

Through experiences in and about nature, Houston Zoo Conservation Education cultivates a community of citizens interested, aware, equipped, and ready to take action to save wildlife.

	<u>Wildlife Novices</u>	<u>Wildlife Influencers</u>	<u>Wildlife Advocates</u>
Who are they?	Wildlife Novices are beginning to explore wildlife and the natural world.	Wildlife Influencers seek out experiences with wildlife and in the natural world.	Wildlife Advocates actively engage in multiple experiences with wildlife and in the natural world.
		Wildlife Influencers tend to be closely connected to Wildlife Novices.	
	Wildlife Novices have minimal or limited previous exposure to wildlife and the natural world.	Wildlife Influencers are motivated to mentor others in forming a connection to wildlife and nature.	Wildlife Advocates are eager and ready to take action on issues threatening wildlife.
	Wildlife Novices are just beginning to develop a nature identity.	Wildlife Influencers are deepening their nature identity.	Wildlife Advocates relate to the natural world. Wildlife Advocates possess a strong nature identity.
What is the need?	Wildlife Novices need experiences with wildlife and in the natural world.	Wildlife Influencers need opportunities to continuously explore wildlife and the natural world.	Wildlife Advocates need opportunities to develop and refine their skills to take action, including stewardship, communication, and leadership.
	Wildlife Novices need confidence and motivation to continue to explore wildlife and the natural world.	Wildlife Influencers need opportunities to share experiences with wildlife and nature with others, formally or informally.	Wildlife Advocates need outlets to personally take action to reduce threats to wildlife.
	Wildlife Novices need opportunities to explore wildlife and the natural world.	Wildlife Influencers need opportunities to continue to define their relationship with wildlife and nature.	Wildlife Advocates need outlets to motivate others to take action to reduce threats to wildlife.
What is the change we strive for with them?	The focus on change for Wildlife Novices is around awareness, attitude, and knowledge of wildlife and the natural world.	The focus on change for Wildlife Influencers is around awareness, attitude, and knowledge, as well as skills to facilitate, communicate, and motivate others.	The focus on change in Wildlife Advocates is further developing skills, behaviors, and potential community systems changes to reduce threats to wildlife.
	This includes confidence and curiosity to continue exploring wildlife and the natural world and beginning to understand more about the environment and issues within it.	This includes confidence to facilitate wildlife and nature exploration with others and comfort with effective strategies for doing so.	This includes embodying environmentally responsible behaviors and modeling this for others.
		It also includes applying effective communication strategies and compelling others to want to learn more about ways to reduce threats to wildlife.	It also includes being a catalyst for community change within their own sphere of influence.