

International Zoo Educators Association

Annual Report 2011



Photo Courtesy of The Two Oceans
Aquarium Trust, South Africa

Submitted by Kathy Lehnhardt, IZE President



A Letter from the President



Kathy Lehnhardt,
IZE President

IZE Conferences bring conservation educators from around the world together to discover new and innovative techniques for teaching about the natural world. This sharing, laughing, and learning are what I value most about our professional association. I miss this

exchange and networking during our non-conference year, like 2011, and wonder how our IZE membership can continue to be engaged during these times. IZE communicates broadly with their members. The quarterly IZE Newsletter informs members about resources and upcoming events. The annual IZE Journal is our primary professional publication that highlights exceptional educational endeavors in both zoos and aquariums. And finally, the IZE website continues as a centralized collection of educational materials and resources to help educators

maximize their potential. But these are really one-way conversations. I wonder if zoo and aquarium educators would communicate back to us by sending their best materials to share on the IZE website, creating a two-way communication and exchange process. This global clearinghouse could be an amazing resource for conservation educators and a way to e-network via lesson plans and materials. I hope we can begin this exchange to enhance our networking potential. Please send your excellent materials to:

IZE.CentralOffice@izea.net.



During the 2010 IZE Conference, educators had the chance to network and share ideas. We look forward to more networking at the 2012 conference!



Membership

IZE initiated a new membership campaign during the first part of 2010. All members from 2010 received a renewal email letter in December, a second call for renewal in January and a third email, in a new format using an embedded image, in February. With this new approach we were able to increase our membership by over 200%. At the end of December 2011, IZE had 232 members.



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IZE Partners with ISIS

IZE worked with ISIS to obtain a SharePoint site to use as an archive for all our important documents. This offers a consistent way to bring new board members up to speed and provides them with the resources they need to do their job. It also provides a historical legacy of our Association which turns 40 years old in 2012.



"If you want one year
of prosperity, plant
corn.

If you want ten years
of prosperity, plant
trees.

If you want one
hundred years of
prosperity, educate
people."

-Chinese proverb

IZE Journal 2011

Our primary publication, the IZE Journal continues to be the key benefit to our professional membership. This year we welcomed Loran Wlodarski from SeaWorld, Orlando, as our new IZE Journal Editor. Much credit goes to Loran for a great product. Loran printed and mailed the Journal from Orlando in mid-November and all had received their Journals by the end of December. This was rather remarkable considering we mail to members all around the world.



IZE on Facebook

IZE created a new Facebook page with the goal being to drive more traffic to the IZE website and to communicate with our IZE members. After 3 months it's still too soon to tell, but we will continue assessing the effectiveness of this social media tool.



IZE Website – The Global Resource for Conservation Educators

The IZE Website continues to be a tremendous resource for conservation educators worldwide. Our members access a variety of lesson plans, in-situ wildlife conservation materials, training materials and special event ideas from around the world.

New resources posted in 2011:

- IZE Research Project Guidelines under Resource tab.
- The DisneyNature African Cats Educators Guide under Educational Materials.

- UN's International Year of the Forest lesson plans, activities and conservation actions. These pages were in the top 5 most visited on the website.
- Regional Representative's updates:
- PAAZAB 2011 Conference Summary
- "cenario" newsletters from the Centre for Environmental Education in India. Updated IZE membership list
- Frog and Rhino lesson plans from the Johannesburg Zoo

- Two important resources were posted on the website: Disney's Interpretation Course Manual and AZA's Conservation Education Course Manual.

Website Statistics

In 2011, the site had 153,917 session, with a daily average of 422. There were a total of 639,485 page views, with a daily average of 1,752.



IZE Board Projects in 2011

This year the IZE Board worked together to develop current, relevant, on-line conservation materials for our members. The first project showcases forest ecosystems around the world in support of the UN's celebration of forests, and the second, features the critical topic of climate change. These excellent additions add to the breadth of our member resources and keep them current on critical threats and positive actions to take for wildlife.

UN International Year of the Forest Celebration and Resources

In the first half of the year, IZE Board members joined together to celebrate the UN's International Year of the Forest by creating an online resource of forest lesson plans and conservation actions. A variety of forest ecosystems including bamboo forests of China, rainforests of Colombia and Uganda, and mangrove forests of the U.S., form the foundation of lesson plans from each of these regions. Conservation educators find content, activities and worksheets to use at their own facilities.

"We do not inherit the earth from our ancestors; we borrow it from our children."

-Chief Seattle





Climate Change

In the second half of the year, the IZE Board created a resource on climate change. As educators, we may not be experts on the science of climate change, but our expertise does include identifying the critical conservation actions that people can take to alleviate its effects. Working with our 6 international regions, the Board compiled a list of actions that reduce our carbon footprint and, ultimately, may save biodiversity and planet Earth. A large red button appears on the page as a way for members to contact the UN Secretary General, asking for a reduction in global coal burning which has the largest negative impact on climate change conditions. As a resource on the topic of climate change, the report entitled “A Summary of the Science” by the Royal Society appears as a PDF to provide educators with a user-friendly discussion of the topic.



HOW CAN WE HELP?

ACTIONS TO PROTECT BIODIVERSITY BY COMBATING CLIMATE CHANGE

WE CAN EACH TAKE POSITIVE STEPS TO DECREASE OUR CARBON FOOTPRINT. OUR EFFORTS TO PROTECT FORESTS AND OCEANS, DECREASE OUR FUEL EMISSIONS AND RELIANCE ON COAL BURNING FOR ELECTRICITY PRODUCTION CAN MAKE A POSITIVE CHANGE FOR BIODIVERSITY AND ECOSYSTEMS.

Write a letter to the UN Secretary General to request the reduction of coal burning.	Reduce, reuse, and recycle to conserve energy and reduce pollution from resource extraction, manufacturing, and disposal.	Protect oceans and marine wildlife by reducing fuel emissions by driving less.		Use compact fluorescent light bulbs (CFLs). One CFL can save 150 pounds of carbon dioxide (CO ₂) each year. CO ₂ contributes to climate change.
Turn your car off instead of idling. Each gallon of gas releases 20 pounds of CO ₂ into the atmosphere.		Buy sustainable wood, to ensure the replanting of forests.	At your next party, celebrate without using disposables, which require energy for each purchase. Use washable plates, cups and flatware.	Recycle and compost household waste. Landfills are one of the biggest contributors of CO ₂ to the atmosphere.
Use less hot water. Taking shorter showers and doing laundry on the “cold” setting saves energy and reduces your energy bill.	Learn more about endangered species. The more we know, the better able we are to conserve them.	Donate time or money to conservation organizations, especially those working to protect wildlife affected by climate change or forests.		Turn down heat and air conditioning. This can save up to 2,000 pounds of CO ₂ per year.
When planning a family vacation, look for hotels that are a part of the green lodging group, a group committed to less water and energy use.		Smaller families have a smaller demand on resources. Consider this when planning your family.	Drive less. Supplement your short distance drives with biking or using public transportation.	When choosing plants, choose plants that sequester higher levels of carbon and natives which require less water.
Replace your car with a hybrid or fuel efficient model, which requires less gasoline.	Use reusable grocery bags. Plastic bags can end up in waterways, harming wildlife, and require oil for production.	Create a backyard or roof-top habitat for migrating species. Not only will you provide a beautiful home for wildlife, but the plants will capture CO ₂ from the atmosphere.		Unplug TVs, computers, appliances, and chargers, when not in use. Even when they are off and plugged in, they use some energy.
Purchase or produce green power such as solar or wind. You can install solar panels on your home or purchase green power through your electric company.		Purchase carbon offsets to balance CO ₂ emissions when flying.	Look for ENERGY STAR or energy efficient appliances and technology.	Reduce the amount of meat you eat. Cows are one of the largest producers of greenhouse gases.
Plant trees. You will provide homes for wildlife and offset annual carbon emissions.	To improve fuel economy, drive smoothly, avoiding quick accelerations & braking. Remove any unnecessary weight such as a roof rack. This can improve your fuel economy by 5%.	Learn how your energy is produced. Many countries rely on coal burning which creates high levels of greenhouse gas emissions.		Visit the local farmers market and purchase locally-grown food for you and your family, reducing the need to truck food long distances.



UN Decade of Biodiversity

“NEVER BE AFRAID TO
cast your lot with a
small band of
people committed
to changing the
world; indeed this is
often the only way
change takes
PLACE.”

-Margaret Mead

At the last WAZA conference, the Executive Director requested that all WAZA institutions support the UN Decade of Biodiversity efforts.

A general discussion among the IZE Board generated a positive interest in building awareness around this important topic. In that spirit, the IZE President and WAZA Executive Director developed a survey to help define what biodiversity programs are currently occurring and what materials are being used and needed to implement these programs. The report has been completed and will be published in our 2012 IZE Journal. A quote from the *Report's Summary* was especially pertinent to IZE:

“The majority of survey participants believed that there were gaps in zoo and aquarium biodiversity education that were pressing and urgent. Of the respondents who gave insights into what these were, several suggested that there should be more evaluation and monitoring of educational programs. Others felt that there was a basic lack of financial and physical resources available to implement programs. A handful of survey participants also believed that there should be more networking between zoos and aquariums. Some participants suggested practical solutions to needs, such as designing educational resources to help **define the term “biodiversity”**. One of the most useful suggestions was the idea to develop a centralized collection of educational materials such

as lesson plans, photos, and videos. If such a collection were developed, it would help education departments to maximize their potential. An online system of some sort, for example, could help educators share a wide range of resources from lesson plans, to computer wildlife programs, to best practice advice. Such a system could also help to make education departments more efficient because they would **not have to “reinvent the wheel” each time they develop new material.**”

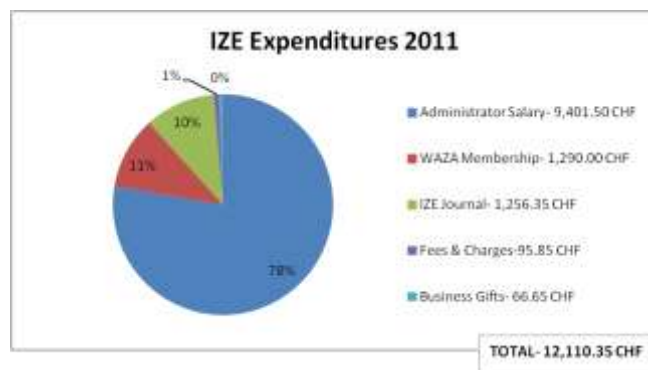
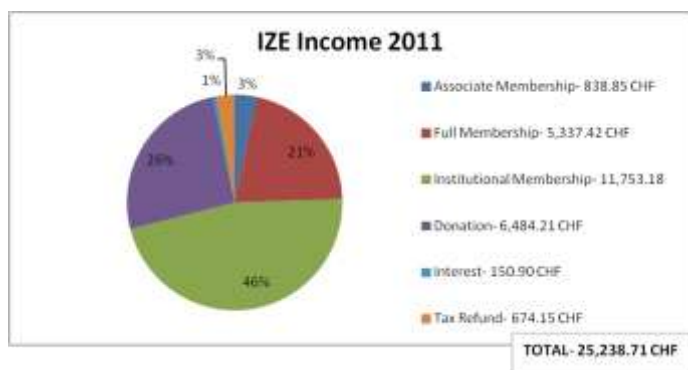
The IZE Board believes that our association conferences are important vehicles for global networking. As well, the IZE website already serves as that “centralized collection of educational materials”. We just need to disseminate this message on a broader scale.





IZE Finances

IZE totally relies on donations to run our association successfully. For this reason we operate to high standards and strict financial controls. In a non-conference year like 2011, the IZE expenditures were few. 78% of the funds spent went to support the IZE Administrator, with the last quarterly payment occurring in 2012. The printing and mailing of the 2011 IZE Journal accounted for about 10% of the 2011 budget, however the complete cost for the journal was split between 2011 and 2012. All donations are earmarked and used for the intended projects. (Donations were received from: Disney's Animal Kingdom, CHF 4145.75; Zoos Victoria, CHF 2316.30; Hiroyuki Takahashi, CHF 11.50; Mark Norris, CHF 10.83.)



Fundraising for IZE Grants

Rachel Lowry, IZE's President-elect, initiated an ambitious fundraising effort in 2011 to support IZE Grants, our primary funding program. Our goal was to raise \$30,000. At this point, IZE has almost reached the fundraising goal through donations from our Board, our member institutions, and a few individuals. This successful fundraising campaign ensures that we meet our goal of bringing 10 developing country, conservation educators to the IZE Conference in 2012.



IZE Grant recipients and the IZE board at the 2010 conference



The IZE Board

www.izea.net

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JOIN IZE

Take your education programs to the next level!

We invite you to renew your full, associate or institutional IZE membership for 2012.

IZE MISSION

The International Zoo Educators Association (IZE) is dedicated to expanding the educational impact of zoos and aquariums worldwide. Its mission is to improve the education programs in the facilities of its members, to provide access to the latest thinking, techniques, and information in conservation education, and to support excellence in animal care and welfare.

Let's work together!

Join the global community of educators. IZE facilitates communication and professional development among members. An IZE membership gives you the opportunity to join this network, and advance conservation education at your facility.



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Discover what an IZE membership can do for you.

Only IZE members receive:

- the 'Journal of the International Zoo Educators Association', which highlights the latest trends, initiatives, and evaluation studies of education programs;
- a quarterly newsletter with updates on new activities and ideas within IZE and amongst its members.

ENJOY!

The benefits of an IZE membership include:

- the IZE Website, which is a centralized collection of education materials to maximize the potential of its members;
- opportunities for networking and professional development;
- special conference rates for IZE members;
- the chance to support developing country educators to attend the IZE conference through the IZE Grants programs.

ATTEND

August 28-September 1, 2012

21st IZE Conference

Hosted by the Chester Zoo, UK

Abstracts for presentations are due by January 27, 2012. To submit an abstract, please visit the conference website: www.chesterzoo.org/ize

For more information, visit www.izea.net