



**Project Webfoot
Wetland Education Program
School Year: 2008-2009**

Final Report

Submitted to:

Nova Scotia Habitat Conservation Fund

Submitted by:

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**Wetland Education Program
School Year: 2008-2009**

Final Report

1. Executive Summary

During the 2008-2009 school year with the support of the Nova Scotia Habitat Conservation Fund and many others, Ducks Unlimited Canada was able to provide 101 grade 4 classes in Nova Scotia (approximately 2,456 students) with the Project Webfoot experience. The Nova Scotia Habitat Conservation Fund enabled us to offer the field trip program to 50 classes, reaching 1,249 students along with their teachers.

Field trips were scheduled to occur during the months of May and June 2009 with each field trip session lasting from 2 to 2.5 hours. Field trips were offered at 4 sites this year and involved 1 full time Ducks Unlimited staff and 4 delivery partners: Friends of the Cornwallis River Society (Kentville), Clean Nova Scotia (Halifax), Shubenacadie Provincial Wildlife Park (Shubenacadie), and Tantramar Wetlands Centre (Sackville, NB). Classes participated in hands-on activities, such as bird watching, catching aquatic invertebrates with nets, nature hikes and playing ecological games. This hands-on element of the program gave youth the opportunity to experience wetlands first-hand and instill in them an appreciation for these natural habitats.

Feedback forms indicated a high level of student and teacher satisfaction with the program. On a 5 point rating scale (excellent, good, average, poor, very poor) 95% of respondents rated the field trip program as either "excellent" or "good" and 77% rated the in-class component as "excellent" or "good".

A total of 34 sponsors generously contributed to this program. The total cost of the project was \$68,403 from an estimated budget of \$88,550. The Nova Scotia Habitat Conservation Fund contribution of \$10,000 represented 15% of the total project cost.

The new Greenwing Legacy Interpretive Centre and a marsh rehabilitation project at Shubenacadie Provincial Wildlife Park, a partnership between Ducks Unlimited, the Province of Nova Scotia, and numerous generous sponsors held the second year of field trips this past spring. The new facility delivered field trips to 48 classes from Dartmouth through to Truro region of Nova Scotia. This was an increase from the previous year of 12 classes. A second dipping platform was also built at the centre to build the capacity of the field trip deliveries and a pilot project to deliver fall field trips was implemented during October 2008 and proved to be very successful.

2. Project Objective

1. Increased youth awareness about the importance of wetlands by engaging 101 Nova Scotia grade 4 classes (2,456 students) in DUC's Project Webfoot wetland education program.
2. Engaged 92 Nova Scotia grade 4 classes (2,206 students) in the field trip program whereby students participated in hands-on wetland activities at a local wetland site. Field trips were delivered through partnerships with local environmental organizations.
3. To instill in youth an appreciation for wetlands so that they will make sound choices as adults that will ensure the continued protection of these wetland habitats. This objective is long term and will provide lasting impressions on youth that will benefit conservation of wetlands in the future.

3. Description of Activities Completed and On Going

2008-2009 School Year Program

| <i>Task:</i> | <i>Period:</i> |
|---|-----------------------------|
| Secured sponsorship funds to enroll 101 grade 4 classes into the Project Webfoot program | August 2008 – March 2009 |
| Schools were contacted by the DUC Atlantic Education Specialist and enrolled in the program. | September 2008 – March 2009 |
| Once enrolled, approval was given by a class/school, resource kits were mailed from our head office in Winnipeg and sent directly to the school teacher for use and distribution to students. | September 2008 – June 2009 |
| Field trip delivery partner relationships were affirmed and Memoranda of Understanding were signed with each partner that described the responsibilities of each party. | February 2009 |
| The field trip schedule was developed and invitations were sent to schools and classes were registered for field trips | March-April 2009 |
| Field trip training with partners held at the Tantramar Wetland Centre. Over 20 participants attended from across the Maritime Provinces. | April 2009 |
| <ul style="list-style-type: none"> - Field trips are delivered by delivery partners; feedback forms are distributed to participating teachers. - Two to two-and-a-half hour wetland field trips were delivered to the NS Project Webfoot classes at the 4 designated field trip sites. - Field trip feedback forms were distributed to class teachers who attended a field trip. The results were then collated. | May – June 2009 |
| <ul style="list-style-type: none"> - Teachers/schools are sending in their bussing invoices to DUC to claim their bussing subsidy of \$75/class to cover the costs to the field trip site. Bussing invoices are being reviewed and paid accordingly. - Invoices for project expenses are being paid. | July – September 2009 |

| | |
|--|--------------------------|
| Thank you ads are being produced and printed in the Halifax Chronicle Herald to thank all sponsors who contributed to the 2008-09 Project Webfoot program. | August 2009 |
| Final reports prepared; cancelled cheques requested from head office. | November – December 2009 |

4. Project Results

In the 2008-2009 school year, Ducks Unlimited Canada successfully reached their proposed objectives in delivering the “Project Webfoot Wetland Education Program”. Ducks Unlimited Canada have increased youth awareness about wetland conservation by engaging 101 Nova Scotia grade 4 classes (2,456 students) in DUC’s Education Program.

The field trip program was delivered through partnerships with local environmental organizations and provided students with the opportunity to participate in hands-on wetland activities at a local wetland site. This hands-on aspect of the program allowed youth to experience wetlands first-hand and establish within them a lasting impression and appreciation for these natural habitats.

Feedback forms indicated a high level of student and teacher satisfaction with the program. On a 5 point rating scale (excellent, good, average, poor, very poor) 95% of respondents rated the field trip program as either “excellent” or “good” and 77% rated the in-class component as “excellent” or “good”.

Support from The Nova Scotia Habitat Conservation Fund enabled us to successfully offer the wetland education program to 50 classes, educating 1,249 students about the importance of wetland ecosystems and wetland conservation. Each of these classes received a wetland field trip to either the Shubenacadie Wildlife Park and Greenwing Legacy Interpretive Centre, the Tantramar Wetland Centre, the Flemming Park Frog Pond, or Miners Marsh. Ducks Unlimited partnered with the Province of Nova Scotia, Clean Nova Scotia, Friends of the Cornwallis River Society and the Tantramar wetland Centre to deliver these field trips.

Appendix A provides a list of classes that were sponsored by the Nova Scotia Habitat Conservation Fund.

5. Project Assessment

Field trip feedback forms (see Appendix B) were issued to all teachers who attended a field trip. We received completed feedback forms from 19 teachers (21% return rate). The feedback results indicated a high level of teacher and student satisfaction in the field trip program. On a 5 point rating scale (excellent, good, average, poor, very poor) 95% rated the field trip program as either “excellent” or “good” and 77% rated the in-class component as “excellent” or “good”. A total of 34 sponsors generously sponsored this program (please see Appendix C for provincial results for teacher feedback).

Teacher feedback, combined with consultation with staff and delivery partners involved in this program, resulted in the following project assessment:

1. Activities offered through the field trip program are engaging and interactive for students. The field trip component continues to be a positive educational experience for both students and teachers by complimenting school curriculum units and helping our youth become more responsible citizens in the area of wetland management.

2. With funding throughout Nova Scotia DUC will register classes based on three sets of criteria:
 - a. Re-register classes enrolled in the previous year
 - b. Register new classes in the current year's focus areas; Areas that have large urban centres where children might not have experienced wetlands before
 - c. Request from sponsor to adopt a specific class
 - d. Register all Grade 4 classes in one school before proceeding to a new school
3. Need to increase awareness to teachers regarding materials offered by DUC on website through information sheets, email, fax etc.
4. Positive feedback from the field-trip evaluation forms indicate that staff and delivery partners involved are both knowledgeable and well-organized in delivering the field-trip component of DUC's Education program.

6. Financial

The total cost of the project was \$68,403 from an estimated budget of \$88,550. The Nova Scotia Habitat Conservation Fund contribution of \$10,000 represented 15% of the total project cost. Table 1.0 below summarizes the expenses for this program. Please also see Appendix D for proof of expenditures for the NSHCF contribution of \$10,000 (e.g. invoices, bussing subsidies etc.).

Table 1.0 Actual Costs of Nova Scotia Project Webfoot Wetland Education Program, 08-09

| Expense Category | Description of Expenditure Item (describe and quantify: e.g. 3 technicians for 10 weeks @ \$200 per week; travel 500 kms @ \$0.30/km) | FUND \$ Received | Other Contributions | | Total |
|---|--|------------------|---------------------|-----------------|-----------------|
| | | | Cash (\$) | In-kind (\$) | |
| Human Resources | DUC Education Coordinator (30 days @ \$450) | \$0 | N/A | \$13,000 | \$13,000 |
| | DUC Media and Marketing Officer (2 days) @ \$450 | | | | |
| | DUC I.T. Technical Support (2 days @ \$450/day) | | | | |
| Travel and Field Expenses | Travel to train partners, visit sites, manage program (estimate 1400km x \$0.50/km) | \$0 | N/A | \$983.32 | \$983.32 |
| | Meals (breakfast, lunch, supper) X5 days; lunch for partner training | \$0 | N/A | \$127.77 | \$127.77 |
| | 6 nights (~\$100/night) | \$0 | N/A | \$683.65 | \$683.65 |
| Material, supplies, & Equipment | Class Registration (in-class); 79 classes x \$300/resource kit | \$0 | \$23,700 | N/A | \$23,700 |
| | Class Registration (field trip); 92 classes x \$75/class for bus subsidy | \$3000 | \$3,900 | N/A | \$6900 |
| | 79 classes x \$125/class for partner delivery fee | \$7000 | \$5875 | N/A | \$12,875 |
| | Partner equipment, material costs | | \$195.77 | | \$195.77 |
| Other expenditures (Phone, office supplies, ads, etc...) Administration | Sponsor Thank You ad in newspapers | \$0 | \$1938.00 | N/A | \$1938.00 |
| | Office rental @ \$500/month x 16 months | N/A | N/A | \$8,000 | \$8,000 |
| Totals | | \$10,000 | \$35,608 | \$22,794 | \$68,403 |

7. Communication/Marketing and Media

Each Project Webfoot class was informed of their sponsor upon receiving the resource kit and included in their invitation to attend a field trip. Incorporated within the resource kit was a “Sponsor Thank You Certificate”; classes were encouraged to send it to their sponsor along with letters, cards, and pictures.

Sponsors were also personally thanked by the Atlantic Education Specialist via a thank you letter and personalized DUC Sponsorship Certificate that was sent out upon receipt of the sponsorship. DUC national office also issued a standard DUC thank you letter.

During field trips, our delivery partners displayed large sandwich boards where the sponsors’ names were written for the teachers, students and accompanying parents, and the public to see.

When teachers were invited on a field trip, they received a one page sheet entitled ‘Thanking Your Sponsors’ to enlighten them about the number of people and organizations who contributed funds to enable their participation in Project Webfoot. The Nova Scotia Habitat Conservation Fund logo appeared there as well along with printing the NSHCF name in full on both a white board in the classroom and stand up board outside by the wetland (depending on site/location of field trip).

In addition to this recognition, DUC produced five newspaper thank you ads that will thank each individual sponsor who donated to the 2008-09 Project Webfoot program above \$1000 in Atlantic Canada. Sponsors who donated at the \$5000 level or greater also will have their name included in the ads. As such, the Nova Scotia Habitat Conservation Fund name will appear under regional Nova Scotia sponsor. Sponsors above \$10,000 will have their logo appear.

8. Conclusion

Project Webfoot remains a curriculum-based program that is enormously successful. “Adopting” classes by sponsors continues to be the primary way this program is funded. Nova Scotia has been a priority area for Project Webfoot program with over 400 grade 4 classes within the province. We are currently reaching 25% of these classes and will continue to expand with your help. A new field trip location is being looked at in Nova Scotia in the Guysborough/Antigonish area and will hopefully be underway in spring of 2010.

We are extremely thrilled to have once again received a grant from the Nova Scotia Habitat Conservation Fund and look forward to your continuing support and ensure Project Webfoot’s continuing success in Nova Scotia and the rest of Canada.

