

Climate Literacy Partnership in the South East (CLiPSE)

CLN Presentation
Nov. 8th, 2011



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NSF's Climate Change Education Partnership (CCEP)

Program Goal:

- Establish a coordinated national network
- Increase/improve educational programs and resources

Two Phases

- Phase I – Deliverables, network, strategic plan
- Phase II – Implementation

Phase I – Timing

- Proposal Deadline – May, 2010
- Project start – end of FY 2010 (September)

Phase II – Timing

- Project start – FY 2012 (probably September)



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The CLiPSE Project

- Began in September 2010
- Two-year project – Phase I
- 1 of 15 selected Phase I project s (over 170 submitted)
- Non-advocacy approach grounded in evidence
- Will lay the foundation for improved education about climate, climate change, and impacts in the SEUS
- Will apply for Phase II funding in 2012
(full implementation over five years).



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The CLiPSE Project

- An **integrated network** of individuals and organizations
- A **catalog** of existing, pilot tested, model resources, outreach, and training strategies
- A comprehensive **strategic plan** that articulates implementation strategies for a Phase II grant
- An **evaluation plan** for Phase I and for Phase II implementation.



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The CLiPSE Project

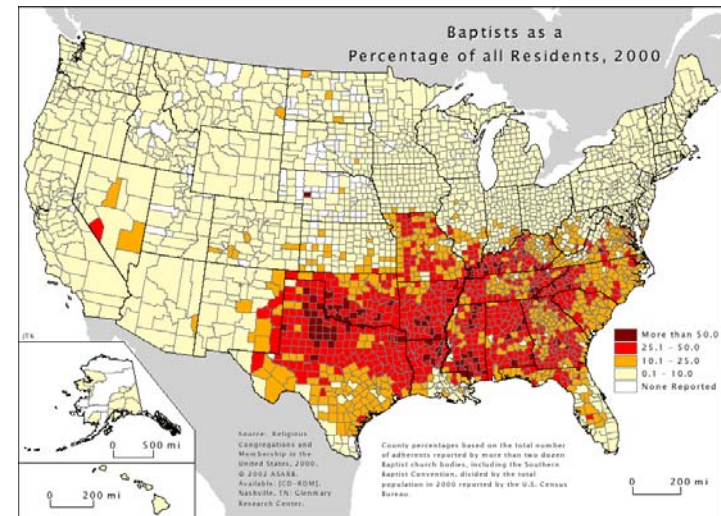
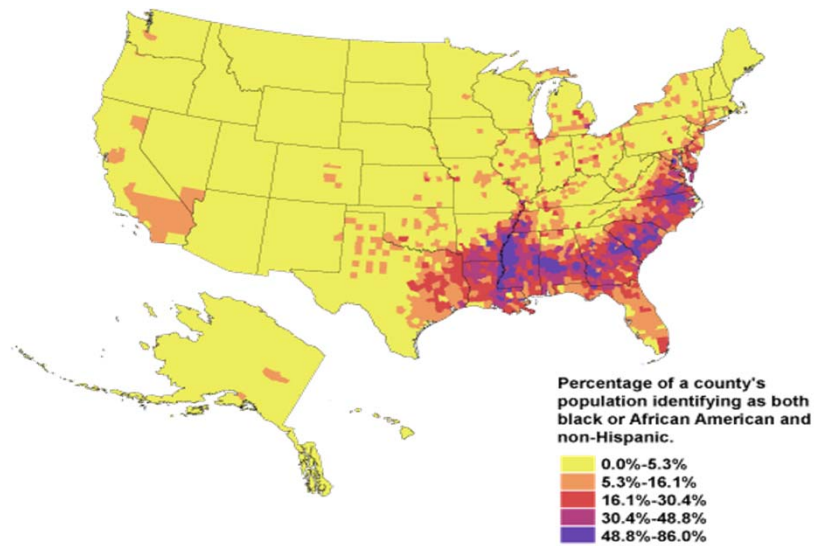
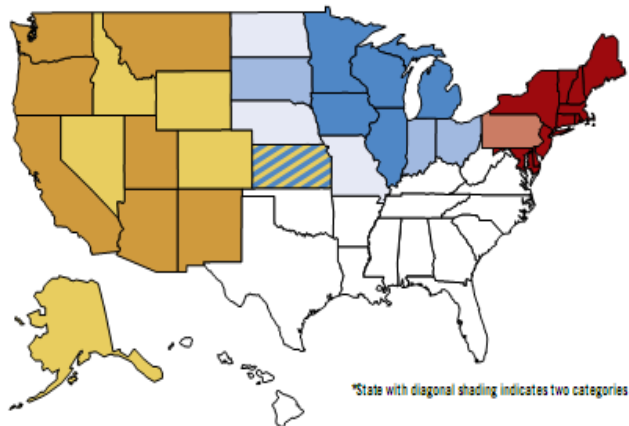


Figure 1

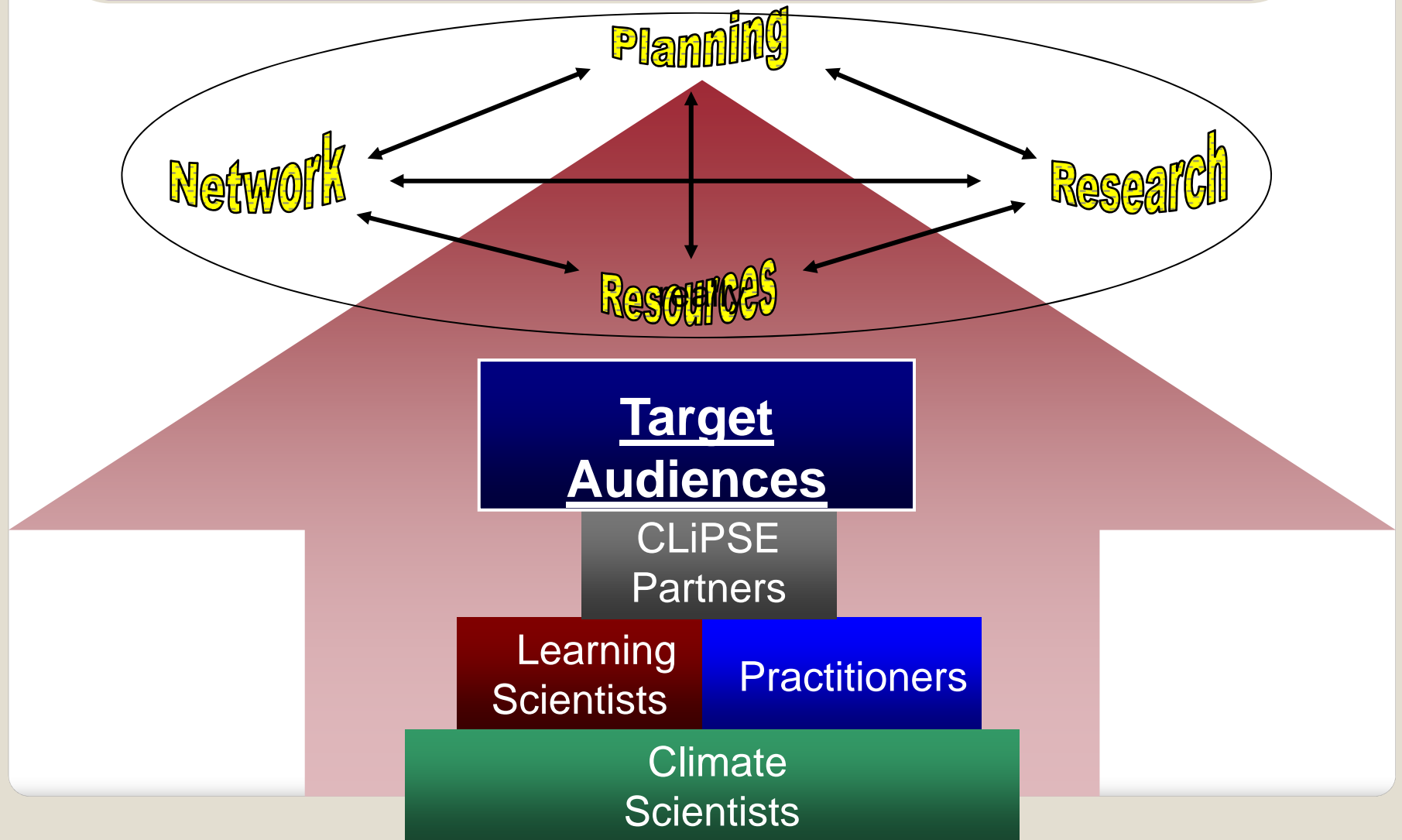
Regional Climate Initiatives

- Western Climate Initiative
- Western Climate Initiative - Observer
- Midwest Platform and Midwest Accord
- Midwest Accord Observer and Midwest Platform
- Midwest Energy Security and Climate Stewardship Platform
- Regional Greenhouse Gas Initiative and Transportation and Climate Initiative (TCI)
- Regional Greenhouse Gas Initiative Observer and TCI



The CLiPSE Project

Climate Science Education Strategic Plan for the SE US



The CLiPSE Project

Target Goal

Create a citizenry that is better equipped to reason about climate change and create solutions in the SEUS.

I. Creation of a DIVERSE Networked Partnering Community

- engage strategically positioned key players
- cultivate strong relationships and connections

II. “Know the Net”

- Understand and assess
- Catalog climate change related materials

III. “Knit the Net”

- Bring stakeholders together in workshops and webinars
- Information exchanges
- Develop strategic plan
- Evaluative system
- Pilot test educational resources that promote evidence-based learning



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CLiPSE Logic Model

Activities

- ✓ Create diverse and engaged network
- ✓ Hold workshops
- ✓ Hold webinars
- ✓ Design strategic plan
- ✓ Design & conduct climate survey of target populations
- ✓ Form and hold advisory board and meetings
- ✓ Align formal climate change resources to SE state education Stds
- ✓ Design preliminary strategy for evaluating informal resources
- ✓ Conduct pilot public discussions
- ✓ Conduct pilot eye-tracking studies
- ✓ Work with other relevant CCEPs



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Outputs

- ✓ Target groups climate education knowledge and perceptions are known
- ✓ Climate change education resources and state standards made available
- ✓ Partners engaged in the development of a climate change education plan
- ✓ Partners and investigators learn something new about climate and climate change
- ✓ Partners and investigators understand the aims and goals of CLiPSE
- ✓ Pilot programs results support CLiPSE proposed educational approach
- ✓ CLiPSE network is healthy with interactive, diverse and engaged partners
- ✓ New partners are continually brought to CLiPSE
- ✓ Phase II plan is established
- ✓ CLiPSE is functional and productive



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- ✓ CLiPSE is functional and productive

Short-term Outcomes

- ✓ CLiPSE operating structure established
- ✓ CLiPSE is connected
- ✓ CLiPSE is able to communicate about climate change and lead critical thought
- ✓ CLiPSE disseminates resources
- ✓ Strategic plan is developed
- ✓ CLiPSE learns what target groups need via public discussions, pilot studies, and surveys
- ✓ Supplemental and Phase II proposals developed
- ✓ CLiPSE is responsive to input by various membership sources
- ✓ CLiPSE collaborates with other CCEPs



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Long-term Outcomes

- ✓ CLiPSE influences individual's knowledge, thoughts (and behaviors) surrounding climate change
- ✓ CLiPSE resources are utilized in formal and informal education arenas
- ✓ CLiPSE influences key decision-makers through education of target groups
- ✓ Climate change solutions are realized in SEUS as result of CLiPSE's education activities
- ✓ CLiPSE is the leading resource/community for climate change education in SEUS
- ✓ CLiPSE is a central node for organizations in the SEUS



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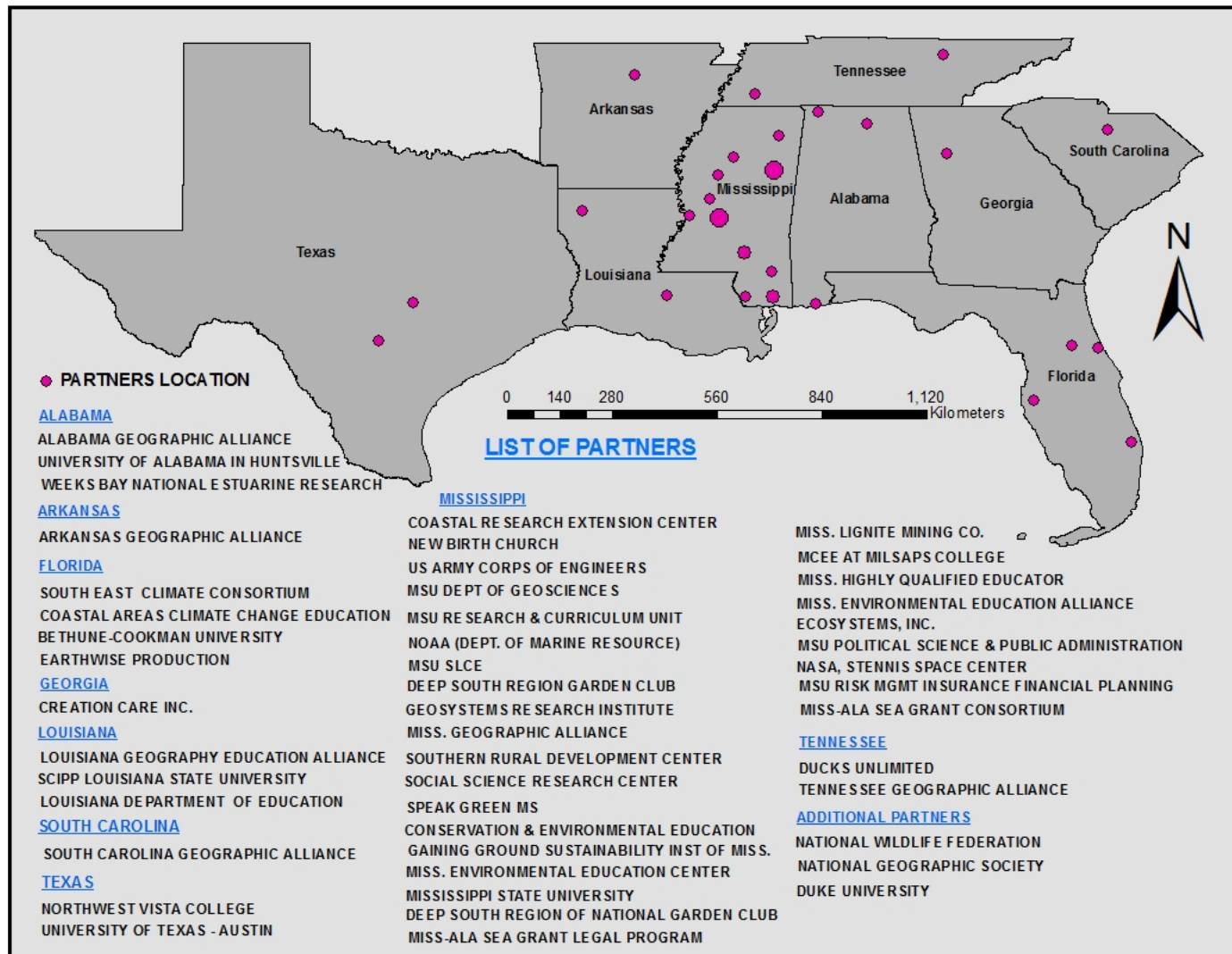
The CLiPSE Project

Two-year Phase I Timetable of Major Tasks

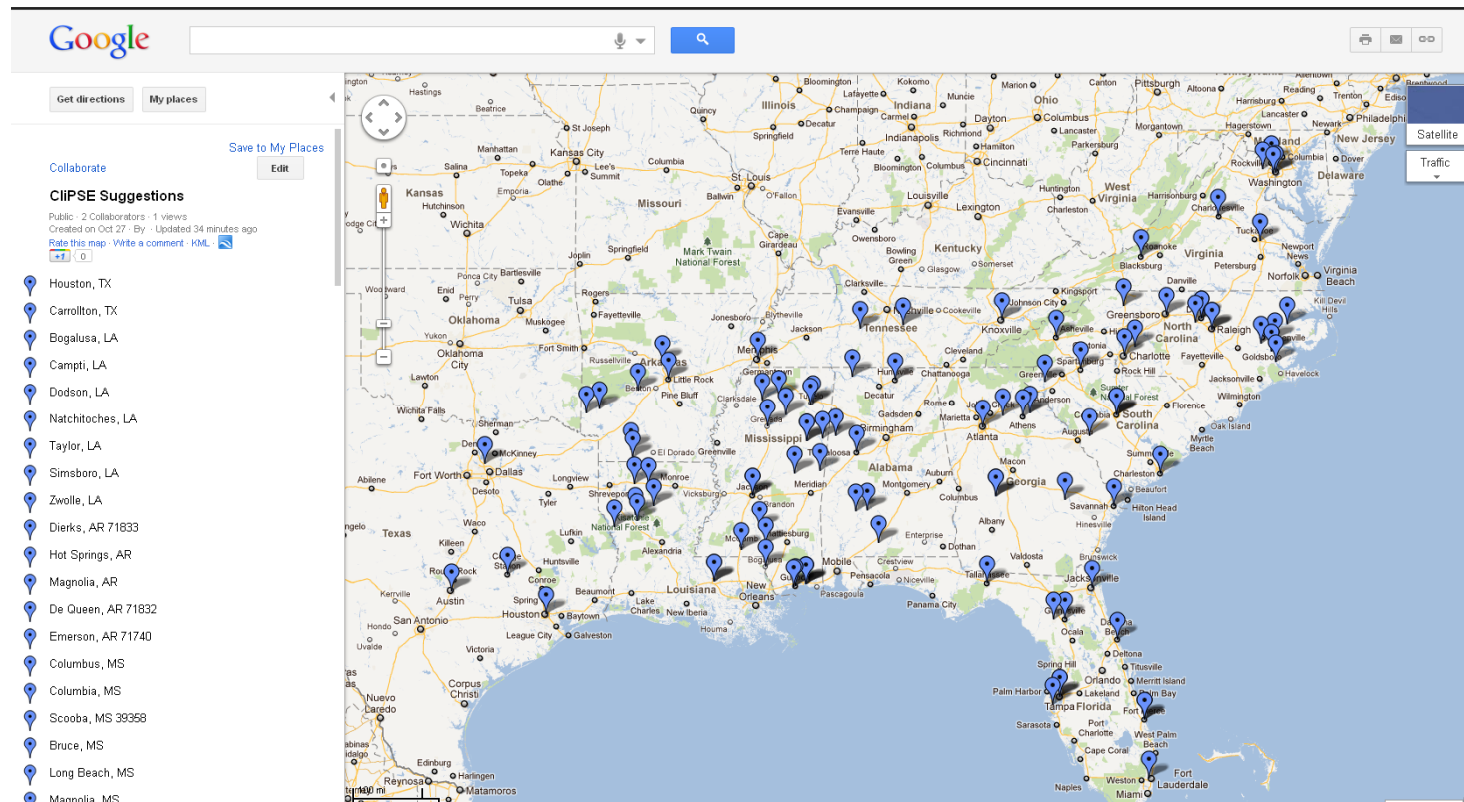
Major Tasks	Project Quarters (Season and Year)							
	F10	W10-11	Sp11	Su11	F11	W11-12	Sp12	Su12
Organization								
Establish accounts, hire personnel, develop timetables, etc.								
Develop website, logo, etc.								
Establish external advisory board and conduct regular meetings								
Strategic Planning								
Organize process, do background research, conduct kickoff meeting with initial partners								
Draft the plan with review by investigators								
Review and refine draft plan; Fall meeting with investigators and partners; finalize plan								
Learning Science Research and Development								
Develop survey to assess public understandings of climate change and climate impacts								
Define climate change learnings and correlate with K-12 curriculum standards.								
Develop model climate change education resources, strategies, professional development								
Pilot test/evaluate climate change education resources, strategies, professional development								
Identify where additional climate change, learning science research is needed								
Network Development and Activation								
Face to face meetings with investigators and partners								
Identify, recruit, and incorporate additional partnering organizations								
Inventory existing climate change education resources, organizations, and practices								
Field the survey of climate understandings with the public								

The CLiPSE Project – Current Partners

Phase I Partner Map



Identified Potential Partners



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Phase I Partner Roles and Expectations

- Recruit other regional partners
- Participate in Project surveys, Webinars, Workshops, Pilot studies, etc.
- Participate in the cataloging of resources
- Inform CLiPSE of your organization's activities, workshops and resources
- Provide feedback on CLiPSE's Strategic Plan and participate in working teams
- Let CLiPSE know how it can meet your organization's/audience's needs



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CLiPSE Climate Stewardship Survey (CSS)

108 items

- 35 climate change knowledge items
- 62 climate change perception items
- 11 demographic items
- Administered online April – July 2011
- Participants = 420
- Non-probability volunteer sample of convenience
- Reliability $\alpha=0.91$

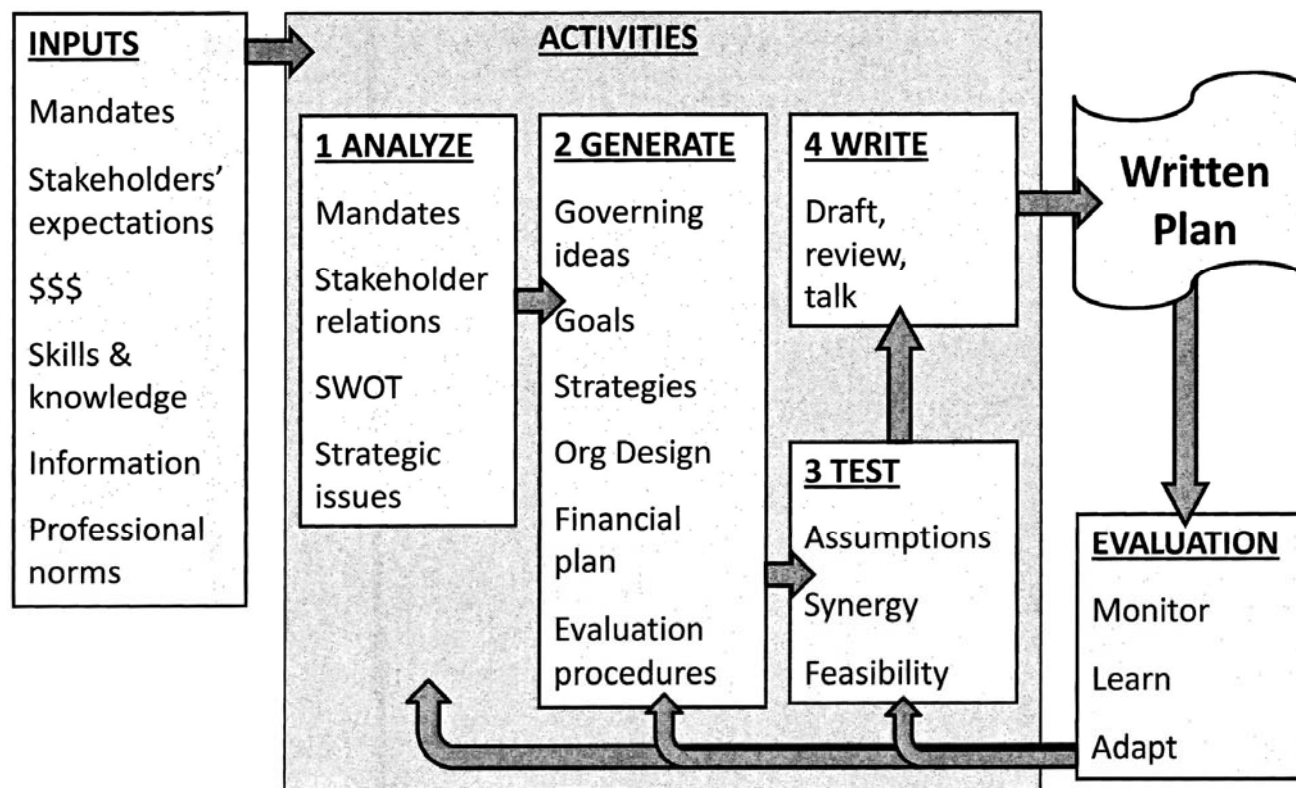
<http://www.clipse-project.org/media/2011/08/CSS-Outcomes.pdf>

Walker S. L. and **McNeal, K.S.** 2011. Development and validation of an instrument for assessing climate change knowledge and perceptions: The climate stewardship survey (CSS). *Environment and Behavior*. in review



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CLiPSE Strategic Planning Process



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CLiPSE Core Values

- CLiPSE will use current and rigorous science
- The CLiPSE network will be inclusive, synergistic, and collaborative
- Educational resources and programs will be effective, useful, accessible, and relevant to Southeast U.S. audiences
- Learning that occurs through CLiPSE efforts will result from sound learning theory, span multiple disciplines, be guided by information about audiences, and encourage critical thinking and decision making
- Supports the process of hearing from all parties to get a shared understanding



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CLiPSE Vision

Understanding of climate, climate change, and related impacts will be improved among citizens and publics across the Southeastern U.S. because of:

A Network that is an extensive, integrated, and interactive collective of stakeholder organizations who are strategically positioned to reach target audiences

Educational Resources and Programs that are widely disseminated and used to produce transformative change in target audiences

Public Dialogs that raise awareness in target audiences through civic forums and institutions



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CLiPSE Mission

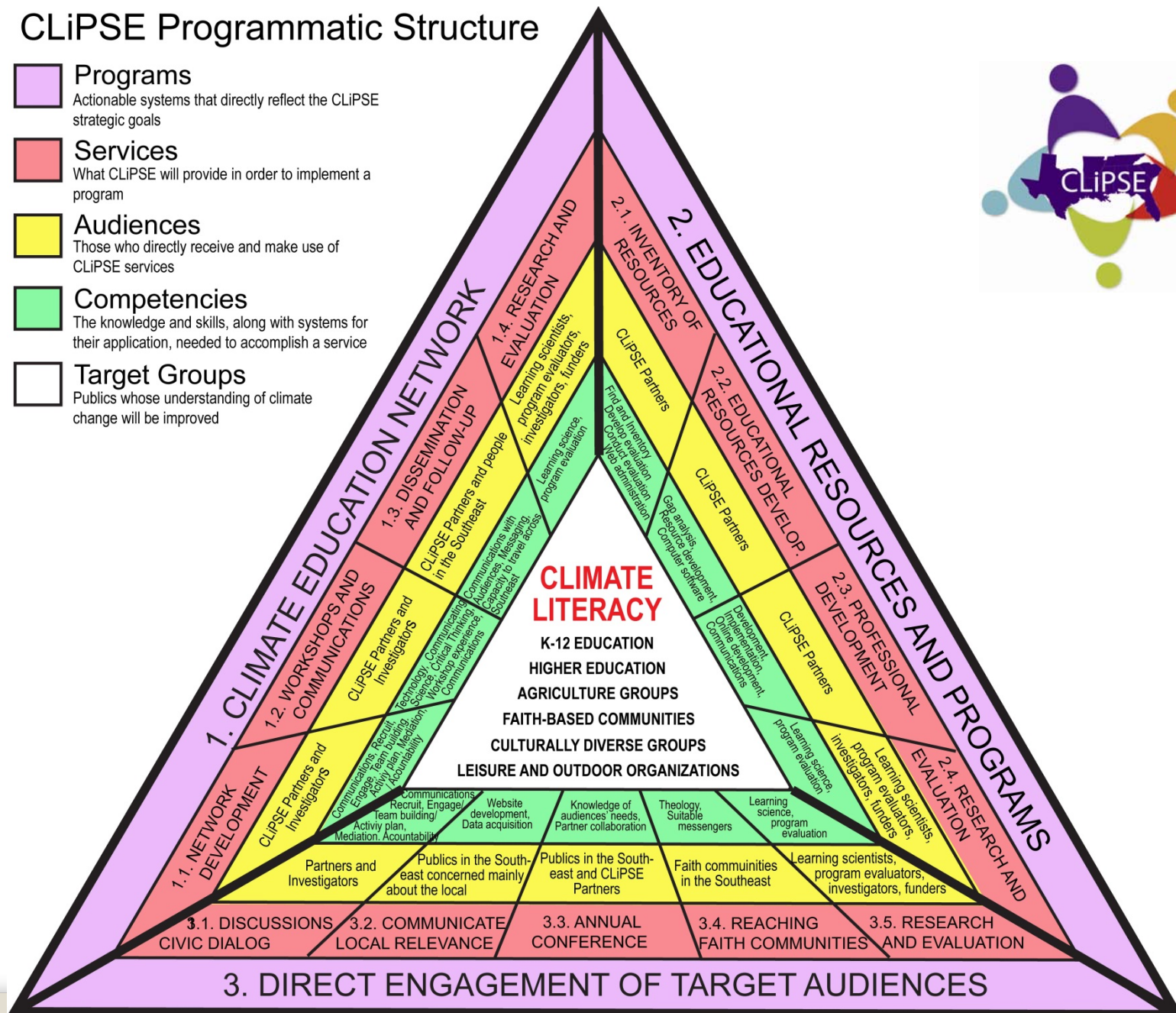
CLiPSE will improve understanding of Earth's climate system and its implications in the Southeastern U.S. through the communication and dissemination of accurate and reliable climate science information, by providing accessible and useful educational programs and products, and by fostering civic dialogue and critical thought.



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CLiPSE Programmatic Structure

- Programs**
Actionable systems that directly reflect the CLiPSE strategic goals
- Services**
What CLiPSE will provide in order to implement a program
- Audiences**
Those who directly receive and make use of CLiPSE services
- Competencies**
The knowledge and skills, along with systems for their application, needed to accomplish a service
- Target Groups**
Publics whose understanding of climate change will be improved



CLiPSE Web-site



Climate Literacy Partnership in the South East

About CLiPSE | Members | Events | Resources | Research | Headline News | Discussion Board | Contact Us | CLiPSE Connect



Interested in becoming a CLiPSE Partner? Sign up [online.](#)

CLiPSE will improve understanding of climate science, implications in the SE US, through respectful dialogue, critical thought, and effective communication among leading theologians, scientists, agriculture groups, educators, and culturally diverse communities.

Civic Dialogue



Public conversations are an effective method of bringing

Critical Thinking



To improve knowledge and understanding of the climate

Communicating Climate Science



Communicating well on complex topics such as the

Latest Headline News

CLiPSE Fall Workshop

CLiPSE will hold its Fall Workshop on October 27-28, at the Ducks Unlimited, Inc. Headquarters, in Memphis, Tenn. We will discuss our first year activities and accomplishments, and plan year two and beyond. The Ducks Unlimited facility is outstanding, and ... [Continue reading →](#)

CLiPSE Workshop a Success

On February 10-11, CLiPSE held a kick-off workshop at the David Wade Football Stadium Club Level on the MSU campus. Participants included more than 25 partners and 15 investigators representing key organizations and perspectives from eight Southeastern US states. The purpose of this first ... [Continue reading →](#)

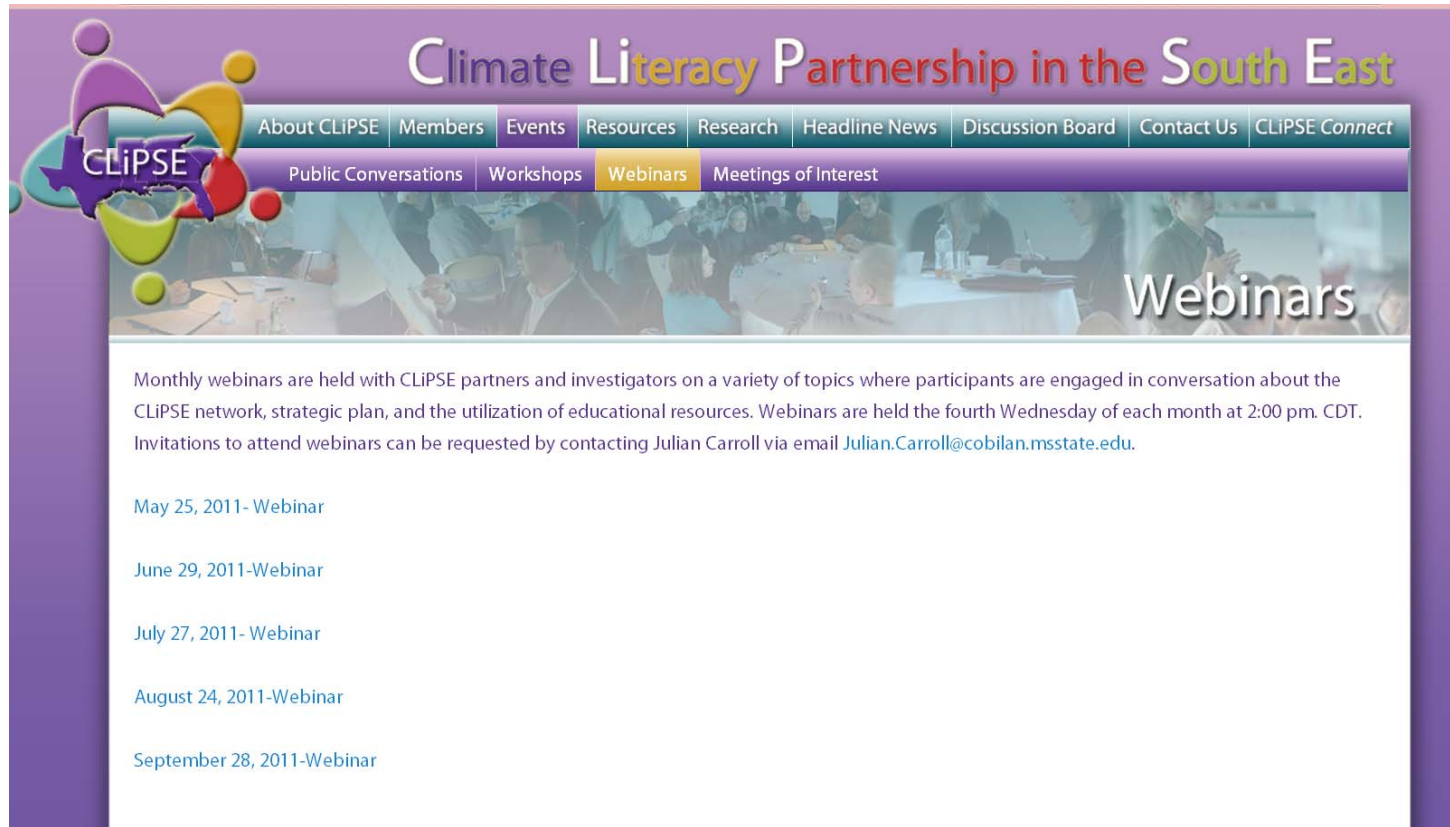
CLiPSE Affiliates





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CLiPSE Webinars



The screenshot shows the CLiPSE website's 'Webinars' page. At the top, the title 'Climate Literacy Partnership in the South East' is displayed in a colorful, multi-colored font. Below the title is a navigation bar with links: 'About CLiPSE', 'Members', 'Events', 'Resources', 'Research', 'Headline News', 'Discussion Board', 'Contact Us', and 'CLiPSE Connect'. A secondary navigation bar below that includes 'Public Conversations', 'Workshops', 'Webinars' (highlighted in yellow), and 'Meetings of Interest'. The main content area features a large image of a group of people in a meeting, with the word 'Webinars' overlaid in a large, white, serif font. Below the image, a paragraph of text describes the webinars: 'Monthly webinars are held with CLiPSE partners and investigators on a variety of topics where participants are engaged in conversation about the CLiPSE network, strategic plan, and the utilization of educational resources. Webinars are held the fourth Wednesday of each month at 2:00 pm. CDT. Invitations to attend webinars can be requested by contacting Julian Carroll via email Julian.Carroll@cobilan.msstate.edu.' Below this text is a list of webinar dates: 'May 25, 2011- Webinar', 'June 29, 2011-Webinar', 'July 27, 2011- Webinar', 'August 24, 2011-Webinar', and 'September 28, 2011-Webinar'. The CLiPSE logo is visible in the top left corner of the webpage screenshot.

Climate Literacy Partnership in the South East

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Public Conversations | Workshops | Webinars | Meetings of Interest

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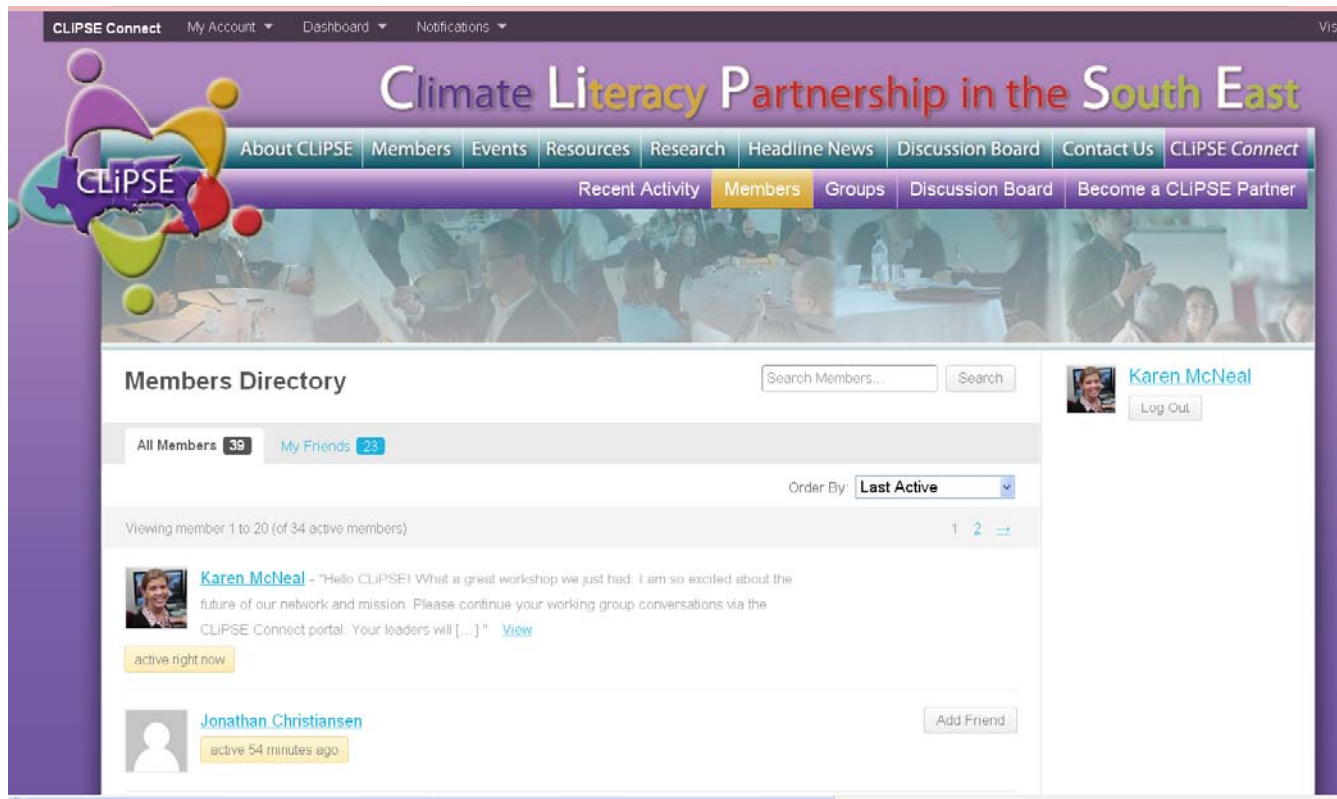
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CLiPSE Connect









The screenshot shows the CLiPSE Connect website. At the top, there is a navigation bar with links: CLiPSE Connect, My Account, Dashboard, and Notifications. Below this is a large banner with the text "Climate Literacy Partnership in the South East" and a sub-navigation bar with links: About CLiPSE, Members, Events, Resources, Research, Headline News, Discussion Board, Contact Us, and CLiPSE Connect. A secondary navigation bar includes Recent Activity, Members (highlighted), Groups, Discussion Board, and Become a CLiPSE Partner. The main content area is titled "Members Directory" and features a search bar, a list of members (All Members 39, My Friends 23), and a list of active members. The first member listed is Karen McNeal, who is active right now. The second member is Jonathan Christiansen, who is active 54 minutes ago. A sidebar on the right shows a profile for Karen McNeal with a Log Out button.



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CLiPSE Connect Partner Working Groups

Viewing group 1 to 6 (of 6 groups)

 Agricultural active 2 days, 20 hours ago	Leave Group Public Group / 8 members
 Leisure active 2 days, 20 hours ago	Leave Group Public Group / 6 members
 K-12 active 4 days, 19 hours ago	Leave Group Public Group / 13 members
 Faith active 4 days, 19 hours ago	Leave Group Public Group / 12 members
 Higher Education active 4 days, 19 hours ago	Leave Group Public Group / 11 members
 Cultural Diversity active 4 days, 19 hours ago	Leave Group Public Group / 9 members

Viewing group 1 to 6 (of 6 groups)



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CLiPSE Workshops



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Other CLiPSE Activities

- Alignment of CC Resources and State Standards
- Observations of Learners Interfacing Climate Change Materials
- Listening Sessions and Public Dialogs



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CLiPSE Next Steps

- Finalize Strategic Plan
- Continue to Recruit Partners/Expand the Network
- Cataloging of Resources/Programs by Partners via Web-portal
- Evaluative/Research Plan for Phase II
- Spring 2012 Workshop (Savannah, GA)
- Apply for Phase II Funding



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CLIPSE 2011 AGU Presentations

MONDAY, DECEMBER 05, 2011

- ED11B. Climate Literacy: Barriers and Progress in Increasing Climate Literacy: What Does the Evidence Tell Us? | Posters
8:00 AM - 12:20 PM; Halls A+C [View Session Details](#) ☐ Include All in Itinerary

8:00 AM - 8:00 AM	ED11B-0774. Misconceptions Surrounding Climate Change: A Review of the Literature Curry M. Templeton ; Karen S. McNeal ; Julie Libarkin View Presentation	<input type="checkbox"/> Include in Itinerary
8:00 AM - 8:00 AM	ED11B-0777. Understanding Student Cognition about Complex Earth System Processes Related to Climate Change Karen S. McNeal ; Julie Libarkin ; Tamara S. Ledley ; Sarane Dutta ; Morris C. Templeton ; Jonathon Geroux ; Gary A. Blakeney View Presentation	<input type="checkbox"/> Include in Itinerary
8:00 AM - 8:00 AM	ED11B-0778. Eye tracking and climate change: How is climate literacy information processed? Carrick C. Williams ; Karen S. McNeal View Presentation	<input type="checkbox"/> Include in Itinerary

TUESDAY, DECEMBER 06, 2011

- ED21B. Climate Literacy: Integrating Research and Education, Science and Solutions, and the Role of Belief, Trust, and Values | Posters
8:00 AM - 12:20 PM; Halls A+C [View Session Details](#) ☐ Include All in Itinerary

8:00 AM - 8:00 AM	ED21B-0584. Creating a Partnering Community Aimed to Foster Climate Literacy in the Southeastern United States David Rutherford ; Karen S. McNeal ; Rebecca Smith ; Dwight Hare ; Udaysankar S. Nair View Presentation	<input type="checkbox"/> Include in Itinerary
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WEDNESDAY, DECEMBER 07, 2011

- ED31A. Education General Contributions | Posters
8:00 AM - 12:20 PM; Halls A+C [View Session Details](#) ☐ Include All in Itinerary

8:00 AM - 8:00 AM	ED31A-0742. Creating a Library of Climate Change Education Resources for Audiences in the Southeast United States Julian Carroll ; Karen S. McNeal ; Carrick C. Williams ; Joel O. Paz ; Hyun T. Cho ; Udaysankar S. Nair ; Jonathon Geroux ; Callista Guthrie ; Kendra Wright ; Jessica Hill View Presentation	<input type="checkbox"/> Include in Itinerary
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For More Information:

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ksm163@msstate.edu



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