

# Course Syllabus

## Making Moves: Creating Conservation Movements!

**Dates:** October 10 through November 21, 2019

**Time:** Thursdays from 12:15 to 1:15pm EST

**Location:** Crowdcast at [this link](#).

### Instructor

**Brooke Tully**

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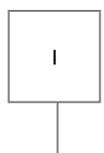
**Office hours:** Monday through Friday, 9:00am - 5:30pm EST

**Background:** My CV can be viewed [here](#).

**Follow me on:** [LinkedIn](#), [Twitter](#), [YouTube](#) and [Facebook](#).

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## Course outcome

This seven-week online course provides conservationists with the critical skills and tools needed to **design a comprehensive communication & outreach plan that motivates people to take action.**

## Learning objectives

By the end of this workshop, participants will be able to:

1. Select specific behaviors to promote that will achieve a project's goal.
2. Determine priority audiences for communication and outreach efforts.
3. Identify tangible and psychological barriers to behavior change.
4. Explore message frames and approaches that help overcome psychological barriers.
5. Select appropriate forms of communication and outreach for the audience.
6. Design a comprehensive and realistic project plan based on an audience-driven strategy.

## Prerequisites

Prior to the start of Lesson #1, participants should:

1. **Complete the introduction survey**, provided in your welcome email.
  - a. This includes **identifying one behavior change challenge/issue you'll work on** throughout the course lessons & worksheets.
  - b. If you don't have an existing behavior change challenge to focus on, then the instructor will work with you to select a case study issue to use.
2. **Review all materials in the orientation email.** These resources provide helpful background context on the topics covered in the workshop, especially the first two lessons.

While not considered a prerequisite, it would be helpful to view the course reading material listed below prior to and during the workshop series.

## Course reading

Reading materials specific to course lessons will be provided throughout the series. Links to papers and articles will be shared on Crowdcast, in the private Facebook group, and in the emails sent between lessons.

This is not required reading, but these resources may be helpful to view prior to and throughout the workshop:

- A four-part article series on why people don't take action or change their behaviors. Written by me as a lead-in to the workshop series. The four parts are:
  - [Part 1](#): because it's easier not to
  - [Part 2](#): because they can't
  - [Part 3](#): they tried to, but we made it too difficult
  - [Part 4](#): because they don't "get" why they should
- A [slideshare](#) presentation and accompanying video on why changing behaviors is hard to do.
- An e-book on social norms and creating conservation movements, sent to registered participants in the welcome email.

## Worksheets + Assignments

Each lesson has a corresponding worksheet that participants are encouraged to complete before the next lesson. Occasionally, there will also be short, optional (and fun!) assignments that encourage resource sharing across participants.

Assignments and worksheets are not graded. There are no tests, exams or papers (whew!)

However, **completed and submitted worksheets are required to receive a Certificate of Completion for the course.** Participants will have three weeks after the last lesson to submit all worksheets (due on December 13, 2019).

**Participants have the option of submitting completed worksheets to receive feedback and inputs prior to the next lesson.** For those who would like to avail of this option, then worksheets must be submitted before 9am ET on Tuesdays in order to receive feedback prior to Thursday's lessons.

Worksheets are provided in a downloadable and editable format, as they're meant to be shared within the participant's organization and integrated into project plans and activities. Please do not share these resources publicly.

## Getting the most out of the workshop

**To get the most value out of this workshop series, I recommend that participants:**

- Attend the live lessons whenever possible and watch the replays when it's not.
- Join the private Facebook group and leverage it as a learning & sharing community.
- Keep an open mind about the concepts and processes being shared. Some of it may be different than what you've heard/learned before.
- Ask lots of questions! Do it during the live lessons, the Q&A sessions, in the Facebook group and over email.
- Complete the worksheets and take advantage of my offer to review them between lessons.
- Consider booking a private [working session](#) with me during and/or after the workshop series to further apply the concepts to your projects. Working sessions for course participants is an additional \$50 to be paid at the time of the session.

## Workshop lessons

All lessons take place on **Thursdays at 12:15pm ET** and last for 60 minutes. Recordings are available online immediately after the live session and downloadable MP4 files will be shared via DropBox for participants with reduced internet bandwidth.

The Q&A segments may result in lessons running longer than 60 minutes. Participants are welcome to drop off at the hour mark and not stay online through Q&A. For anyone who can't remain online, Crowdcast makes it very easy to jump directly to specific questions and answers in the online replays.

October 10, 2019 - Lesson 1: Prioritizing Behaviors to Promote

Setting big behavior goal and specific objectives; Differentiating between actions and behaviors; Prioritizing behaviors to promote; Mapping out action and behavior steps.

October 17 - Lesson 2: Identifying Audiences to Reach

Segmenting audiences; Exploring “spheres of influence”; Mapping challenges with completing actions and behaviors; Reviewing audience research methods.

October 24 - Lesson 3: Understanding Why People DON'T Do Things

Exploring internal and external forces that deter people from taking action; Identifying when and where deterrents are most likely to occur; Reviewing strategies to remove tangible barriers.

October 31 - Lesson 4: Discovering Why People WILL Do Things

Exploring internal and external forces that motivate people to take action; Identifying when and where motivators may be needed most; Developing an audience profile.

November 7 - Lesson 5: Crafting Messages & Images that Motivate

Creating clear and specific calls-to-action; Selecting message frames for various communication and outreach efforts; Choosing supportive and compelling images.

November 14 - Lesson 6: Choosing Communication & Outreach Methods

Reviewing options for reaching audiences; Choosing best fit for audience, message & behavior/action needed; Exploring effective approaches for different budgets, locations and audience sizes.

November 21 - Lesson 7: Designing your Conservation Movement Plan

Creating a strategy snapshot; Planning for first two phases of implementation; Deciding what to measure and how; Exploring project management tools to use.

## Certificate of Completion

Participants who **submit all worksheets by the deadline of December 13, 2019** will receive a Certificate of Completion.

Submitting worksheets for review between lessons counts towards the final submission (meaning, you don't need to submit them twice, unless you want it reviewed again.)

All worksheets will be reviewed with feedback, suggestions, ideas and inputs provided. Certificates will be emailed to participants by December 31, 2019.

## Course calendar

### OCTOBER

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	October 1	October 2	October 3	October 4	October 5	October 6
	Review orientation content in pre-lesson email					
October 7	October 8	October 9	October 10	October 11	October 12	October 13
			12:15pm ET <a href="#">Lesson #1</a>			
October 14	October 15	October 16	October 17	October 18	October 19	October 20
	9am ET Worksheet #1 due (optional)		12:15pm ET <a href="#">Lesson #2</a>			
October 21	October 22	October 23	October 24	October 25	October 26	October 27
	9am ET Worksheet #2 due (optional)	12:15pm ET <a href="#">Q&amp;A session</a>	12:15pm ET <a href="#">Lesson #3</a>			
October 28	October 29	October 30	October 31			
	*no worksheet submissions this week		12:15pm ET <a href="#">Lesson #4</a>			

### NOVEMBER

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				November 1	November 2	November 3
November 4	November 5	November 6	November 7	November 8	November 9	November 10
	9am ET Worksheets #3 & #4 due (optional)	12:15pm ET <a href="#">Q&amp;A session</a>	12:15pm ET <a href="#">Lesson #5</a>			
November 11	November 12	November 13	November 14	November 15	November 16	November 17
	9am ET Worksheet #5 due (optional)		12:15pm ET <a href="#">Lesson #6</a>			
November 18	November 19	November 20	November 21	November 22	November 23	November 24
	9am ET Worksheet #6 due (optional)	12:15pm ET <a href="#">Q&amp;A session</a>	12:15pm ET <a href="#">Lesson #7</a>			
November 25	November 26	November 27	November 28	November 29	November 30	

	*no worksheet submissions this week					
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## DECEMBER

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
December 2	December 3	December 4	December 5	December 6	December 7	December 8
December 9	December 10	December 11	December 12	December 13	December 14	December 15
				Worksheets due to receive Certificate		
December 16	December 17	December 18	December 19	December 20	December 21	December 22
December 23	December 24	December 25	December 26	December 27	December 28	December 29
December 30	December 31					
	Certificates of Completion sent out					

## Refund policy

All refund requests made by October 16, 2019, 8:00am EST will receive a full refund. This means you can even attend the first lesson and decide to leave the workshop prior to Lesson 2 with a full refund.

Refund requests made any time after October 16, 2019, 8:00am EST will receive a 70% refund of the amount paid.

Please reach out with any questions you have.

Thanks!

-brooke