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 Education Survey 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 Education Survey 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 Professional Development & Education:
Amy Rutherford
Phone: (301) 244 3351
arutherford@aza.org
# Table of Contents

<table>
<thead>
<tr>
<th>Log In to Access My AZA</th>
<th>Page 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access Education Programs Area</td>
<td>Page 4</td>
</tr>
<tr>
<td>Add a New Program</td>
<td>Page 5</td>
</tr>
<tr>
<td>Describe a New Program</td>
<td>Page 6</td>
</tr>
<tr>
<td>Enter Data for a New Program</td>
<td>Page 7</td>
</tr>
<tr>
<td>Add an Annual Program Update</td>
<td>Page 8</td>
</tr>
<tr>
<td>Add Program Objectives</td>
<td>Page 9</td>
</tr>
<tr>
<td>Add Hot Topics</td>
<td>Page 10</td>
</tr>
<tr>
<td>Add Target Audiences</td>
<td>Page 11</td>
</tr>
<tr>
<td>Add Populations</td>
<td>Page 12</td>
</tr>
<tr>
<td>Add Education Staff Annual Update</td>
<td>Page 13</td>
</tr>
<tr>
<td>Add Education Program Annual Update</td>
<td>Page 15</td>
</tr>
<tr>
<td>Search Education Programs</td>
<td>Page 17</td>
</tr>
<tr>
<td>Update Existing Programs</td>
<td>Page 18</td>
</tr>
<tr>
<td>Defining Education Programs for the AZA Community</td>
<td>Page 19</td>
</tr>
<tr>
<td>Education Program Delivery Method Categories and Definitions</td>
<td>Page 20</td>
</tr>
<tr>
<td>Education Program Audience Categories and Definitions</td>
<td>Page 22</td>
</tr>
</tbody>
</table>
Log In to Access My AZA

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/](https://www.aza.org/)).

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

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

Click on [Your Institution] Education Programs.

Note: Only those individuals who have been identified as the “Education Survey 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 arutherford@aza.org

Click on Add Education Program.
Describe a New Program

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, *please do not include quotes or apostrophes in the description*)

**Participation Status** – Select from Ongoing, Terminated/Completed, or 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 18-19 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 17 for the definition of Conservation Education.
Enter Data for a New Program

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

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)
- Audience Characteristics Intentionally Served By Program (see page 12)
Add an Annual Program Update

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

- **A** Enter the **Report Year**.
- **B** Enter **individuals reached** in report year.
- **C** Enter **amount spent** in report year. Do not include salaries, as that is captured annually in the Education Staff section (see pages 13-14).

Click **Save** when you are done.
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

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 previous surveys 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.
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 Ages.

For a description of each specific audience, see page 20.

Click Save when you are done.
Add Populations

Select any/all audience characteristics intentionally served by this program. 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 audience characteristic in mind, select **Inclusive Program, All Welcome**.

Click **Save** when you are done.
Add Education Staff Annual Update

Every year you should provide an update on education staff employed at your institution. From the main Education Programs page, click **Add Annual Update** from the “Education Staff” menu to begin.
First, enter the report year in the **Year** field. Updates for other years must be entered separately.

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 on education, then your response is 1.75 FTEs.

Enter the total **Costs Associated with Paid Educator Staff Time**, including salary and benefits. This is a sum, not a per-individual average.

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.
Every year you should provide an update on the assessment, evaluation, and standards alignment for the programs at your institution. From the main Education Programs page, click **Add Annual Update** from the “Education Program Overview” menu to begin.
First, enter the report year in the **Year** field. Updates for other years must be entered separately.

Select the whether some, all, or none of your school programs aligned with standards in this report year.

Select which type(s) of assessments you did for your programs in this report year.

Select whether some, all, or none of your programs were evaluated during this report year. If you did evaluate some or all of your programs, indicate which types of evaluations you conducted.

Click **Save** when you are done.
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 search/filter by: Program Title, Active Project Year, Target Audience, Delivery Method, or Hot Topic.

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

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

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 included in the Annual Report on Conservation & Science or other AZA reports and statistics.

Updates to other specific metrics can be made by clicking on each link. (Refer to detailed instructions on **pages 9-12**).
Defining Education Programs for the AZA Community

Developed in 2013 by the Conservation Education Committee, revised in 2019.

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

<table>
<thead>
<tr>
<th>Delivery Method (highlighted methods were updated in 2018)</th>
<th>Definition</th>
<th>Examples</th>
</tr>
</thead>
</table>
| **Audience-Driven Engagement** *(Encompasses former options: Audience-Driven Inquiry: Hands-On, Audience Driven Inquiry: Interactive, & Audience-Driven Inquiry: Station)* | A learning or interpretive experience where the audience chooses to engage and drives the engagement. i.e. A hands-on learning environment that is open to the public and facilitated by trained staff or volunteers, or a directed educational focus with an individual volunteer or staff member, or A manned discovery station or cart. | Nature Play Area  
Zoo Job Play-Pretend Space  
Interpreter at Exhibit  
Nature Exchange Area  
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 |
| **Club/Council/Service** | An organized group the meets regularly to learn, engage with the organization’s mission, and/or provide service to the organization. | Family Nature Club  
Youth Advisory Council  
Teacher Advisory Council |
| **Funding Only** | Funding is provided to support education program facilitated by another organization. | Education Grant Program |
| **Activity Kit** *(Formerly: 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** *(Encompasses former options: Presentation: Non-registered & Presentation: Pre-registered)* | A lecture, film, demonstration, show or performance. May be an ongoing, limited-run, or one-time presentation. | Flight Show  
Daily Scheduled Program Animal Presentations (i.e. Keeper Talks)  
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**  
| (Encompasses former options:  
| Publication: Active Handout  
| Publication: By Request  
| Publication: Digital Download  
| Publication: Passive Handout) | Electronic or hard-copy educational publications available to the public, visitors, or specific audiences. They may be freely available or distributed to a specific group. |
| | Field Trip Guide  
| | Brochure on Bushmeat  
| | Teacher E-newsletter  
| | Monthly Magazine  
| | Scavenger Hunt Based on Educational Clues  
| | Animal Fact Sheet  
| | 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**  
| (Encompasses former options:  
| Tour: Non-registered  
| Tour: Pre-registered) | Regularly scheduled and narrated tours that are open to the public and may or may not require pre-registration. |
| | Bus/Tram Tour  
| | Volunteer-led Walking Tour  
| | Vet Hospital Tour  
| | Behind-the-Scenes Tour  |
| **Web-based Learning**  
| (Encompasses former options:  
| Web-based Learning: Asynchronous/Archived &  
| Web-based Learning: Synchronous/Live) | A conference, webinar, or learning module delivered live or as a recording over the internet to registered users, which might feature many topics and might be hosted by institution experts. |
| | Previously Recorded Lecture  
| | Volunteer Training Video  
| | Webinar on Field Conservation Efforts  
| | Electronic Field Trip  |
| **Workshop/Course**  
| (Encompasses former options:  
| Workshop: Course  
| Workshop: Non-registered  
| Workshop: Pre-registered) | A workshop or training that that provides focused exploration of a subject. |
| | Advanced Inquiry Program Masters Course  
| | Adult Seminar Series  
| | Workshop on Xeriscaping  
| | Butterfly Monitoring Workshop  
| | Volunteer Interpreter Training  
<p>| | Teacher Workshop  |</p>
<table>
<thead>
<tr>
<th>Audience Category</th>
<th>Former Categories Encompassed (if applicable)</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Ages</strong></td>
<td>All Audiences</td>
<td>A program intended for everyone.</td>
</tr>
<tr>
<td></td>
<td>Adults-General</td>
<td>The general population age 18 and older.</td>
</tr>
<tr>
<td></td>
<td>Adults-Parents</td>
<td>People with school-age children.</td>
</tr>
<tr>
<td></td>
<td>Adults-Seniors (55+)</td>
<td>The general population age 55 and older.</td>
</tr>
<tr>
<td></td>
<td>Adults-Young Professionals</td>
<td>Young adults ages 21-35 who are working full-time jobs.</td>
</tr>
<tr>
<td></td>
<td>Members</td>
<td>Individuals who are members of the AZA-accredited institution.</td>
</tr>
<tr>
<td></td>
<td>Other Populations-Donors / VIPs</td>
<td>Individuals who have donated/may donate significant funds to the institution.</td>
</tr>
<tr>
<td></td>
<td>Other Populations-Foreign Language Audiences</td>
<td>Visitors whose primary language is not English.</td>
</tr>
<tr>
<td></td>
<td>Other Professionals-External Colleagues</td>
<td>Individuals from other institutions that do work similar to a zoo/aquarium (e.g., museums, nature centers, libraries, science centers, etc.).</td>
</tr>
<tr>
<td></td>
<td>Other Professionals/Public Officials</td>
<td>Members of local, state, national, or international governments (including staff members of those officials).</td>
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<tr>
<td></td>
<td>Other Professionals-Researchers</td>
<td>Individuals who have formalized research training.</td>
</tr>
<tr>
<td></td>
<td>Other Professionals-School Administrators</td>
<td>Individuals working in the management of educational institutions.</td>
</tr>
<tr>
<td></td>
<td>Students-Adult Learners</td>
<td>Post-college adults who join a structured learning environment.</td>
</tr>
<tr>
<td><strong>Educators</strong></td>
<td>Educators -College Instructors</td>
<td>Professors/Faculty at two-year and four-year institutions.</td>
</tr>
<tr>
<td></td>
<td>Educators -Teachers / Formal Educators</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Educators -Non-formal Educators</td>
<td>Educators who work primarily outside of the formal classroom setting.</td>
</tr>
<tr>
<td><strong>Families/Caregivers w/Children</strong></td>
<td>same</td>
<td>A group of related children and adults, typically including at least one parent, grandparent, or guardian.</td>
</tr>
<tr>
<td><strong>Internal Staff/Volunteers</strong></td>
<td>Interns</td>
<td>College students and other individuals serving as paid or unpaid interns.</td>
</tr>
<tr>
<td></td>
<td>Staff</td>
<td>Individuals employed by the zoo/aquarium.</td>
</tr>
<tr>
<td></td>
<td>Volunteers / Docents</td>
<td>Unpaid assistants.</td>
</tr>
<tr>
<td><strong>Students K-12</strong></td>
<td>Students-High School Students</td>
<td>Students in grades 9-12.</td>
</tr>
<tr>
<td></td>
<td>Students-Middle School Students</td>
<td>Students in grades 6-8.</td>
</tr>
<tr>
<td></td>
<td>Students-Elementary School Students</td>
<td>Students in grades K-5.</td>
</tr>
<tr>
<td></td>
<td>Homeschool Groups</td>
<td>Students of K-12 age being schooled in a home environment.</td>
</tr>
<tr>
<td><strong>Students-College / University Students</strong></td>
<td>same</td>
<td>Students in two-year, four-year, and graduate programs (except interns).</td>
</tr>
<tr>
<td><strong>Youth (out of school time) K-12</strong></td>
<td>Youth (out of school time)-High School Age</td>
<td>Children in the equivalent age group of grades 9-12.</td>
</tr>
<tr>
<td></td>
<td>Youth (out of school time)-Middle School Age</td>
<td>Children in the equivalent age group of grades 6-8.</td>
</tr>
<tr>
<td></td>
<td>Youth (out of school time)-Elementary School Age</td>
<td>Children in the equivalent age group of grades K-5.</td>
</tr>
<tr>
<td></td>
<td>Youth (out of school time)-Scout Groups</td>
<td>Members of Boy Scouts, Girls Scouts, and the like.</td>
</tr>
<tr>
<td></td>
<td>Youth (out of school time)-Special Needs Populations</td>
<td>Individuals requiring special assistance.</td>
</tr>
<tr>
<td><strong>Youth (out of school time) Early Childhood</strong></td>
<td>Youth (out of school time)-Pre-School Age</td>
<td>Children in the age group preceding kindergarten.</td>
</tr>
</tbody>
</table>