Please complete the registration form below and post along with payment to:

Dr. Christopher Kuhar

Cleveland Metroparks Zoo
3900 Wildlife Way
Cleveland, OH 44109
Phone: 216-635-3335
E-mail: cwk@clevelandmetroparks.com



REGISTRATION FORM
2009 ASP Pre-Conference Workshop

***CONSERVATION EDUCATION FORUM: IMPLEMENTING
EFFECTIVE CONSERVATION EDUCATION PROGRAMS***

NAME (BLOCK LETTERS): _____

TITLE: (Please circle one) Professor Dr. Mr. Ms. Miss

AFFILIATION: _____

NAME & AFFILIATION as you would like them to appear on your name badge:

ADDRESS: _____

POST/ZIP CODE: _____ COUNTRY: _____

TELEPHONE NUMBER (day): _____

TELEPHONE NUMBER (evening): _____

CELL PH#: _____

EMAIL ADDRESS: _____

ACCOMODATION/ADDRESS in San Diego while attending 2009 ASP conference:

_____ TEL. _____



Workshop Participant Survey
2009 ASP Pre-Conference Workshop

***CONSERVATION EDUCATION FORUM:
IMPLEMENTING EFFECTIVE CONSERVATION EDUCATION PROGRAMS***

We would greatly appreciate your answers to the following questions for a survey of the workshop participants: *[Please use additional sheets of paper to answer these questions, as needed.]*

1). Are you currently involved in any conservation education projects? In situ? Ex situ? Please explain.

2). If you are currently involved in conservation education projects, where are these projects located? Please describe.

3). What type of activities are included in you conservation education projects? Please explain.

4). Do you currently have any system of evaluation to measure effectiveness of your conservation educational programs? YES NO (please circle one)

If YES, please describe below:
