

CCEP: Coastal Area Climate Change Education (CACCE) Partnership

The Coastal Areas Climate Change Education (CACCE) Partnership project was funded by NSF to develop new strategies for educating citizens about the effects of global climate change. Dr. Jeffrey G. Ryan of the University of South Florida (USF) School of Geophysical Sciences was the overall project PI, with other funded partners at the University of Puerto Rico at Mayaguez, the University of the Virgin Islands, the Florida Aquarium, and the Hillsborough County School District. CACCE was one of fifteen NSF-funded Climate Change Education Partnership (CCEP) Program Phase 1 projects. The USF Coalition for Science Literacy (CSL) conducted the evaluation. Dr. Gerry Meisels served as the lead evaluator, with evaluation team members including CSL staff members Dr. JoEllen Carlson and Dr. Anna Lewis, and an “external” member of the evaluation team, Dr. Michael N. Howard, President of Michael Howard and Associates. Dr. Gerry Meisels served on the Advisory Board and participated as a regular member of the partnership in planning and decision-making events.

The project targeted audiences in formal education (K-graduate school, including teacher and college educators), informal education, and business and policy/planning/regulation for whom addressing the effects of changing climate are an everyday part of the job. The core themes of CACCE emphasized climate change impacts and effects most relevant to Florida and the Caribbean: sea level change, storm events, coastal management and water resource issues, and related geological and environmental impacts. Specific project objectives included identifying messages and approaches that would gain traction with Florida and Caribbean audiences, and establishing an extensive network of public- and private-sector partners, including both U.S. and international organizations, that would work together to plan and implement an effective climate education strategy for our region.

Project activities included the compilation of regionally relevant climate education and information resources and making these available to partnership members and the community via a web portal hosted by the USF Libraries; the development and administration of surveys to document the climate understanding of educators, students, and other audiences; the piloting and testing of an innovative educational and research model, called Multiple Outcomes Interdisciplinary Research and Learning (MOIRL), which leverages the research capabilities of Partnership faculty to engage college students, K-12 educators, and students and others in varied climate-related research activities, leading to multiple educational outcomes for the different involved stakeholder groups; and outreach efforts to other funded projects, university and nonprofit laboratories and centers, and to key business and governmental/regulatory organizations that focus on the built environment.

Evaluation-related activities for the Partnership included:

- Identifying and developing needed instruments and protocols;
- Overseeing data collection according to the evaluation plan;
- Analyzing evaluation data, using valid and appropriate statistical techniques;
- Preparing annual mid-year and end-of-year evaluation reports discussing evaluation results, highlighting issues identified, and making recommendations for partnership consideration;
- Collaborating with partnership staff in preparing required reports for NSF; and
- Participating as a regular member of partnership planning and decision-making meetings.

The presence of CSL evaluation team members on the USF campus facilitated their conduct of a major portion of ongoing evaluation tasks readily and cost-effectively, and made results immediately available to partnership leaders. The evaluation team worked closely with partnership personnel to ensure that data collection was integrated as a regular part of partnership activities and that data were processed quickly. Their familiarity with the institutions and partners gave them a perspective useful for situating the partnership in its local context. The external evaluator brought an important outside perspective.