

User Orientation – Navigating the “My AZA” Education Database

Annual Report on Conservation and Science

This user manual provides instructions on how to view, edit and add data about your facility’s Education Programs for inclusion in AZA’s Annual Report on Conservation and Science (ARCS).

Each year, the AZA Annual Report on Conservation and Science summarizes field conservation, education, green practices, and mission-focused research efforts for the AZA community, helping to share the story of how AZA-accredited zoos and aquariums and certified-related facilities are leaders in saving species and engaging people.

The web-based Education Programs database is designed to collect information used to describe and promote the Association membership’s individual and collective education program contributions.

A single ARCS Education Contact is assigned at every facility and only that person will see the link to their facility’s education programs in the online system. As the ARCS Education Contact, you assume responsibility for submitting information online about the education programs conducted each year.

Thank you for taking the time to record your institution’s data.

Questions?

Contact AZA’s Director of Conservation Education:

Nette Pletcher

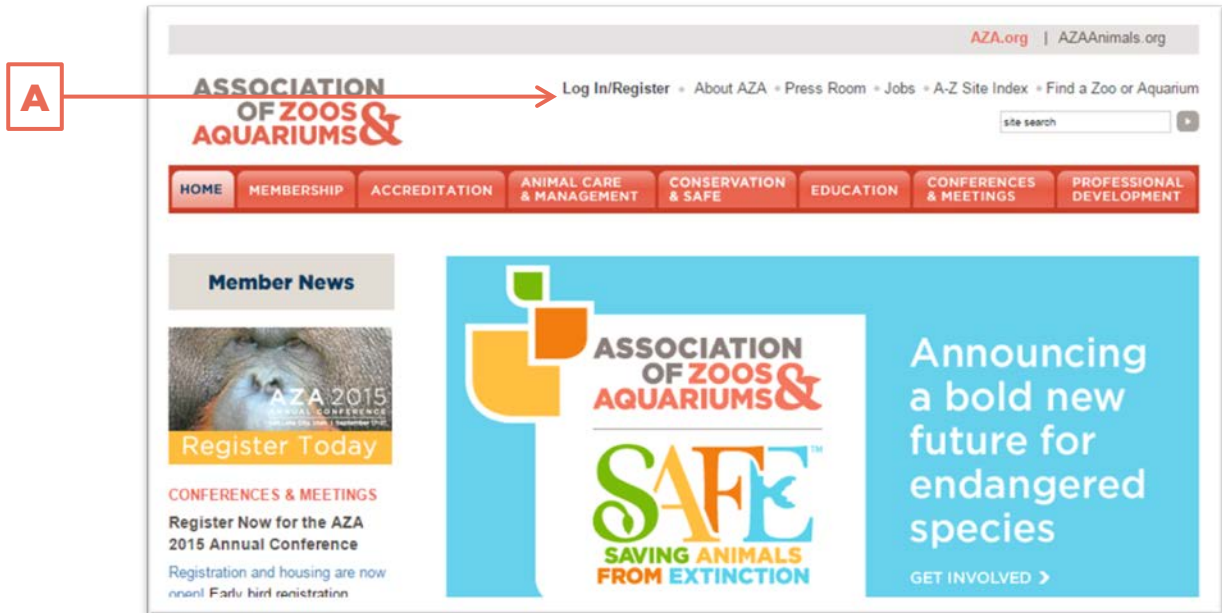
Phone: (301) 244 3343

npletcher@aza.org

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Log In to Access My AZA

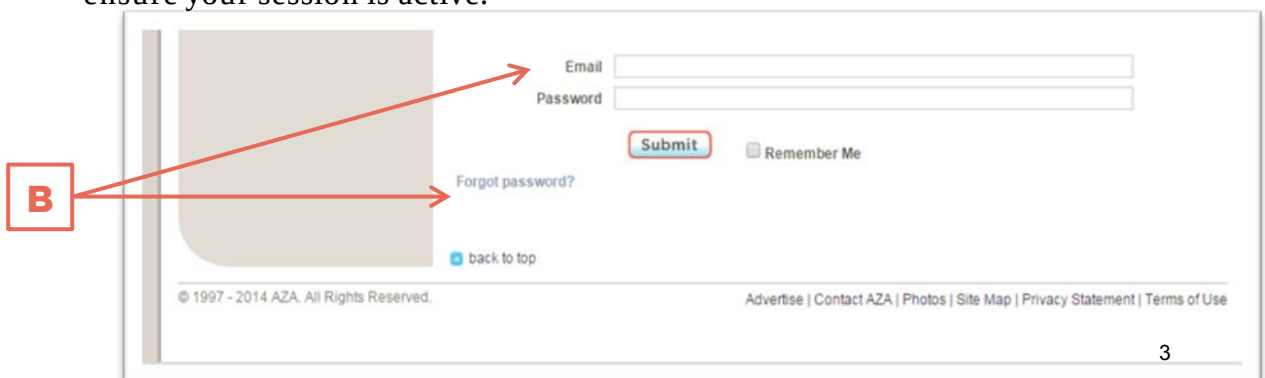


A The **My AZA** login page can be accessed from the link at the top of any page of the AZA website (<https://www.aza.org/>).

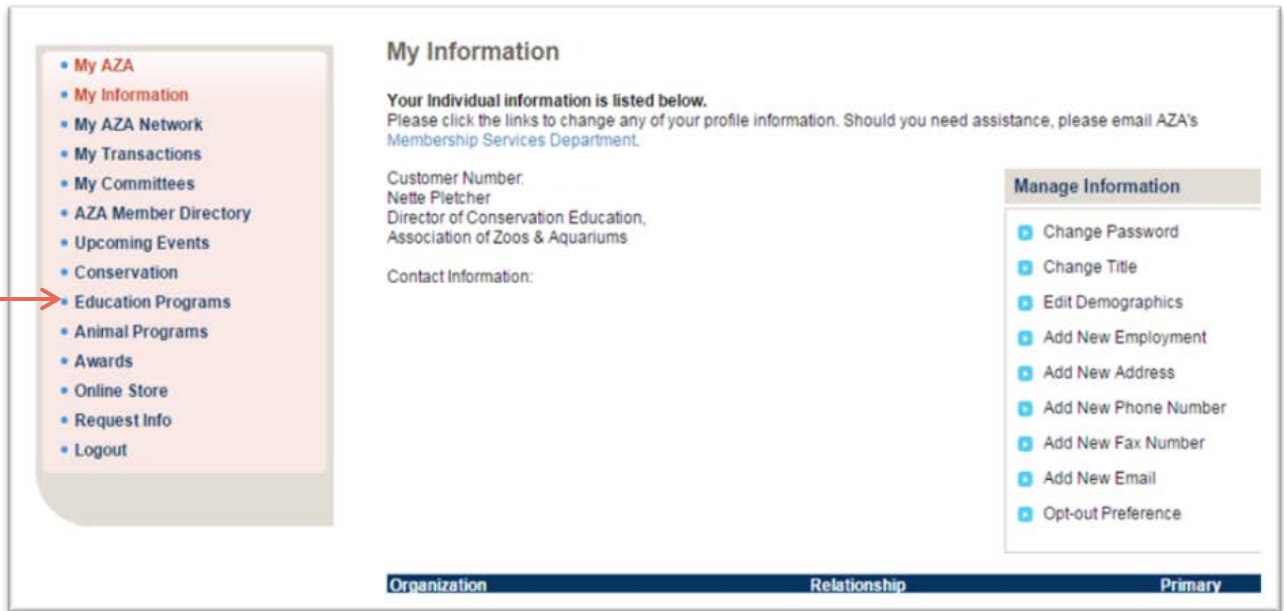
B Log in to **My AZA** by using your email and password. If you do not know or have forgotten your password, click on the “**Forgot Password?**” link to have it reset.

Click the **Submit** button to enter.

- **Note:** **My AZA** will automatically log you out after 15 minutes of inactivity, but there will be no immediate change onscreen to indicate this. Be sure to save often, and if you step away it may be best to log out and log back in upon your return to ensure your session is active.



Access Education Programs Area



The **My Information** page displays current information about you and provides an opportunity to edit general information such as address, email, phone number, etc.

A To enter the education programs area, click on the **Education Programs** link found in the menu options on the left side of the page.

Add a New Program

ASSOCIATION OF ZOOS & AQUARIUMS

About AZA » Press Room » Jobs » A-Z Site Index » Find a Zoo or Aquarium

HOME MEMBERSHIP ACCREDITATION ANIMAL CARE & MANAGEMENT CONSERVATION EDUCATION CONFERENCES & MEETINGS PROFESSIONAL DEVELOPMENT

My AZA
My Information
My AZA Network
My Transactions
My Committees
AZA Member Directory
Upcoming Events
Conservation
Education Programs
Animal Programs
Awards
Online Store
Request Info
Logout

Search Education Programs

Please use the fields below to enter your search criteria. For a more complete search on word and letter combinations, place the "%" sign in front of your search criteria.

Participation Status:
AZA-Standardized Title:
Organization Program Title:
Submitting Organization:
Active Project Year:
Target Audience:
Delivery Method:
Hot Topics:
Conservation Actions:

Go

Association of Zoos & Aquariums Education Programs

Education Staff					Add Annual Update
Organization	Year	Educator FTE	Educator Expenses	Volunteers	Volunteer Hours
Association of Zoos & Aquariums	1981	2.00	\$40,000.00	10	100
Association of Zoos & Aquariums	1980	2.25	\$50,000.00	10	500

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A Click on [Your Institution] **Education Programs**.

Note: Only those individuals who have been identified as the Education Contact for their institution will see the link to their facility's education programs. If you do not see the link, you must confirm with AZA that you are the designated Education Contact by emailing npletcher@aza.org

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My AZA
My Information
My AZA Network
My Transactions

Education Program

« back to search

Add Education Program

B Click on **Add Education Program**.

Describe a New Program

The screenshot shows the AZA website's navigation menu with options: HOME, MEMBERSHIP, ACCREDITATION, ANIMAL CARE & MANAGEMENT, CONSERVATION, EDUCATION, CONFERENCES & MEETINGS, and PROFESSIONAL DEVELOPMENT. The 'Add/Edit Education Program' form includes fields for title, description, submitting organization (pre-filled as 'Association of Zoos & Aquariums'), participation status (dropdown), website, primary program location (dropdown), delivery method (dropdown), and a text area for 'approx. % of program offerings that fit definition of Conservation Education (e.g., 20% of camp sessions specifically address a conservation issue & action)'. A sidebar on the left lists links like 'My AZA', 'My Information', 'My AZA Network', etc. The footer contains copyright information and links to 'Advertise', 'Contact AZA', 'Photos', 'Site Map', 'Privacy Statement', and 'Terms of Use'.

On this screen you will enter the following information:

Title – Name of the program as you wish it to appear. To the extent possible, group similar programs together. (Example: Day Camps instead of Day Camp Week 1, Day Camp Week 2, etc.)

Description – Brief description of the program. Can be pulled from a brochure or website description. (Max. = 1500 characters)

Participation Status – Select from Ongoing, Completed, Terminated, On-hold as it pertains to the reporting year.

Website – Direct url, if available.

Primary Program Location – Select the primary venue, from Online, On-site (on zoo/aquarium grounds), Off-site, Both On-site and Off-site (if conducted in fairly equal amounts), or International (e.g., field conservation education.)

Delivery Method – Select the best fit from the drop-down menu. See **pages 20-21** for descriptions and examples of each Delivery Method.

Approx. % of program offerings that fit definition of Conservation Education (e.g., 20% of camp sessions specifically address a conservation issue & action) – Enter a percentage of programs overall, not the actual number of programs. See **page 19** for the definition of Conservation Education.

Click **Save** when you are done.

Enter Data for a New Program

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A → New Program
Submitting Organization: Association of Zoos & Aquariums [Edit Education Program](#)

• My AZA
• My Information
• My AZA Network
• My Transactions
• My Committees
• AZA Member Directory
• Upcoming Events
• Conservation
• Education Programs
• Animal Programs
• Awards
• Online Store
• Request Info
• Logout

B →

Annual Program Update
Year Individuals Reached Amount Spent
[Add an Annual Program Update](#)

Program Content Objective(s)
Objective(s) [Add Objective\(s\)](#)

Program Content – Hot Topic(s)
Hot topics [Add Hot Topic](#)

Target Audience
Target audience [Add Target audience](#)

Targeted Underserved/Underrepresented Population(s)
Populations [Add Population](#)

Conservation Issue(s) and Action(s) – for program offerings that meet Con-Ed definition
Conservation Issue Action [Add Issue and Action](#)

Program Design
Cost Alignment with Standards? Evaluation Included? Assessment
[Add Program Design](#)

A Once you have entered the title for a new program, it will appear on your institution's list of Education Programs.

B Next you will enter specific data for each of the following areas:

- Annual Program Update (see **page 8**)
- Program Content – Objectives (see **page 9**)
- Program Content - Hot Topics (see **page 10**)
- Target Audiences (see **page 11**)
- Target Underserved/Underrepresented Populations (see **page 12**)
- Conservation Issue(s) and Actions(s) – ONLY for program offerings that meet Conservation Education definition (see **page 13**)
- Cost to Participant (see **page 14**)

Add an Annual Program Update

The screenshot shows a web form titled "Add Annual Update Wizard (eweb) | Annual Program Update". On the left is a navigation menu with links: "My AZA", "My Information", "My AZA Network", "My Transactions", "My Committees", "AZA Member Directory", "Upcoming Events", "Conservation", "Education Programs", "Animal Programs", "Awards", "Online Store", "Request Info", and "Logout". The main form area contains the following fields and sections:

- Title:** New Program
- aza-standardized title:** (text input)
- report year:** (text input)
- individuals reached (actual or best estimate):** (text input)
- amount spent:** (text input, showing 0.00)
- describe this year's program activity:** (large text area)
- If you received any outside funding (e.g., funding or government-supported grants) to support your expenditures on this program, please list the sources here:** (text area)
- Does program align with any of the following education standards?** (Section with three dropdowns: local standards?, state standards?, national standards?)
- Does the program include evaluation?** (Section with three dropdowns: type of evaluation: front end?, type of evaluation: formative?, type of evaluation: summative?)
- other evaluation?** (dropdown)
- type of assessment:** (dropdown)

Annotations A through G point to specific fields:

- A** points to the **report year** field.
- B** points to the **individuals reached** field.
- C** points to the **amount spent** field.
- D** points to the **describe this year's program activity** text area.
- E** points to the **Does program align with any of the following education standards?** section.
- F** points to the **Does the program include evaluation?** section.
- G** points to the **type of assessment** dropdown.

For existing programs that are being offered again, you should add an Annual Program Update to reflect this year's activities.

- A** Enter 2014 into the **Report Year**.
- B** Enter **individuals reached** in 2014.
- C** Enter **amount spent** in 2014. DO NOT INCLUDE SALARIES, as that is captured annually in the Education Staff section (see **pages 15-16**).
- D** Enter a brief **description** of the program's activities in 2014 and information about **outside funding** (if applicable.)
- E** Select Yes or No for questions regarding **Education Standards**.
- F** Select Yes or No for questions regarding **Evaluation**.
- G** Select the **Type of Assessment** from the drop-down menu. If no formal assessment is conducted, select None.

Click **Save** when you are done.

Add Program Objectives

The screenshot shows the AZA website's 'Education Program Objectives Wizard'. A red box with the letter 'A' points to the 'program content objectives:' dropdown menu. The dropdown menu is open, showing options: Attitude-based, Behavior-based, Knowledge-based, Skills-based, and Other. The 'title: New Program' is visible above the dropdown. The 'Save' and 'Cancel' buttons are at the bottom right of the wizard.

A Select the type of objectives this program is designed to address. To choose more than one, select the first one and click save; then select “Add Objective(s)” again and enter the next one.

- **Attitude-based:** The program aims to change participants’ attitudes on a certain topic.
- **Behavior-based:** The program aims to change participants’ behaviors around a certain action.
- **Knowledge-based:** The program aims to increase participants’ understanding of a certain topic.
- **Skills-based:** The program aims to provide participants with new skills around a certain topic.
- **Other:** Enter additional types of objectives, if needed.

Click **Save** when you are done.

Add Hot Topics

A

The screenshot shows the AZA (Association of Zoos & Aquariums) website interface. At the top, there's a navigation bar with links: About AZA, Press Room, Jobs, A-Z Site Index, and Find a Zoo or Aquarium. Below this is a red navigation bar with buttons for HOME, MEMBERSHIP, ACCREDITATION, ANIMAL CARE & MANAGEMENT, CONSERVATION, EDUCATION, CONFERENCES & MEETINGS, and PROFESSIONAL DEVELOPMENT. The main content area is titled "Education Program Hot Topics | Hot Topic(s)". On the left, there's a sidebar menu with links: My AZA, My Information, My AZA Network, My Transactions, My Committees, AZA Member Directory, Upcoming Events, Conservation, Education Programs, Animal Programs, Awards, Online Store, Request Info, and Logout. The main form area has a "title: New Program" field and a "hot topics:" dropdown menu. The dropdown menu is open, showing a list of topics: N/A, Amphibian Crisis, Bird Strikes, Bush Meat, Careers, Citizen Science, Climate Change, Connecting to Nature, Habitat Loss, Human-Animal Conflict, Invasive Species, Marine Debris, Nature Play, Ocean Acidification, Palm Oil, Pets, Poaching, Pollutants, and Scout Badges. At the bottom right of the form, there are "Save" and "Cancel" buttons. A red arrow points from the letter "A" in a box to the "hot topics:" dropdown menu.

A

Select the topics this program covers. To choose more than one, select the first one and click save; then select “Add Hot Topic(s)” again and enter the next one.

This list of Hot Topics was compiled from the most popular program descriptions provided in the 2013 survey and is not a comprehensive list of possible topics. If your program covers a topic you would like to see added to the list in future years, select **Other** and enter the topic. If your program covers a unique topic that does not need to appear on a list of hot topics, select **N/A**.

Click **Save** when you are done.

Add Target Audiences

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Education Program Target Audience | Target Audience

title: New Program

target audience:

- All Audiences
- Adults-General
- Adults-Parents
- Adults-Seniors (55+)
- Adults-Young Professionals
- Educators-College Instructors
- Educators-Teachers/Formal Educators
- Educators-Non-formal Educators
- Families/Caregivers w/Children
- Homeschool Groups
- Internal-Interns
- Internal-Staff
- Internal-Volunteers/Docents
- Members
- Other Populations-Donors/VIPs
- Other Populations-Foreign Language Audiences
- Other Professionals-External Colleagues
- Other Professionals-Public Officials
- Other Professionals-Researchers

Save Cancel

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A

Select the audience this program targets. To choose more than one, select the first one and click save; then select “Add Target Audience” again and enter the next one.

If the program is for the general public, select **All Audiences**.

For a description of each specific audience, see **page 22**.

Click **Save** when you are done.

Add Underserved/Underrepresented Populations

The screenshot shows the AZA website's 'Education Program Populations' form. On the left is a navigation menu with links like 'My AZA', 'My Information', 'My AZA Network', 'My Transactions', 'My Committees', 'AZA Member Directory', 'Upcoming Events', 'Conservation', 'Education Programs', 'Animal Programs', 'Awards', 'Online Store', 'Request Info', and 'Logout'. The main content area is titled 'Education Program Populations | Population(s)'. It has a 'title: New Program' field and a 'populations(s):' dropdown menu. The dropdown menu is open, showing a list of population categories: 'None targeted, but all welcome', 'At-risk Youth', 'Autism-Spectrum', 'English as a Learned Language', 'Hospitalized Patients', 'Low Income', 'Military', 'Non-Caucasian', 'Rural Populations', 'Seniors', 'Learning Disabilities', 'Mental Disabilities', 'Physical Disabilities', 'Title I Schools', and 'Urban Populations'. A red arrow points from a box containing the letter 'A' to the dropdown menu. At the bottom right of the form are 'Save' and 'Cancel' buttons. The footer contains copyright information and links for 'Advertise', 'Contact AZA', 'Photos', 'Site Map', 'Privacy Statement', and 'Terms of Use'.

A Select any/all underserved/underrepresented population(s) this program targets. To choose more than one, select the first one and click save; then select “Add Population” again and enter the next one.

If the program is not designed with a particular underserved/underrepresented audience in mind, select **None targeted, but all welcome**.

Click **Save** when you are done.

Add Conservation Issues and Actions

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Education Program Issues and Actions | Conservation Issues and Actions

title: New Program

conservation issue: [dropdown]

conservation action: [dropdown]

Save Cancel

This section is only applicable to programs that fit the definition of Conservation Education (see **page 19**) by explicitly addressing both a conservation issue and a conservation action. **Conservation issues and actions should only be defined for programs where the percentage of program offerings that fit definition of Conservation Education is greater than 0%** (see **page 6**). If the program you are describing is a General Education program, click Cancel.

A Select a Conservation Issue from the drop-down menu. Try to identify the best fit. If you feel strongly that a conservation issue covered in the program does not fit into any of the menu options, email your specific conservation issue to npletcher@aza.org for further instructions.

B Select a Conservation Action from the drop-down menu. Only those actions that are relevant to the chosen Conservation Issue will appear. Again, try to identify the best fit. If you feel strongly that a conservation action covered in the program does not fit into any of the menu options, email your specific item to npletcher@aza.org for further instructions.

To choose more than one, select the first one and click save; then select “Add Issue and Action” again and enter the next one.

Click **Save** when you are done.

Add Cost to Participant

The screenshot shows the AZA website interface. At the top, there is a navigation bar with links: HOME, MEMBERSHIP, ACCREDITATION, ANIMAL CARE & MANAGEMENT, CONSERVATION, EDUCATION, CONFERENCES & MEETINGS, and PROFESSIONAL DEVELOPMENT. Below this is a sidebar with a list of links: My AZA, My Information, My AZA Network, My Transactions, My Committees, AZA Member Directory, Upcoming Events, Conservation, Education Programs, Animal Programs, Awards, Online Store, Request Info, and Logout. The main content area is titled 'Cost to Participant | Cost to Participant'. It contains a form with a 'title:' field set to 'test' and a 'cost to participant:' dropdown menu. The dropdown menu is open, showing five options: 'Free or included in cost of admission', 'Free to members and/or volunteers', 'Free to Title I Schools or Other Underserved Audiences', 'Fee-based', and 'Fee-based with possibility of reduced rate, waiver, or scholarship'. A red arrow points from a box labeled 'A' to the dropdown menu. There are 'Save' and 'Cancel' buttons at the bottom right of the form.

A Select the **Cost to Participant** from the drop-down menu that best describes the program's fee structure. This is not a dollar amount but a category of cost:

- Free or included in cost of admission
- Free to members and/or volunteers
- Free to Title I Schools or other underserved audiences
- Fee-based
- Fee-based with possibility of a reduced rate, waiver or scholarship

Add Education Staff Annual Update

The screenshot shows the AZA website's 'Education Programs' section. A red box with the letter 'A' highlights the 'Add Annual Update' button in the 'Education Staff' table. The table lists two entries for the 'Association of Zoos & Aquariums' from the years 1981 and 1980, with columns for Organization, Year, Educator FTE, Educator Expenses, Volunteers, and Volunteer Hours. Each row has an 'Edit' link. The 'Add Annual Update' button is a red arrow pointing to the right, located at the end of the 'Education Staff' table header.

ASSOCIATION OF ZOOS & AQUARIUMS

About AZA » Press Room » Jobs » A-Z Site Index » Find a Zoo or Aquarium

HOME MEMBERSHIP ACCREDITATION ANIMAL CARE & MANAGEMENT CONSERVATION EDUCATION CONFERENCES & MEETINGS PROFESSIONAL DEVELOPMENT

• My AZA
• My Information
• My AZA Network
• My Transactions
• My Committees
• AZA Member Directory
• Upcoming Events
• Conservation
• Education Programs
• Animal Programs
• Awards
• Online Store
• Request Info
• Logout

Search Education Programs

Please use the fields below to enter your search criteria. For a more complete search on word and letter combinations, place the "%" sign in front of your search criteria.

Participation Status:

AZA-Standardized Title:

Organization Program Title:

Submitting Organization:

Active Project Year:

Target Audience:

Delivery Method:

Hot Topics:

Conservation Actions:

Go

Association of Zoos & Aquariums Education Programs

Organization	Year	Educator FTE	Educator Expenses	Volunteers	Volunteer Hours	
Association of Zoos & Aquariums	1981	2.00	\$40,000.00	10	100	Edit
Association of Zoos & Aquariums	1980	2.25	\$50,000.00	10	500	Edit

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A Every year you should provide an update on education staff employed at your institution. From the main Education Programs page, click **Add Annual Update** to begin.

Add Education Staff Annual Update (cont.)

A → organization: Association of Zoos & Aquariums

B → Year:

C → Education FTE:

D → Costs Associated with Paid Educator Staff Time (salary and benefits):

D → # of Volunteers Dedicated to Education/Interpretation:

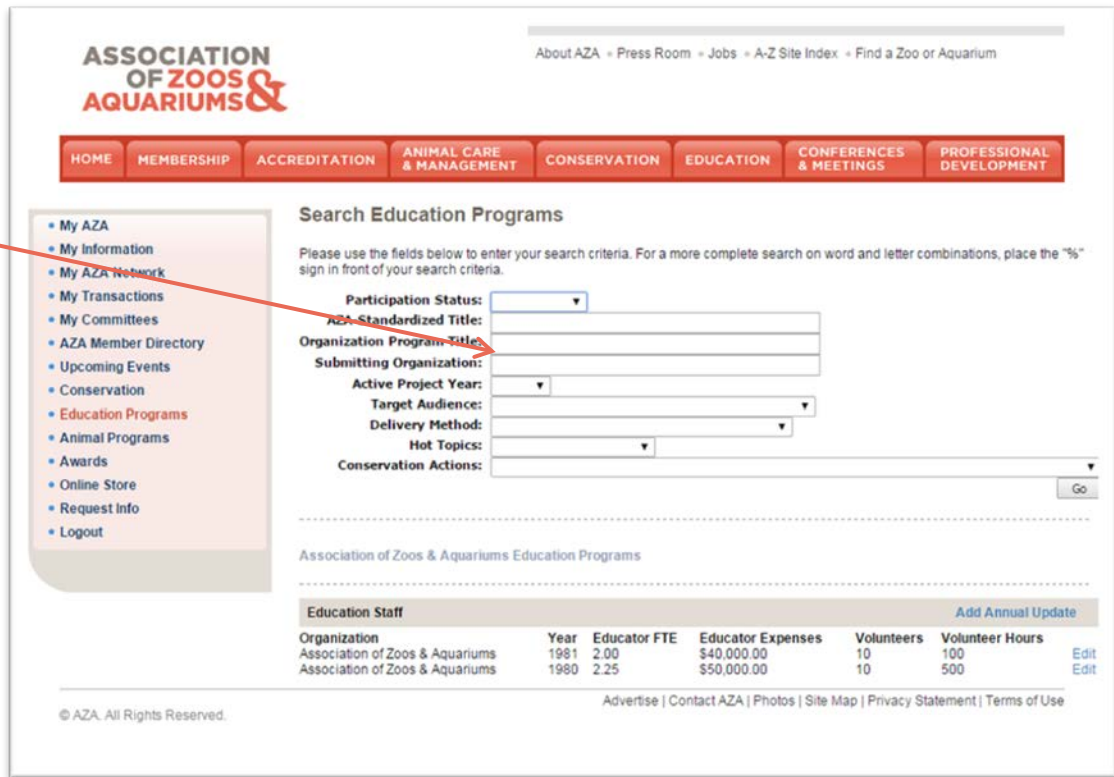
D → Total Volunteer Hours Dedicated to Education Service:

Save Cancel

- A** First, enter 2014 in the **Year** field. Updates for other years must be entered separately.
- B** In the **Education FTE** field, enter the number of full-time equivalent (FTE) staff dedicated to education which are paid by your institution (or by grants to your institution) for that particular year. For example, if you have 1 full-time education manager and 3 education specialists who each work 1/4 of the year, then your response is 1.75 FTEs.
- C** Enter the total **Costs Associated with Paid Educator Staff Time**, including salary and benefits. This is a sum, not a per-individual average.
- D** Enter the **Number of Volunteers Dedicated to Education/Interpretation** and the **Total Volunteer Hours Dedicated to Education Service** for the entire reporting year.

Click **Save** when you are done.

Search Education Programs



ASSOCIATION OF ZOOS & AQUARIUMS

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HOME | MEMBERSHIP | ACCREDITATION | ANIMAL CARE & MANAGEMENT | CONSERVATION | EDUCATION | CONFERENCES & MEETINGS | PROFESSIONAL DEVELOPMENT

Search Education Programs

Please use the fields below to enter your search criteria. For a more complete search on word and letter combinations, place the "%" sign in front of your search criteria.

Participation Status:

AZA-Standardized Title:

Submitting Organization:

Active Project Year:

Target Audience:

Delivery Method:

Hot Topics:

Conservation Actions:

Go

Association of Zoos & Aquariums Education Programs

Education Staff		Add Annual Update			
Organization	Year	Educator FTE	Educator Expenses	Volunteers	Volunteer Hours
Association of Zoos & Aquariums	1981	2.00	\$40,000.00	10	100
Association of Zoos & Aquariums	1980	2.25	\$50,000.00	10	500

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A You can search Education Programs submitted by your own or other AZA-accredited institutions by entering the **Submitting Organization** and clicking Go.

You can also filter by: Participation Status, Program Title, Active Project Year, Target Audience, Delivery Method, Hot Topic, or Conservation Action.

To avoid the need for exact text matches, place the "%" sign in front of your search criteria.

Note: 2013 was the first year data were collected. Not all details submitted in 2013 may appear; they are still being transferred from the SurveyMonkey instrument into this database.

Update Existing Programs

The screenshot shows a web interface for creating a new program. On the left is a sidebar menu with items: My AZA, My Information, My AZA Network, My Transactions, My Committees, AZA Member Directory, Upcoming Events, Conservation, Education Programs, Animal Programs, Awards, Online Store, Request Info, and Logout. The main area is titled 'New Program' and shows 'Submitting Organization: Association of Zoos & Aquariums'. At the top right is a link 'Edit Education Program'. Below this is a table for 'Annual Program Update' with columns: Year, Individuals Reached, Alignment with Standards?, Evaluation Included?, Assessment, and Amount Spent. Below the table are several sections, each with a header and a text input field, followed by a link to add more: 'Program Content Objective(s)' (Objective(s)), 'Program Content – Hot Topic(s)' (Hot Topics), 'Target Audience' (Target Audience), 'Targeted Underserved/Underrepresented Population(s)' (Populations), 'Conservation Issue(s) and Action(s) – for program offerings that meet Con-Ed definition' (Conservation Issue, Action), and 'Cost to Participant' (Cost). Red arrows point from labels A, B, and C to specific elements: A points to the 'Edit Education Program' link, B points to the 'Add an Annual Program Update' link, and C points to the 'Add Objective(s)' link.

A You may edit an existing Education Program by clicking on **Edit Education Program**.

B For ongoing programs, click **Add an Annual Program Update** to record this year's activity. (See **page 8** for details.)

Note: ALL ongoing programs must have an Annual Program Update, or they will not be considered active when queried or searched for by year for reporting and promotional purposes.

C Updates to other specific metrics can be made by clicking on each link. (Refer to detailed instructions on **pages 9-14**).

Defining Education Programs for the AZA Community

Developed in 2013 by the Conservation Education Committee

Education Programs refer to any formalized projects, programs, presentations, instructional materials, activities, and/or interpretive experiences undertaken by an AZA-accredited institution that:

- have a specific goal;
- have defined content;
- identify a primary discipline;
- utilize a specific delivery method; and
- target a primary audience.

Two types of Education Programs have been defined:

1. **Conservation Education Programs** are those that are specifically designed BOTH to raise awareness about a conservation issue(s) AND promote conservation action(s).

Examples of Conservation Education Programs:

Bush Meat Interpretive Program: Teen volunteers use a snare to describe to visitors how poachers trap animals for bush meat.

Conservation Issue = The radiated tortoise is being illegally poached for bush meat and the pet trade.

Conservation Action = Visitors are asked to donate to the Turtle Survival Alliance, which provides support for the protection of the radiated tortoise.

Life on the Reef Program: Daily program that explains why some corals and fishes are disappearing from particular regions.

Conservation Issue = Climate change is causing bleaching of coral reefs.

Conservation Action = Visitors are asked to reduce their carbon footprint by walking, biking or taking public transportation instead of driving to help combat climate change and maintain appropriate ocean temperatures.

2. **General Education Programs** are those that do not meet both components of the Conservation Education Program definition but instead deliver more generalized information.

Examples of General Education Programs:

Teacher Training Program: Designed to increase teacher knowledge of new ideas about teaching science, inquiry-based activities that support the Common Core and Next Generation Science Standards, STEM education, new teaching strategies and standards-based activities, and the integration of language arts, math, technology, social studies and science.

Learn About Animals Program: Teaches children about what makes animals within taxonomic groups different from each other. Provides information about distinguishing animal features and provides hands-on exploration of animal artifacts.

Education Program Delivery Method Categories and Definitions

Delivery Method	Definition	Examples
Audience-Driven Inquiry: Hands-On	A hands-on learning environment that is open to the public and facilitated by trained staff or volunteers.	Nature Play Area
		Zoo Job Play-Pretend Space
Audience Driven Inquiry: Interactive	A directed educational focus with an individual volunteer or staff member.	Interpreter at Exhibit
		Nature Exchange Area
Audience-Driven Inquiry: Station	A manned discovery station or cart.	Cart with Biofacts
		Invertebrate Lab with Microscopes (must be staffed)
Camp	An after school or out of school program for a group.	Community Care Program
		Summer Camp
Class	A classroom-style presentation (could be outdoor classroom) of information and activities around a specific topic.	Animal Adaptations Class
		Xeriscaping 101
Package	A set of educational materials that a visitor requests directly from a staff member or volunteer. Must include more than printed material (see Publication section for printed materials only).	Self-guided Visit Backpack
		School Kit
Presentation: Non-registered	A lecture, film, demonstration, show or performance that is open to the public. May be an ongoing, limited-run, or one-time presentation.	Flight Show
		Daily Scheduled Program Animal Presentations (i.e. Keeper Talks)
Presentation: Pre-registered	A lecture, film, demonstration, show or performance requiring pre-registration. May be an ongoing, limited-run, or one-time presentation.	Field Trip Welcome/Orientation
		Lecture Series
Public Program	An experience requiring pre-registration that gives special access to an area of the zoo/aquarium, beyond a standard behind-the-scenes tour.	Keeper for a Day
		Breakfast with the Animals
Publication: Active Handout	An educational publication that a visitor requests directly from a staff member or volunteer.	Field Trip Guide
		Brochure on Bushmeat

Publication: By Request	Electronic or hard-copy publications sent out to individuals or a general distribution list.	Teacher E-newsletter
		Monthly Magazine
Publication: Digital Download	An educational publication that may be downloaded from the institution's website (e.g., a PDF).	Scavenger Hunt Based on Educational Clues
		Animal Fact Sheet
Publication: Passive Handout	An educational publication that visitors can pick up on their own in a program or at an exhibit.	Bird ID Card
		Sustainable Seafood Card
Special Event	An event organized by an institution and featuring an assortment of educational activities and programs that may or may not belong to the organizing institution.	Teachers' Night
		Zoo Boo
Tour: Non-registered	Regularly scheduled and narrated tours that are open to the public.	Bus/Tram Tour
		Volunteer-led Walking Tour
Tour: Pre-registered	Narrated tours requiring preregistration.	Vet Hospital Tour
		Behind-the-Scenes Tour
Web-based Learning: Asynchronous/Archived	A recorded session of a conference or webinar delivered over the internet to users, which might feature many topics and might be hosted by institution experts.	Previously Recorded Lecture
		Volunteer Training Video
Web-based Learning: Synchronous/Live	A conference or webinar delivered over the internet to registered users, which might feature many topics and might be hosted by institution experts.	Webinar on Field Conservation Efforts
		Electronic Field Trip
Workshop: Course	A multi-day program that provides in depth, extended exploration of a subject. Participants preregister to attend and might receive university credit.	Advanced Inquiry Program Masters Course
		Adult Seminar Series
Workshop: Non-registered	A workshop or training that is open to the public.	Workshop on Xeriscaping
		Butterfly Monitoring Workshop
Workshop: Pre-registered	A workshop or training requiring preregistration.	Volunteer Interpreter Training
		Teacher Workshop

Education Program Audience Categories and Definitions

Audience Category	Primary Audience	Definition
All Audiences	All	A program intended for everyone.
Adults	General	The general population age 18 and older.
	Parents	People with school-age children.
	Seniors (55+)	The general population age 55 and older.
	Young Professionals	Young adults ages 21-35 who are working full-time jobs.
Educators	College Instructors	Professors/Faculty at two-year and four-year institutions.
	Teachers / Formal Educators	Teachers in pre-K -12 classrooms. Also includes those who work in formal education environments doing related work such as curriculum development, educational evaluation, and distance learning.
	Non-formal Educators	Educators who work primarily outside of the formal classroom setting.
Families/Caregivers with Children	Families/Caregivers with Children	A group of related children and adults, typically including at least one parent, grandparent, or guardian.
Homeschool Groups	Homeschool Groups	Students of any age being schooled in a home environment.
Internal	Interns	College students and other individuals serving as paid or unpaid interns.
	Staff	Individuals employed by the zoo/aquarium.
	Volunteers / Docents	Unpaid assistants.
Members	Members	Individuals who are members of the AZA-accredited institution.
Other Populations	Donors / VIPs	Individuals who have donated/may donate significant funds to the institution. Also includes individuals who may benefit the institution in other ways.
	Foreign Language Audiences	Visitors whose primary language is not English.
Other Professionals	External Colleagues	Individuals from other institutions that do work similar to a zoo/aquarium (e.g., museums, nature centers, libraries, science centers, etc.).
	Public Officials	Members of local, state, national, or international governments (including staff members of those officials).
	Researchers	Individuals who have formalized research training.
	School Administrators	Individuals working in the management of educational institutions.
Scout Groups	Scout Groups	Members of Boy Scouts, Girls Scouts, and the like.
Special Needs Populations	Special Needs Populations	Individuals requiring special assistance.
Students	Adult Learners	Post-college adults who join a structured learning environment.
	College / University Students	Students in two-year, four-year, and graduate programs (except interns).
	High School Students	Students in grades 9-12.
	Middle School Students	Students in grades 6-8.
	Elementary School Students	Students in grades K-5.
	Preschool Students	Children in learning programs that precede kindergarten.
Youth (out of school time)	High School Age	Children in the equivalent age group of grades 9-12.
	Middle School Age	Children in the equivalent age group of grades 6-8.
	Elementary School Age	Children in the equivalent age group of grades K-5.
	Pre-School Age	Children in the age group preceding kindergarten.