



**Project Webfoot  
Wetland Education Program  
School Year: 2010-2011**

**Final Report**

**Submitted to:**

***Habitat Conservation Fund***  
Wildlife Division, Nova Scotia Department of Natural Resources  
136 Exhibition Street  
Kentville, Nova Scotia  
B4N 4E5  
Phone: (902) 679-6091  
Fax: (902) 679-6176

**Submitted by:**

**Sarah Green – Interpretive and Education Specialist**  
Ducks Unlimited Canada  
PO Box 430, 64 Highway 6  
Amherst, Nova Scotia  
B4H 3Z5  
Ph: 902.667-8726  
Fx: 902-667-0916  
E-mail: [s\\_green@ducks.ca](mailto:s_green@ducks.ca)

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**1. Executive Summary**

During the 2010-2011 school year with the support of organizations such as the Nova Scotia Habitat Conservation Fund, Ducks Unlimited Canada was able to provide 94 grade 4 classes in Nova Scotia with the Project Webfoot experience. The Nova Scotia Habitat Conservation Fund enabled us to offer the field trip program to 48 classes, reaching ~1000 students along with their teachers and family members.

Field trips were scheduled during the months of May and June 2011 with each field trip session lasting from 2 to 2.5 hours. Field trips were offered at 6 sites this year and involved 1 full time Ducks Unlimited staff, 1 Ducks Unlimited summer student, 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. The hands-on element of the program gave youth the opportunity to fully experience a wetland while instilling 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 overall field trip program in terms of educational value as either “excellent” or “good”.

A total of 13 sponsors generously contributed \$47,850 to the delivery of in-class kits and field trips. The Nova Scotia Habitat Conservation Fund contribution of \$18,000 represented 38% of the overall program revenue to cover the direct cost of kits and field trips for the grade four Project Webfoot program.

## **2. Project Goals and Objectives**

### **Goal:**

The goal of Project Webfoot is to increase youth awareness about the importance of wetlands and engage community environmental organizations to be involved in wetland conservation and education. Project Webfoot aims to instil in youth an appreciation for wetlands so that they will make sound choices as adults that will ensure the continued protection of wetland habitats.

**Result:** DUC increased youth awareness about the importance of wetlands by engaging 94 Nova Scotia grade 4 classes (~2,100 students) in DUC's Project Webfoot wetland education program. As a result students were able to share their experiences and knowledge with teachers, administrators, family members and the greater community. DUC partnered with four local environmental organizations to deliver field trips in six locations in Nova Scotia.

### **2010-2011 School Year Objectives:**

**Objective 1)** Register over 120 Nova Scotia Grade 4 classes in the Project Webfoot in-class program (engaging over 3,000 youth and 120 teachers) throughout Nova Scotia.

**Result:** DUC was successful in securing \$17,950 in funds for in-class resource kits. As a result, 60 classes of students as well as their teachers and family members were exposed to DUC's wetland conservation message.

**Objective 2)** Deliver wetland field trips to over 100 classes who are within travel distance to one of our six educational wetland areas across Nova Scotia.

**Result:** DUC was successful in securing \$25,600 in funds for wetland field trips whereby students participated in hands-on wetland activities delivered by local partner organizations. As a result, 87 classes of students as well as their teachers and family members were exposed to DUC's wetland conservation message.

## **3. Description of Activities Completed and On Going**

### ***2010-2011 School Year Program***

<b><i>Task:</i></b>	<b><i>Period:</i></b>
Secured sponsorship funds to enroll grade 4 classes in the Project Webfoot program	August 2010 – March 2011
Schools were contacted by the DUC Atlantic Education Specialist and enrolled in the program	September 2010 – March 2011
Once enrolled, resource kits were mailed from our head office in Winnipeg and sent directly to the school teacher for use and distribution to students	September 2010 – May 2011
Field trip delivery partner relationships were affirmed and Memoranda of Understanding were signed with each partner that described the responsibilities of each party	March 2011

The field trip schedule was developed and invitations were sent to schools and classes were registered for field trips	March-April 2011
Field trip training with partners held at Mactaquac Provincial Park.	May 2011
<ul style="list-style-type: none"> <li>- Field trips are delivered by delivery partners; feedback forms are distributed to participating teachers.</li> <li>- Two to two-and-a-half hour wetland field trips were delivered to the NS Project Webfoot classes at the 6 designated field trip sites.</li> <li>- Field trip feedback forms were distributed to class teachers who attended a field trip. The results were recorded.</li> </ul>	May – June 2011
<ul style="list-style-type: none"> <li>- Teachers/schools sent their bussing invoices to DUC to claim their bussing subsidy of up to \$75/class to cover the costs of travel to the field trip site.</li> <li>- Bussing invoices are reviewed and paid accordingly.</li> <li>- Invoices for project expenses are paid.</li> </ul>	May – October 2011
Final reports prepared; cancelled cheques requested from head office.	October – November 2011

#### 4. Project Results

In the 2010-2011 school year, Ducks Unlimited Canada attained their proposed qualitative objectives in delivering the “Project Webfoot Wetland Education Program”. By engaging 94 Nova Scotia grade 4 classes in Project Webfoot, Ducks Unlimited Canada increased youth awareness of wetland conservation. Of the 94 classes, 7 classes participated in the in-class kit program only, 34 classes participated in the field trip program only, and 53 classes participated in both the in-class and field trip programs. In total, 13 sponsors generously sponsored \$47,850 towards the delivery of the in-class and field trip components of the 2010-2011 Project Webfoot program in Nova Scotia.

The in-class resource kits were distributed to 60 classes in Nova Scotia. The resources meet the learning outcomes for the grade four science curriculum unit “Habitats and Communities”. Through interactive, hands-on lessons and activities students develop an appreciation for wetlands and associated habitats and are encouraged to take action for their conservation.

The field trip program was offered to 87 classes through partnerships with local environmental organizations and provided students with the opportunity to participate in hands-on wetland activities at a local wetland site. The hands-on aspect of the program personalizes the experience for each student which helps to establish a lasting impression and appreciation for these natural habitats.

Support from the Nova Scotia Habitat Conservation Fund provided the means to supply 48 classes with a wetland field trip experience thus educating ~1,000 students about the importance of wetland ecosystems and wetland conservation. Each class received a wetland field trip to one of the following sites: the Greenwing Legacy Interpretive Centre at the Shubenacadie Wildlife Park, the Tantramar Wetlands Centre in Sackville, NB, the Flemming Park Frog Pond in Halifax, Shubie Park in Dartmouth, the newly established Antigonish site or the Kentville Research Station. Ducks Unlimited Canada partnered with the Province of Nova Scotia, Clean Nova Scotia, Friends

of the Cornwallis River Society and the Tantramar Wetlands Centre to successfully deliver these field trips. DUC hired a summer student stationed at the Greenwing Legacy Interpretive Centre. The summer student delivered Project Webfoot field trips among other educational duties.

## **5. Project Assessment**

DUC was successful in raising funds for 60 classes against the project objective of providing in-class resource kits to 120 classes thus attaining the goal to 50%. For field trip funding, DUC registered 87 classes against the project objective of 100 classes, attaining the goal to 87%.

Feedback forms (see Appendix B) were issued to all of the 87 classes who attended a field trip. We received 21 completed feedback forms (24% response 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 overall field trip experience as either “excellent” or “good”. (Please see Appendix C for provincial results of 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, interactive and memorable 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 youth become more responsible citizens in the area of wetland management.
2. With funding throughout Nova Scotia DUC will register classes based on the following criteria:
  - a. Re-register classes enrolled in the previous year
  - b. Register new classes in the current year’s focus area: large urban centres where children might not otherwise have the opportunity to experience wetlands
  - c. Request from sponsors to adopt a specific class
  - d. Register all interested Grade 4 classes in one school before proceeding to a new school
  - e. Match classes sponsored for an in-class kit with a field trip sponsor (where field trips are available).
3. 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 Nova Scotia Habitat Conservation Fund contribution of \$18,000 represented 38% of the overall program revenue for kits and field trips and 70% of the field trip delivery costs. The funds received by the NSHCF were used to pay partner delivery fees and bus subsidies for 48 field trips.

Please see Appendix D for expenditures covered under the NSHCF contribution of \$18,000.

## **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 at the end of the field trip season. DUC national office also issued a standard DUC thank you letter.

When teachers were invited on a field trip, they received a one page sheet entitled ‘Thanking Your Sponsors’ to inform them of the number of people and organizations who contributed funds to enable their participation in Project Webfoot.

During field trips, delivery partners displayed large sandwich boards where the sponsors’ names were written for the teachers, students, accompanying parents, and the public to see. The Nova Scotia Habitat Conservation Fund logo along with printing the NSHCF name in full was on a white board in the classroom and/or stand up board outside by the wetland (depending on site/location of field trip).

All donors are listed in DUC’s Annual Report which is available online at [www.ducks.ca/annualreport](http://www.ducks.ca/annualreport) Major regional donors are listed on the back cover of DUC’s Fundraising Event program covers which are distributed to all attendees at the approximate 70 events held in Atlantic Canada each year. As such, the Nova Scotia Habitat Conservation Fund logo appeared as a regional partner.

## **8. Conclusion**

Project Webfoot remains a curriculum-based program that is enormously successful. Nova Scotia continues to be a priority area for the 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 assistance. This spring, we held our first field trips at our new field trip location in Antigonish, NS.

We are extremely grateful to have the continual support of the Nova Scotia Habitat Conservation Fund. Registration for the current school year is well underway and we are confident that the program will continue to build on its previous successes. As such, the Nova Scotia Habitat Conservation Fund has been integral to the success of the Project Webfoot goal to expose youth to wetlands and encourage their conservation.