

2010 EDUCATION YEAR IN REVIEW

Creating the Next Generation of **CONSERVATION STEWARDS**

*The purpose of education at the zoo
is to inspire and cultivate an informed
community of conservation stewards*



Woodland Park Zoo thanks the generous donors in 2010 who helped make our education programs possible:

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Partners who contributed to the strength and quality of our education programs in 2010:

Cascade Harvest Coalition
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Grizzly Bear Outreach Project
Kent School District
Miami University in Ohio
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Top Ten Toys
UW LIFE program
UW Museology Graduate program
Washington Department of Fish & Wildlife
Washington Native Plant Society

Creating the Next Generation of **CONSERVATION STEWARDS**

The purpose of education at the zoo is to advance the zoo's mission by inspiring and cultivating an informed community of conservation stewards. As Washington state's hub for excellence in conservation education, our programs are grounded in a robust science and outcomes-based framework for inspiring conservation. The guiding framework for program development is:

- Connecting children to nature
- Developing ecological literacy
- Providing pathways to conservation

From early learners to senior learners, and on and off grounds, our developmental approach to lifelong learning is to foster empathy for nature, build conservation knowledge and skills, and increase people's personal ownership for action that benefits wildlife and habitats.

EDUCATION STRATEGIC INITIATIVES

Five strategic initiatives focus our zoo education work:

- Connect children to nature
- Intensify the impact of engaging experiences
- Deepen science education, increase ecological literacy
- Empower conservation leaders
- Strengthen our leadership through education research

Strategically aligned to create the next generation of conservation stewards, the following five teams are the core of education at WPZ:

- Volunteer & Education Services
- Child & Family Programs
- Zoo Experiences
- School & Community Engagement
- Education Research

This 2010 Education Year in Review, organized around our strategic initiatives, showcases our programs and accomplishments in 2010 and how our efforts are strategically aligned to create the next generation of conservation stewards.



KATIE REMINE

CONNECT CHILDREN TO NATURE

What better place is there for children to develop empathy and respect for animals and nature than at the zoo? Of the more than 1 million people who visit Woodland Park Zoo each year, more than 70% are families with children. Seventy-five percent of these families have children under the age of 8. With our early childhood program offerings,

Zoomazium, our naturalistic exhibits and many natural areas, we provide a wide variety of venues for children and their caregivers to connect with nature.

As we watch “screen time” replace “green time” and witness increased health and development issues in our communities’ children, the zoo’s work, connecting children to nature and empowering their caregivers to do so, becomes even more important.



RYAN HAWK

“I have so many questions in my head, and answers, but I should start with the questions first! Are you here all day?”

A 5 year old Nature Exchange trader

“Caden, age 6 and William, age 5 took the Habitat Pledge after a field trip to the zoo at the beginning of the school year! At home, they discovered they were able to provide a shelter, a birdbath & food for the goldfinch, Caden’s favorite bird! Of course the habitat has been set up for all our local birds to enjoy! We wanted to thank you, the staff at Zoomazium, for sharing this opportunity with us! We had & continue to have a lot of fun watching our backyard goldfinch habitat! Thanks again!”

A parent of two children who visited Zoomazium

Zoomazium Programs

- 58,030 young learners and their caregivers were reached through formal programs at Zoomazium, from engaging puppet shows to animal encounters
- Over 3,200 children actively engaged in Nature Exchange trading
- 359,662 children and their caregivers visited Zoomazium
- 43,019 children touched an animal in Zoomazium (This number nearly doubled from the 2009 level due to the introduction of Zoo Corps interns' and docents' Animal Encounter presentations.)

ZOOMAZIUM PROGRAMS

Zoomazium, an indoor facility designed for children birth to 8 years of age and their caregivers, successfully mixes spectacular multimedia features with fun, interactive nature-themed areas and programs devoted to play, discovery, and learning. Coupled with the adjacent wooded area, Zoomazium is the zoo's hub for connecting children and their caregivers to nature, science and exploration.

ZOOMAZIUM PROGRAMS INCLUDE

Animal Encounters — Each day, children can get up close with live, furred, feathered or scaly animals. They might meet the star from a puppet story, practice observation skills to discover who's in the Mystery Box, or design a play space for a curious creature and watch as it explores.

Nature Exchange — Staff at Nature Exchange love to hear about the exciting things children see in nature and at the zoo. Children bring in drawings, photos, research or cool nature items and earn points to trade for the natural items in our ever-changing natural history collection.

Puppet Shows — Animal puppets tell stories and sing songs that develop empathy toward the natural world and foster caring and respect for animals. Children are invited up to dance and meet the puppets after the show.

Shake, Rattle & Roar — Toddlers strengthen sensorimotor and language skills by singing, dancing and playing instruments to animal and nature-themed music.

Zoomazium's Backyard Programs — Children connect with nature as they explore this outdoor natural area. Opportunities include balancing on the log beam, learning cause and effect by building with tree cookies, or creating natural artwork at the sorting table. Additional activities such as Bug Hunts, Spider Web Walks, or Scavenger Hunts are offered in the afternoon for Nature Exchange points.

CLASSES AND CAMPS

Early childhood classes are designed to increase children's connections with wildlife and build empathy in our young visitors. Programs are offered for all ages, including newborns and their caregivers. Our Walkin' and Rollin' program underwent modifications to emphasize the importance of parenting based on research from the Talaris Institute.

Summer camp programs, such as Kinder Camp (ages 3-5) and Zooper Day Camp (ages 4-9), helped to increase children's awareness of the natural world and their connection to wildlife. Summer camps in 2010 included "Field Research," which focused on taking a closer look at nature through scientific experiments. Along with learning what some of our conservation partners do, children discovered that they can be field researchers in their own backyards.

Zoo U (Zoo University) engages 10-14 year olds in in-depth programs about natural history and conservation. During 2010, 120 teens and tweens attended Zoo U's "Natural History of Animals" and "Blood & Guts! Animals from the Inside Out." Zoo U participants also had the opportunity to participate in partnership programs between WPZ and SCAN Youth Media or Seattle Aquarium.

ZOO EVENING AND OVERNIGHT ADVENTURES

Zoo Adventures offers themed evening and overnight experiences for children and adults. These programs include educational activities, live animal programs, and guided tours on zoo grounds to special non-daytime tour areas. In 2010, Zoo Adventures embraced the continuing goal of adding hands-on exploration and increased outdoor experiences by offering a new curriculum focused on experiencing the zoo as a field biologist. This new program, entitled "Stealthy Science: Research After Dark," enabled guests to deploy camera traps around the zoo during their evening tour. Photographs were then shared and used to seed discussion of the trials and joys of field biology. The Zoo Adventures program focuses on connecting kids to nature through fun and meaningful experiences.



Classes and Camps

- 5,118 zoo visitors participated in fee-based classes, camps, overnights and other programs
- 931 children and their caregivers participated in early childhood classes
- 1,687 children ages 3-14 attended camps
- 193 seniors participated in Senior Zoo Walkers
- Fee-based programs generated \$465,465 in revenue
- 31 donations were made to the Classes and Camps scholarship fund allowing 36 children to attend camps on partial or full scholarships
- 399 children participated in a Parents' Night Out

Evening and Overnight Adventures

- 1,908 participants came to Zoo Adventures (281 stayed for the evening and the rest spent the night)

Visitor Programs

- 408,284 zoo visitors participated in visitor programs presented by education staff and volunteers including summer experience-themed programs, African bracelet-making, Cultural Interpreter programs, Discovery stations/ramblers and other volunteer programs
- 52,304 zoo visitors participated in presentations offered by keepers including elephant and raptor programs
- 287,861 zoo visitors got close to or touched an animal in the Contact Area, Willawong, giraffe feeding, fall penguin feeding or an Animal Encounters program

“I know the difference between black rhino and white rhino poop because I saw it in South Africa! Black rhino’s poop looks different because they eat wood and white rhinos eat grass and I just had to come and tell someone I know and I saw it!”

3 year old Nature Exchange trader

“(I) love that (my 3 year old) can get so close; most of the zoo animals she can’t see very well. We couldn’t get her away from the window; she can watch them forever.”

A visitor who had experienced the new penguin exhibit

Intensify the Impact of ZOO EXPERIENCES

Woodland Park Zoo plays a vital role in promoting and supporting conservation, locally and around the world, by creating engaging experiences that inspire people to learn, care and act on behalf of wildlife and wild places. Through zoo experiences, we build empathy and create meaningful, personal connections to nature and animals. This deeper understanding leads to ecological literacy and is a crucial step in moving people towards taking conservation action. Engaging zoo experiences including global habitat immersion, opportunities to interact with and get close to live animals, and chances to learn from staff, volunteers and global conservation partners are what makes Woodland Park Zoo unique, brings guests in the gate and keeps them coming back.

INSPIRATION TO ACTION

The 2010 Summer Experience allowed visitors to learn about what the zoo is doing and what they can do to save wildlife and habitats; from eating local to supporting our conservation partners.

In 2010, we partnered with Puget Sound Fresh, Cascade Harvest Coalition and others to promote “Share the Habitat” to encourage zoo visitors and beyond to find and purchase locally sourced foods, participate in Community Supported Agriculture and make conscientious decisions about food choices.

In terms of understanding our impact on visitors’ actions, 47% of those surveyed could identify at least one action they could take to help wildlife that they had heard about during their zoo visit, and 48% could identify at least one sustainability and/or conservation action that WPZ is taking, that they had heard about during their zoo visit. Nearly 7,000 visitors participated in the Eat Local Pledge, indicating that they would make life choices from having a meat-free day to shopping at the farmers’ market to reduce their impact on the environment and lessen their carbon footprint. Survey results show that our Summer Experience programs and experiences inspired over 30,000 people to support our Partners for Wildlife through donations or purchase of conservation commerce items during their visit. An additional 1,000 children took a backyard habitat pledge and received materials to create habitat for animals in their yard or community.

ANIMAL ENCOUNTERS AND EXPERIENCES

From invertebrates to mega fauna, zoo visitors enjoyed daily, up-close and personal encounters with presentation animals and the opportunity to touch them, provided by staff and volunteers. For a small fee, visitors had the opportunity to feed the giraffes, budgies or, in the fall, penguins. At the Family Farm Contact Area, visitors learned

about and touched sheep and goats.

AFRICAN SAVANNA PROGRAMS

Maasai cultural interpreter Kakuta Hamisi shared his firsthand knowledge of African savanna wildlife, habitat and conservation issues with zoo visitors. These interactions built understanding of the relationship between people, animals and habitats and helped to draw clear links between zoo animals, exhibits and field conservation efforts. Visitors also had the opportunity to make a beaded bracelet and learn about African beading traditions through our “Upapi” program. This program generated over \$15,000 in support of our Maasai Association Waterholes partner project.

Deepen Science Education,

INCREASE ECOLOGICAL LITERACY

Our student programs support academic requirements in the sciences, offer field-based opportunities and foster inquiry to ensure that all students have sufficient knowledge and skills in science for success and sustainability in the 21st century. The zoo accomplishes this through teacher professional development, student programs on and off zoo grounds and extensive educational resources. Playing a leadership role in deepening science education and increasing ecological literacy, statewide, is core to Woodland Park Zoo’s vision of creating the next generation of conservation stewards.



Student Programs

- Over 70,952 students/ teachers/ chaperones visited the zoo for programs or self-guided visits, with 24,134 (34%) of these coming from King County schools with 30% or more students on free or reduced-rate lunch
- 12,346 students were reached in King County and statewide through outreach programs, with 6,927 (56%) of these coming from Washington schools with 30% or more students on free or reduced-rate lunch

“Loved the program. Some of the most valuable field trips ever! The instructors were amazing and introduced my students to seeing the world with new eyes. I used lots of the ideas about observations to help my kids add details to writing! Thanks so much!”

A teacher who’s students participated in Ready, Set, Discover

Teacher Programs

- 260 teachers participated in professional development opportunities offered by Woodland Park Zoo (including 20 teachers participating in an evening training for Ready, Set, Discover); 24% of these teachers teach in Washington schools with 30% or more students on free or reduced-rate lunch programs
- 23 teachers were active members of our Zoo Teacher Advisory Council
- 20 teachers attended the Zoo Day for Teachers in August of 2010
- 20 teachers traveled to Borneo on an Earth Expedition
- Participating teachers impact over 6,500 students annually (assuming each teacher reaches an average of 25 students per school year)

“I have learned so much throughout the institute. I feel much more comfortable including scientific inquiry into my curriculum.”

*Teacher who participated in the
Summer Institute*

PROFESSIONAL DEVELOPMENT PROGRAMS AND RESOURCES

Our teacher programs are focused on empowering teachers with the skills they need to be successful in the classroom and include a strong foundation in ecological literacy, skills in inquiry-based learning and principles of field investigation. Our professional development programs for educators give them the knowledge, skills and resources to bring meaningful environmental education to their students and ensure that teachers are supported, trained and prepared to be effective, and to creatively inspire learning. All program activities and materials provided directly address the state's academic learning requirements, as well as national science standards for inquiry-based science learning.

WE OFFER

- Teacher workshops
- Summer Institute
- Educator newsletter (online)
- Teacher curriculum packets (all online in a downloadable format)
- Teacher Advisory Council
- Zoo Day for Teachers
- Teacher resources for the classroom and for use during zoo visits (both loan resources and downloadable resources at www.zoo.org)
- Earth Expedition to Borneo in collaboration with Project *Dragonfly*

ADVANCED INQUIRY PROGRAM (AIP)

In 2010, we worked on preparing and recruiting for a new teacher professional development program launching in summer 2011. The Advanced Inquiry Program (AIP), a master's program for educators, involves Project *Dragonfly* and four AZA Master's Institutions: Woodland Park Zoo, Brookfield Zoo (Chicago), Cincinnati Zoo & Botanical Garden and Cleveland Metroparks Zoo. An information forum on AIP was offered in November 2010, drawing over 35 interested educators. Woodland Park Zoo's first AIP cohort and courses begin in summer 2011.

As a Master Institution for the AIP, Woodland Park Zoo is excited to offer local Washington teachers the chance to take part in this new program through teacher professional development courses offered on zoo grounds and around the Pacific Northwest. Another component of AIP is a new field course opportunity for teachers offered through Woodland Park Zoo and Project *Dragonfly*. In summer 2010, 20 educators participated in our Earth Expedition to Borneo in Southeast Asia. This program, like other Earth Expeditions offered through *Dragonfly*, is focused on building an alliance of individuals with firsthand knowledge of inquiry-driven, community-based learning for the benefit of ecological communities, student achievement, and global understanding.



SCHOOL-TO-ZOO PROGRAMS

These programs are zoo-based science programs for K-5 grade students. School-to-Zoo programs directly complement the NSRC/STC science kits taught in grade K-4 classrooms and include the award-winning second grade Forest Explorers program. The King County levy provided schools in King County (including Seattle) with 30% or more in free or reduced-rate lunch programs with free admission, programs and bus reimbursement.

ZEST (ZOO EXPERIENCES FOR STUDENTS AND TEACHERS)

Facilitated by zoo docents, these programs involve students in exploration of different areas of the zoo and conservation issues through on-grounds zoo experiences and, in some cases, a classroom component.

HOMESCHOOL DAYS

Three of these days were offered in 2010 for homeschool students and parents. Students and their caregivers came to the zoo for a day of special tours, hand-on workshops and activities focused on Washington wildlife.

SCHOOL SERVICE PROJECTS

The zoo partners with several schools in King County that bring their students to the zoo once or twice a year to engage in service projects on zoo grounds, from outdoor work with Horticulture to organizing props and resources for Zoomazium. A total of 165 students from the following schools participated in service projects at Woodland Park Zoo in 2010:

- St. Joseph School, Seattle
- King's High School, Seattle
- The Bush School, Seattle
- Overlake School, Redmond
- Seattle Country Day School, Seattle

Student Programs

- 24,134 received free zoo admission and bus transportation to participate in School-to-Zoo programs, ZEST programs and self-guided visits supported through King County Parks levy funds
- 14,063 participated in School-to-Zoo staff-guided programs
- 3,302 participated in ZEST docent-guided programs
- 1,133 participated in Homeschool Days

“Thanks you so much! Please continue these programs. These kids don’t get many opportunities like this.”

Kent School District teacher

“The hands on comparisons of temperate/tropical rain forests is something they will forever remember. So educational and engaging at the same time.”

*2nd grade teacher
Riverview School District*

“This field trip was a wonderful experience for our students. They were able to see how wildlife live in their natural surroundings. I am sure this is an experience that the students will remember as a highlight of the first grade. This was the first time most of my students had been to the zoo and they are still talking about it. Thanks for a great experience.”

*1st grade teacher
FederalWay School District*

Outreach Programs

- Wild Wise instructors presented programs to 6,232 students throughout King County; of these, 5,771 (93%) came from schools with 30% or more students on free or reduced-rate lunch
- 5,048 of Wild Wise participants experienced an outdoor exploration
- Up CLOSE served 6,114 participants; of these 2,663 (44%) were from schools with 30% or more students on free or reduced-rate lunch
- Ready, Set, Discover program, during the school year 2010-11, will involve 2,200 students from 14 low-income King County schools

“The children were thrilled to meet Bob the great horned owl they talked about him for days. When we made our list in November of things we were thankful for... Bob the owl was on the list!”

Preschool teacher Mercer Island

“Our students loved their experience and appreciated the hands-on nature of the outdoor and the dynamic presentation of the indoor program.”

Federal Way School District teacher



WILD WISE

Wild Wise is an interactive multimedia presentation which explores the habitats, wildlife and ecosystems of Washington state. Offered for 4th-7th grades in their classroom, students learn to hone their observation skills as they “visit” Washington habitats by making observations, taking field notes and sketching wildlife. Outdoor explorations and guided field trip experiences at local parks and greenbelts are extended program components for many groups.

UP CLOSE

The Up CLOSE animal outreach program brings animals (birds of prey, reptiles and arthropods) into King County schools for engaging programs connected with state science learning standards. New supporting materials (teacher packets and previsit sheets) are provided to teachers to accompany Up CLOSE programs.

READY, SET, DISCOVER

This program, piloted in the 08/09 school year, has continued this school year with support from the Boeing Company. For the 09/10 and 10/11 school years, this program involves 2,200 students from 14 low-income King County schools (over 1,100 4th and 1,100 5th grade students; primarily Kent School District). In the Ready, Set, Discover program, students engage in an ongoing, two-phase cycle of learning activities in cohorts consisting of 1,100 students of the same grade level, beginning in the 4th grade with Phase 1. Fourth grade activities are designed to develop science reasoning and inquiry skills using ecosystems as a focus. Fourth graders engage in an Ecosystems program on zoo grounds and three Wild Wise programs (in the classroom, on school grounds and in a local park). Throughout 5th grade (Phase 2), students apply their inquiry skills to investigate components of ecosystems and their interconnections in a variety of settings (in their schoolyard, at a local park and at the zoo). Fifth graders engage in two Wild Wise programs (an inquiry-focused schoolyard program and a field investigation program at a local park) and then visit the zoo and Nature Exchange to share the results of their investigations with zoo staff.

EMPOWER CONSERVATION LEADERS

Empowering people of all ages to take action to protect wildlife and habitats is critical to saving the world's wildlife, and the zoo is uniquely well-qualified to encourage such conservation actions. The zoo's global focus, reflected in our bioclimatic zone exhibits and our field conservation projects, enables us to engage visitors in action on behalf of animals around the world—from East Africa to Papua New Guinea — and right here in the Pacific Northwest. From volunteering at the zoo to taking a hands-on conservation workshop, our in-depth programs provide youth and adults with the skills and experience necessary to be conservation stewards and empower them to become conservation leaders.



“A very, very special thank you for the guidance, knowledge and wonderful ways of teaching us to become valuable as docents to Woodland Park Zoo...the way in which you designed the many different programs, teaching tools... information for thinking about how and what to say, so many powerful speakers to widen our span of knowledge. I hope that as time goes by you will be proud of me as someone you taught to be a really excellent docent!”

2010 docent graduate

“I discovered my niche: educating myself and others about the environment. I developed broader understanding and gained more skills that will help me in the future.”

Zoo Corps intern

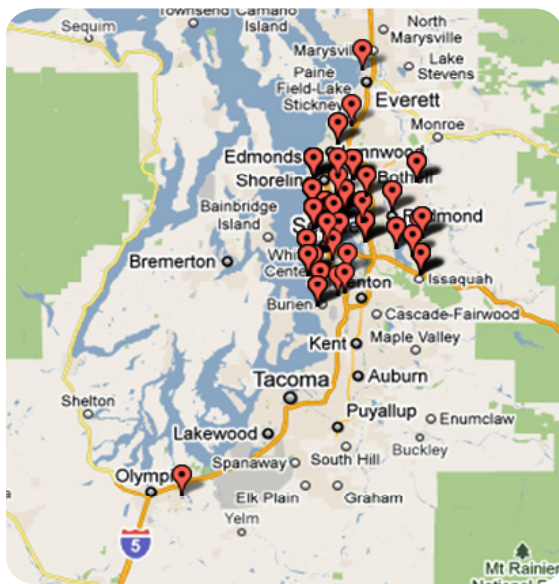
THANK YOU!!!”

Backyard Habitat participant

BACKYARD HABITAT WORKSHOPS

wildlife and information on certifying their yard as wildlife habitat.

Tukwila Backyard Wildlife Festival in May 2010.



Map showing distribution of 2010 Backyard Habitat participants by ZIP code

VOLUNTEERS

The zoo volunteer program creates an avenue for caring and committed individuals to come together to provide meaningful contributions that support the zoo. In 2010, volunteers donated 77,233 hours to the zoo, educating and assisting zoo guests and assisting staff throughout the zoo. 120 adults joined the zoo's adult volunteer program, participating in an intensive training and mentoring experience introducing them to the zoo and deepening their knowledge of wildlife and conservation. Newly chartered in 2010, the volunteer leadership team, comprised of volunteers with various backgrounds and experience, worked together to build community within the volunteer corps, promoting camaraderie, mutual respect and continued passion for the work they do in supporting the zoo in its mission.

ZOO CORPS /YOUTH PROGRAMS

Our Zoo Corps program engages youth in inquiry-based approaches to science learning; provides opportunities to explore careers in conservation and science; and builds a sense of stewardship through hands-on participation in real conservation—from restoring wildlife habitat to acting as “citizen scientists” alongside zoo staff and others. Zoo Corps is for youth ages 14-18 and in 9th-12 grade. Thanks to generous donations from the Paul G. Allen Family Foundation and the receipt of an IMLS grant, we began development of an expanded after-school youth program targeting underserved audiences of 12 and 13 year olds, designed to introduce these young people to the zoo and to foster ecological literacy and inspire conservation action.

After receiving training in the spring, throughout the summer, Zoo Corps volunteers spent 1,384 hours spreading conservation messages to 91,850 visitors at seven on-grounds stations, helping staff the Contact Area, and assisting camps staff with their young charges. Teen volunteers staffed the arts and crafts station at each concert; provided keeper staff with behavioral observations in the Tropical Rain Forest and assisted Horticulture with re-potting the violets that are fed to our Oregon silverspot butterflies.

In fall, Zoo Corps teens completed the initial phase of training that will enable them to present Animal Encounters programs with arthropods and reptiles. A class of 14 volunteers worked to create a new teaching station — Asian Tropical Forest — which debuts during the training of the 2011 Zoo Corps volunteer class. During 2010, 53 active volunteers gave 1,122 hours of service.

Eighteen Zoo Corps teens participated in paid, focused internships in areas including Early Childhood Education, Visitor Experiences, Events and Marketing, and Animal Management (silverspot butterfly, pond turtle/spotted frogs, raptors, Australasia-Willawong and Tropical Rain Forest). Interns in the western pond turtle focus were able to shadow a WDFW scientist in the field and participate in the release of head-started turtles into the wild.

Volunteers

- 749 volunteers and nine service groups of another 675 individuals gave 77,233 hours to the zoo, valued at over \$1.5 million
- Docents, as informal educators, contacted over 165,229 visitors, focusing their efforts on connecting kids to nature, intensifying zoo experiences and deepening science inquiry. They had a major impact on creating our next generation of conservation stewards

Zoo Corps

- 95 Zoo Corps volunteers developed their ecological literacy through training and service at the zoo and participated in meaningful and inspiring habitat restoration and conservation experiences
- Zoo Corps teens contacted 110,461 zoo visitors with wildlife natural history and conservation messages via backpack, cart and animal encounter programs
- 18 Zoo Corps interns received paid positions at the zoo

Education Research

Results from exit surveys of summer visitors found that satisfaction with the zoo experience remains high:

- 97% reported that the zoo visit met or exceeded their expectations *
- 93% agreed with the statement, “Our trip to the zoo was worth the time and money.”
- 99% said they would recommend a trip to Woodland Park Zoo to friends or family, with 91% saying they were “very likely” to do so

**Among those who said their visit fell below expectations (2.7%, n=8), half (n=4) gave an explanation; none was mentioned by more than one respondent.*

Strengthen our Leadership

THROUGH EDUCATION RESEARCH

Woodland Park Zoo is known for its visitor-centered approach to creating memorable experiences as exemplified by its unusual commitment to full-time evaluation staff. The Education Research team is responsible for conducting ongoing evaluation and research into the effectiveness of the zoo’s education programming. Through interviews, focus groups and surveys involving thousands of visitors each year, the team aims to evaluate overall visitor satisfaction about their zoo experiences and provide the zoo’s education, interpretive and conservation staff with meaningful data regarding the impact of their programs on the many audiences they serve.

EDUCATION RESEARCH RESULTS

A few of the Education Research team’s accomplishments this year include:

- A study of zoo and aquarium visitors’ perceptions of global climate change — including its impacts on wildlife in the Pacific Northwest. The Education Research team conducted this study on behalf of the Northwest Zoo & Aquarium Alliance.
- Launching a research effort into the emotional impact of watching animals at the zoo. This effort began this year with studies at the zoo’s gorilla and elephant exhibits.
- Training students from the University of Washington and Western Washington University in social science research, as practiced in a zoo setting. Each year we take on an increasing number of students, both undergraduate and graduate, who are interested in learning how to measure the impact of informal science experiences.

Some high points revealed through audience research include:

- Children’s favorites this summer included: visiting the meerkat and penguin exhibits, seeing (and feeding) the giraffe, feeding the birds in Willawong Station, seeing the snakes in the Day Exhibit, petting animals in the Family Farm, and playing and exploring in Zoomazium and the Habitat Discovery Loop.
- Other high points for both kids and adults included the brown bears, gorillas, elephants, lions, raptor program and others.

NEW DIRECTIONS IN EVALUATION:

Partnership Between WPZ and the University of Washington

2010 marked the second year of the zoo's partnership with the University of Washington's Museology Program on the New Directions in Evaluation project. Through this program, funded by the Institute for Museum and Library Services (IMLS), we are:

- Training a new generation of evaluators and museum practitioners;
- Building the evaluation capacity of our region's informal learning community, to provide even better experiences for visitors to area zoos, aquariums, science centers, art museums and others;
- Serving as a model for museum studies programs nationwide through an innovative approach that combines classroom learning with hands-on experience in audience research.

To date, students have completed audience research and evaluation projects for ten museums around the region. Subjects have ranged from the effectiveness of climate change training for educators at Seattle Aquarium, to an exhibit highlighting the contributions of Ethiopian immigrants at the Northwest African American Museum, to a study on a new approach towards building art appreciation among children at the Frye Art Museum.

This year, students presented results from these projects at national gatherings of the Association of Zoos & Aquariums, American Association of Museums, Association of Science and Technology Centers. Students from the first cohort of students — who graduated in 2009 — have already found positions as audience researchers and educators at museums around the country.

Museums we've worked with through New Directions:

- Burke Museum of Natural History and Culture
- Experience Music Project
- Frye Art Museum
- Northwest African American Museum
- Oregon Coast Aquarium
- Oregon Zoo
- Pacific Science Center
- Point Defiance Zoo & Aquarium
- Seattle Aquarium

EDUCATION LEADERSHIP TEAM

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Katie Remine

School & Community Engagement Supervisor

Kathryn Owen

Education Research Supervisor



WOODLAND PARK ZOO

Woodland Park Zoo saves animals and their habitats through conservation leadership and engaging experiences, inspiring people to learn, care and act.

www.zoo.org