

THE BASICS OF PLANNING YOUR EDUCATIONAL ACTIVITIES

Outcomes

What do you want to achieve with your programme?

For example:

1. **To connect people with wildlife** – so that they have a better understanding and feel more connected to wildlife. They feel it is relevant to them.
2. **To connect people with your zoo** – so that they have a better understanding of the conservation work you do to protect wildlife and want to support you.
3. **To get people involved** – what can they do to help? Can you enable and empower them to take conservation action?

Learning objectives

Help you to achieve your aims & structure your activities

What are your learning objectives? These are key messages that you want your audience to remember.

For example:

The **Aim** or **what you want to achieve** is to get the audience involved in your work.

The **learning objective** or **the key message you want them to know** is how to take action to help babirusa e.g. *do not buy products made from babirusa tusks because the babirusa may have been illegally hunted to make the product.*

Why do you need learning objectives?

Learning objectives help you to achieve your aims and are the key points that will help you to structure your activities.

All the elements of your activities should link back to your aims and learning objectives- if they don't, question why they are included.

When you think about monitoring and evaluation you will consider how well the learning objective was delivered and received.

How are you going to get your messages across?

Campaign – an overarching topic running over a long period (1 year or more), for example reducing illegal wildlife trade. It could involve a number of different delivery methods.

Event – a one-off or repeated occurrence, e.g. a world animal day, celebration or a fundraiser day.

Part of your daily programme of activities - e.g. an animal talk or touch table activity.

Who do you want to know about your work?

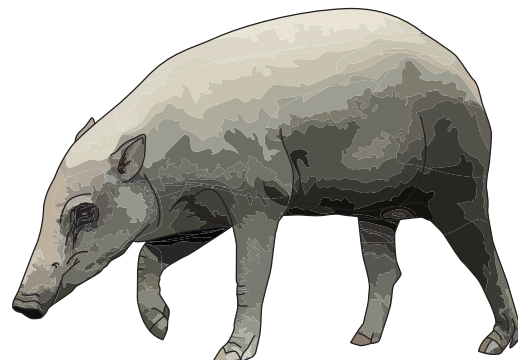
Consider your audience – are you speaking mainly to children or adults, school groups or families? Knowing your audience will help you decide the type of delivery method which is most suitable to get your messages across and involve your audience in your work.

People who visit the zoo have different reasons for their visit.

Some visitors want to;

- learn during their visit
- have a fun day out
- spend time with friends or family in a nice environment (not just because there are animals)
- see animals
- want to get involved in conservation
- all of the above

Different delivery methods will work better for certain audiences. E.g. visitors who have come for a fun day out to spend time with their friends may not want to engage with an educational touch table, but may want to attend an animal feed & talk.



GLOBAL SPECIES
MANAGEMENT PLAN

ANOA
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What methods of delivery could you use?

Method of delivery	Pros	Cons	Audience suitability
An animal talk	Can reach large audiences if presented on a speaker system	Are not usually suitable for in-depth information Often doesn't hold people's attention for a long time	Visitors who want to: - learn during their visit - have a fun day out - see animals Can be adapted to different ages and abilities. e.g. talks aimed at children might need more simple language
A workshop or classroom session	Good for small groups of 20-30 people Good for getting across both basic and in-depth information Can be interactive and get people practically or physically involved e.g. planting a tree Can be easily tailored for different groups	Doesn't reach a large audience all at once Requires more planning and possibly financial input for materials Usually requires pre-booking and organisation	Visitors who want to: - learn during their visit e.g. -school groups -community groups -pre-booked visitors. Can be adapted for age, ability level and interests. Can include interactive elements such as quizzes, hands on activities and touch tables.
A touch table	Good for displaying and getting hands on with artefacts and props Allows for focused one to one and small group conversations Good for communicating both basic and in-depth information Can be used alone or as part of a workshop	Doesn't reach a large audience all at once, but you can engage with many visitors in a drop-in session e.g. over one hour Requires more planning and possibly financial input for materials Requires upkeep of artefacts and props	Visitors who want to: - learn during their visit (<i>conservation messages</i>) - have a fun day out (<i>hands on activities</i>) Including school groups & families
A story	Can reach large audiences at once or be a more focused small group session Allows you to deliver messages in a way that may be more memorable to many people than a factual talk Can use props or dress up	Requires staff Requires design, planning and possibly financial input for materials Requires practice and possibly training to be able to tell the story in a convincing and engaging way.	Families & children (toddlers - 8 years old)



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Method of delivery	Pros	Cons	Audience suitability
A tour	<p>Good for small groups up to around 20-30 people</p> <p>Can be tailored to the group in terms of content and how you deliver it</p> <p>Allows you to make good use of the animal collection to inspire and engage</p> <p>A couple of easy to carry props or artefacts can be used</p> <p>Can communicate some in-depth information</p>	<p>Doesn't reach a large audience all at once</p> <p>Can't use lots of props as you are moving around</p> <p>May not be suitable for a lot of very in depth discussions due to the need to move on to other enclosures</p> <p>Visitors on the tour will require a certain level of mobility</p> <p>Usually requires pre-booking and organisation</p>	<p>Visitors who want to:</p> <ul style="list-style-type: none"> - learn during their visit (<i>conservation messages</i>) - see animals - have a fun day out (<i>hands on activities</i>) <p>Including school groups & families</p> <p>Can be adapted for age, ability level and interests.</p>
A sign	<p>Can reach large audiences</p> <p>Once created and installed, only requires maintenance- no staffing</p> <p>Can be used to communicate both basic and in depth information</p>	<p>Requires maintenance (cleaning & repairing)</p> <p>May require updating as information changes</p> <p>Harder to adapt to audience</p> <p>May be harder to communicate information to people with low reading abilities</p> <p>Requires financial input to create</p>	<p>Visitors who want to:</p> <ul style="list-style-type: none"> - learn during their visit
A game	<p>Good for engaging with those who may not seek out other education activities e.g. people on a fun day out</p> <p>Allows you to communicate messages in a fun way</p> <p>Can be used as part of a workshop or classroom session</p>	<p>Requires staff</p> <p>Requires design, planning and possibly financial input for materials</p> <p>Depending on the size of the game, you may need an open area to play it</p>	<p>Visitors who want to:</p> <ul style="list-style-type: none"> - have a fun day out <p>Including families & school groups</p> <p>Games are a fun and engaging way of communicating with children and adults of varying ages, as part of a school group or general zoo visitors. Some games may be suitable for adults although may not necessarily appeal to all adults.</p>

