

# Urban Environmental Education

Online Course

Sep 22—Oct 19, 2014

Applications due 9/17

<http://ow.ly/AI5mo>



---

**Format:** Online professional development course for educators from the U.S., Canada, and Mexico

**Dates:** Sep 22–Oct 19, 2014 (4 weeks). Estimated workload: 6 hours per week.

**Course tuition:** Free.

**Registration:** Registration is open till September 17 for up to 30 educators, until the course is full.

**Registration form (due Sep 17):** <http://ow.ly/AI5mo>

**Course facilitator:** Alex Kudryavtsev, PhD ([ak383@cornell.edu](mailto:ak383@cornell.edu)), EECapacity, Cornell University.

**Course materials** (password required): <http://ow.ly/AKWdy>

---

## Course Objectives

- (1) Review measurement/evaluation tools (surveys, interviews, focus groups, analysis of student journals, etc.);
- (2) Design a measurement/evaluation tool that you can use in your own environmental education program.

## Course Overview

Environmental education (EE) aims to achieve various goals. They include, for example, environmental knowledge, pro-environmental behaviors, science learning, positive youth development, community development, and better environmental quality. How can we measure whether we achieve our EE goals? Why should we measure them? Designed for professional development of educators, this course considers multiple outcomes of EE, and explores some quantitative and qualitative tools measuring EE outcomes. Participants will map their own “practical theory of change” to clarify which goals they want to achieve through their EE programs. Participant will learn about basic concepts of measurement and explore approaches to measuring outcomes that can occur for individual learners, communities, and ecosystems. The course’s collaborative design will also offer opportunity to strengthen your network of EE educators across various settings. By the end of this course participants will: (1) Describe their “practical theory of change” linking EE activities and outcomes/goals; (2) Know where to find information about measuring concepts such as construct, scale, validity, and reliability; (3) Overview existing quantitative and qualitative measures of different EE outcomes; and (4) Design a measurement tool to evaluate specific outcomes of their own specific EE program.

## Course Format

The course will facilitate sharing expertise among 20-30 environmental educators. Participants will learn from readings, videos, and exchange of ideas. The course will run 4 weeks, and materials will be shared through a website, participation requires 6 hours of work per week. The course is asynchronous. The due date for assignments each week is Saturday. This is a non-credit course. You will receive a Cornell certificate upon completion of all assignments. To participate in online discussions, you must have a Facebook account. The course is free. Sign up here by Sep 10: <http://ow.ly/AI5mo>

## EECapacity

This course is offered by the Cornell University Civic Ecology Lab and partners through EECapacity (<http://eecapacity.net>), the EPA-funded national environmental education training program.

## Syllabus

Due dates each week are Saturdays. The syllabus can change, watch for updates each week.

- Week 1: Intro** 9/15–9/21 (1) Watch an introductory video, (2) Call at least two other course participants, (3) Complete eeEcology Map <http://ecologymap.org>, (4) Post your welcome message on Facebook.
- Week 2: Quantitative** 9/22–9/28 (1) Review existing quantitative measures of EE outcomes, (2) Decide which EE program outcome program you want to measure, (3) Begin designing your measurement tool.
- Week 3: Qualitative** 9/29–10/5 (1) Review qualitative measures of EE outcomes, (2) Download our resources/PDFs for your future use, (3) Continue working on your 1-page measurement tool.
- Week 4: Final project** 10/6–10/12 (1) Call one course participant to discuss your final course project, (2) Submit your 1-page measurement tool, (3) Receive a Cornell certificate.