Project Scoring Sheet – Formal Learning

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 | 39% of points achievable
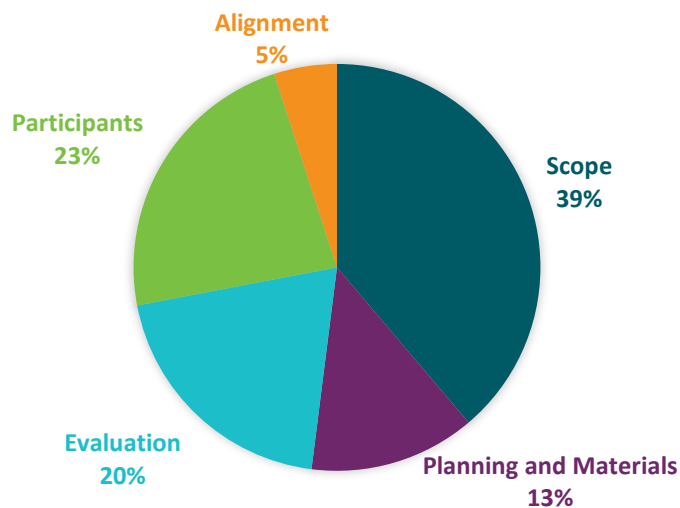
* Does the project exceed regulatory requirements?

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 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 pts
> 2 - Habitat or species used to inform the education project including in-habitat activities | 4 pts

* How often does the project happen? | Up to 4 points
> 0 - Not occurring within the certification term
> 1 - Less than once per year | 0.8 pts
> 2 – One to four times per year | 2 pts
> 3 - Five to twelve times per year | 3.2 pts
> 4 – Greater than twelve times per year | 4 pts

How many hours are audience members engaged per year? | Up to 4 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/60

* How long has the project been happening (in years)? | Up to 4 points
> 0 = The project hasn't been implemented yet
> Score = Number of years (an entry with partial years is acceptable) | Points earned = score/5

* Are the learning goals mappable to existing academic standards? | Up to 8 points

Examples of learning standards might include:
• National level learning standards such as Next Generation Science Standards and Common Core
• State level learning standards that describe specifically what students should learn in each grade/class
• University course syllabus or degree requirement
• The school's specific learning goals or curricula for each grade/class

✔A specific standard (not STEM/STEAM) is listed
    0 - No
    1 - Yes, generally supports standards | 4 pts
    2 - Yes, explicitly supports standards | 8 pts

* 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 4.8 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

    0 - No community value described
    1 - Community value described but lacking external input | 2.4 pts
    2 - Community value described with external input | 4.8 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.

    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 | 13% of points achievable

What level of planning is used for the project? | Up to 7.2 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 | 3.6 pts
- 2 - Plan for implementation with strategy or external input | 5.4 pts
- 3 - Plan for implementation with strategy and external input | 7.2 pts

Does the project use appropriate written materials? | Up to 3 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) | 1.5 pts
- 2 - Materials used are both topic-appropriate and age-appropriate (deliberately tailored to the education objectives and audience learning level) | 3 pts

Does the project use appropriate equipment? | Up to 3 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 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) | 2.4 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 relates to habitat/species

      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 Formal Learning? | 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 an external large-scale conservation or education initiative? | Up
to 2.75 points
✔ Applicant understanding
        0 - No stated alignment with educational objectives of a regional conservation plan
        1 - Alignment with either educational objectives of an external conservation plan or education
        plan| 2.75 pts