# Wildlife Habitat Council — Conservation**Certification**®

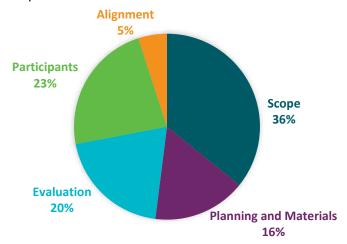# Project Scoring Sheet – Training

Version 1.1

## Notes

- This is a static document intended for reference only. It includes information the Reviewer sees while scoring an application.
- Questions relating directly to requirements are indicated with a red asterisk*.
- Checkmarks help reviewers focus in on key components of the scoring.
- The results of individual project reviews are available at the top of each project's page in the Conservation Certification Website.
- Information about other aspects of evaluations (e.g. methodology used for scoring) is available in the Certification Support Center.

## Contents

## Overview

Percentage of points achievable per section

## Scope | 36% of points achievable

**\* Does the project exceed regulatory requirements?**

*If the applicant answered that no aspects of the project are done in relation to regulatory requirements, select N/A. If they answered that it was done in relation to regulatory requirements, select Yes or No depending on if it exceeds requirements.*

> N/A
> No
> Yes

**\* Does the education project relate to a habitat or species on or off site? |** Up to 4.8 points

*Examples of connection to a habitat or species include:*
*• Visiting the habitat for learning*
*•Collection of samples (e.g. water, soil) from the habitat to be used in off-site activities*
*•Focusing on an issue of regional importance to the site's habitat (e.g. a species that is threatened in the site's region but may not exist on site)*

✔ Content/activities relate to local habitat/species

> 0 - No
> 1 - Habitat or species used to inform the education project but no in-habitat activities | 2.4 pts
> 2 - Habitat or species used to inform the education project including in-habitat activities | 4.8 pts

**\* How often does the project happen? |** Up to 4.5 points

> 0 - Not occurring within the certification term
> 1 - Less than once per year | 1.125 pts
> 2 - Once per year | 2.25 pts
> 3 - Two to four times per year | 3.6 pts
> 4 – Five or more times per year | 4.5 pts

**How many hours are audience members engaged per year? |** Up to 4.5 points

> 0 = No hours occurred during certification period
> Score = Average of hours/year over the course of the certification term (an entry with partial hours is acceptable) | Points earned = score/25

**\* How long has the project been happening (in years)? |** Up to 6 points

> 0 = The project hasn't been implemented yet
> Score = Number of years (an entry with partial years is acceptable) | Points earned = score/5

**\* Is there a stated conservation education objective?**

✔ Applicant understanding

> No
> Yes

**Does the project provide value to the community by identifying a community need?** | Up to 6 points

*Examples of community needs include:*
*• Hands-on learning*
*•Outdoor learning spaces don't exist at schools*
*•Badge/patch requirements for troops*
*•Awareness of local environmental issues such as species of concern or keystone species*
✔Applicant understanding
 0 - No community need identified
 1 - Meets a need identified internally by the company | 3 pts
 2 - Meets a need identified by an external group, company or community group based on study or other info | 6 pts

**Does the project support a conservation project?** | Up to 10 points

*Supporting a conservation project refers to supporting a habitat or species project within the program. Types of support might include assistance with planning, implementing/managing, monitoring, or evaluating the habitat or species project.*
✔Applicant understanding
 0 - No
 1 - Activities contribute in some way to a habitat/species project (e.g. labor, information, data) | 4 pts
 2 - Activities are integral to the habitat species plan (couldn't achieve conservation goals without this activity) | 10 pts

## Planning and Materials | 16% of points achievable

**What level of planning is used for the project?** | Up to 9 points

*Strategy/strategic = addresses and is informed by conservation context, community needs, or corporate strategic social responsibility goals, etc.*
*External input could come from teachers, writers, education professionals, or conservation experts that have knowledge of pedagogy and/or of the conservation issues being taught.*
✔Applicant understanding
✔Documentation
 0 - No plan, ad hoc implementation
 1 - Plan for implementation with no strategy and no external input | 4.5 pts
 2 - Plan for implementation with strategy or external input | 6.75 pts
 3 - Plan for implementation with strategy and external input | 9 pts

**Does the project use appropriate written materials? |** Up to 3.6 points

*Materials can include but are not limited to: curriculum, lesson plans, interpretive materials and related information, either printed or electronic.*

✔ Content relates to habitat/species

> 0 - Materials do not support the education objectives or meet the needs of the audience
>
> 1 - Materials used are topic-appropriate (deliberately tailored to the education objectives) | 1.8 pts
>
> 2 - Materials used are both topic-appropriate and age-appropriate (deliberately tailored to the education objectives and audience learning level) | 3.6 pts

**Does the project use appropriate equipment? |** Up to 3.6 points

*Equipment can include but is not limited to: nets, water quality kits, microscopes, etc. For example, equipment for sampling water chemistry would be appropriate for an aspiring Eagle Scout working on a water quality project, but would not be age-inappropriate for Cub Scouts and topic-inappropriate for studying birds.*

✔ Relevance to habitat/species activities

> 0 - Equipment and tools do not support the education objectives or meet the needs of the audience
>
> 1 - Equipment and tools support the education objectives and/or the audience | 3.6 pts

# Evaluation | 20% of points achievable

**\*To what level does the project assess learning goals through an evaluation? |** Up to 6 points

✔ Applicant understanding

✔ Documentation relates to habitat/species

> 0 - No assessment of learning or project impact on audience
>
> 1 - Informal or anecdotal feedback is collected (through observation or informal conversation e.g. writing down overall impressions or informal notes after the event) | 3 pts
>
> 2 - Formal feedback is administered and recorded (the team asked specific questions e.g. survey of learners' knowledge or behavior, examples of learners' work, pre- and post-event testing) | 6 pts

**\*To what level were the logistics of the project reviewed and debriefed? |** Up to 4 points

✔ Applicant understanding

✔ Documentation

> 0 - No assessment of implementation
>
> 1 - Informal assessment recorded (post-hoc assessment that was not built into the project e.g. meeting minutes, a report) | 1.6 pts
>
> 2 - Structured assessment recorded (an assessment built into the structure of the project e.g. successes and challenges recorded) | 4 pts

**Were evaluation outcomes (project logistics or learning impact) used to inform future management of projects? |** Up to 10 points

    0 - Not used

    1 - Either project logistics OR project learning impact is used to inform future management of the project | 7.5 pts

    2 - Both project logistics AND project learning impact are used to inform future management of the project | 10 pts

## Participants | 23% of points achievable

**Do employees actively contribute to the project?**

    Yes

    No

**How many employee hours were spent on project specific activities each year? |** Up to 5 points

*Hours are calculated as: all planning + all implementation / # years of cert term with full data*

    0 = No employee hours

    Score = Average number of employee hours/year over the course of the certification term (an entry with partial hours is acceptable) | Points earned = score/1000

**What was the depth of employee engagement in the project? |** Up to 5 points

*This criterion does not take into account the number of employees engaged.*

    0 - No employee participation

    1 - One-off/ single event or irregular involvement of employees | 1 pt

    2 - Regular involvement of employees in implementation OR development or long-term planning | 3.5 pts

    3 - Regular involvement of employees in implementation AND development or long-term planning | 5 pts

**Do any groups or partners actively contribute to the project?**

    Yes

    No

**How many partner hours were spent on project specific activities each year? |** Up to 3.9 points

*Hours are calculated as: all planning + all implementation / # Years of cert term with full data*

    0 = No partner hours

    Score = Average number of partner hours/year over the course of the certification term (an entry with partial hours is acceptable) | Points earned = score/20

**What was the depth of partner engagement in the project? |** Up to 3.9 points

*This criterion does not consider the number of partners engaged.*

    0 - No partner participation

    1 - One-off/ single event or irregular involvement of partners | 0.78 pts

    2 - Regular involvement of partners in implementation OR development or long-term planning | 2.73 pts

    3 - Regular involvement of partners in implementation AND development or long-term planning | 3.9 pts

**What was the level of technical advice used in the project? |** Up to 5.2 points

✔Applicant understanding

    0 - No technical advice

    1 - Technical advice sought (from partner or other resources) | 1.56 pts

    2 - Demonstrated implementation of technical advice | 3.64 pts

    3 - Ongoing regular use of technical advice (at least once per year) | 5.2 pts

# Alignment | 5% of points achievable

**Does the project tie to a corporate level commitment to Training? |** Up to 2.25 points

*General corporate commitments to the environment, biodiversity, or education are not recognized.*

✔Specific to project type

    0 - No

    1- Yes | 2.25 pts

**Does the project align with a large-scale conservation or education initiative? |** Up to 2.75 points

✔Applicant understanding

    0 - No stated alignment with educational objectives of a conservation plan

    1 - Alignment with educational objectives of an external conservation, education, or training plan | 2.75 pts