

A Certificate Program to Enhance Sustainable Behavior Change Competencies for Educational Outreach Professionals

May 2015 Progress Report

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Project Description: This project supports the development of a certificate program targeting Extension and other educational professionals who conduct outreach education to encourage energy conservation. The aim of this program is to improve the process of program delivery and ultimately increase the adoption of energy-conserving behaviors among participants' clients. This project is important because people need to change their behaviors to overcome environmental challenges. A major focus of this program is program development and delivery incorporating principles of *social marketing*, the application of traditional marketing principles to programs that encourage behavior change that benefits individuals and the communities in which they live. This certificate program has the potential to reach the thousands of individuals who are taught by participants.

Progress Summary: During the current reporting period, the materials for eight modules were completed and delivered to the instructional design team. Prior to delivering the modules we piloted the educational materials with a University of Florida Sustainability and the Built Environment class. Feedback and edits from the students were subsequently incorporated into final drafts of the modules. The instructional design team is currently working on building the online course. Three presentations were given during this reporting period resulting in a list of approximately 50 individuals who are interested in signing up for the course once it goes live.

We faced an unanticipated challenge that emerged in January. At the time we created the budget for our project proposal, University of Florida's Distance and Continuing Education (DCE), the project's design team did not charge for development and delivery of online, non-credit certificate programs. Therefore we did not request funds for this part of the project. DCE reorganized and changed several procedures, and informed us that there now is a charge for these services. The PI and Co-PI were able to secure funding for building the online program, which was generously provided by the UF Department of Agricultural Education and Communication. Once this issue was resolved, project design moved forward after a slight delay.

Specific milestones are detailed below:

October 2014:

- Project awarded
- Began meeting with UF instructional designers

November 2014 - December 2014

- Certificate program module design
- Pilot tested paper-based certificate program with Students ($n = 12$) enrolled in UF Practicum in Sustainability and the Built Environment (DCP 4941/DCP 6931) class
- Gave a presentation on this forthcoming program at UF In-service training: *Pharmaceuticals and Personal Care Products (PPCPs)*

January 2015 - February 2015

- Module revision with student feedback into final program components
- Ongoing meetings with instructional designers

March 2015

- Instructional designers delivered the framework for the forthcoming program
- Instructional design ongoing
- Submitted abstract and poster proposal to annual FESC conference

April 2015

- Presented a poster on this program at the Department of Agricultural Education and Communication Research and Extension Symposium
- Gave a presentation on this program at UF In-service training: *The Sustainable Floridians Program: From Soup to Nuts*
- Instructional design ongoing

In the upcoming months, the video recordings for course lectures will be completed and the final product should be delivered by the designers. We will also begin broader advertising activities as put forth in the proposal. Soon thereafter, course enrollment and participation will begin.

Funds leveraged/new partnerships created

FESC funds have been leveraged by using students and staff to pilot and review the educational materials. Additionally, the AEC department has committed funding to the development of this course.

New collaborations		
Partner name	Title or short description of the collaboration	Funding, if applicable
Florida Office of Energy (John Leeds)	Has a listserv that will be used to advertise the program	
Florida Association of Museums	Has a web site that will be used to advertise the program	
League of Environmental Educators in Florida	Has a listserv that will be used to advertise the program	

Grants Awarded					
Title	Agency	Reference Number	PI, Co-investigators and collaborators	Period of Performance	Funding awarded
A Certificate Program to Enhance Sustainable Behavior Change Competencies for Energy-Focused Educational Outreach Professionals	University of Florida	Award # 00071381	Laura Warner, PI Kathryn Stofer, CO-PI	November 2014 - March 2015	\$18,102.26