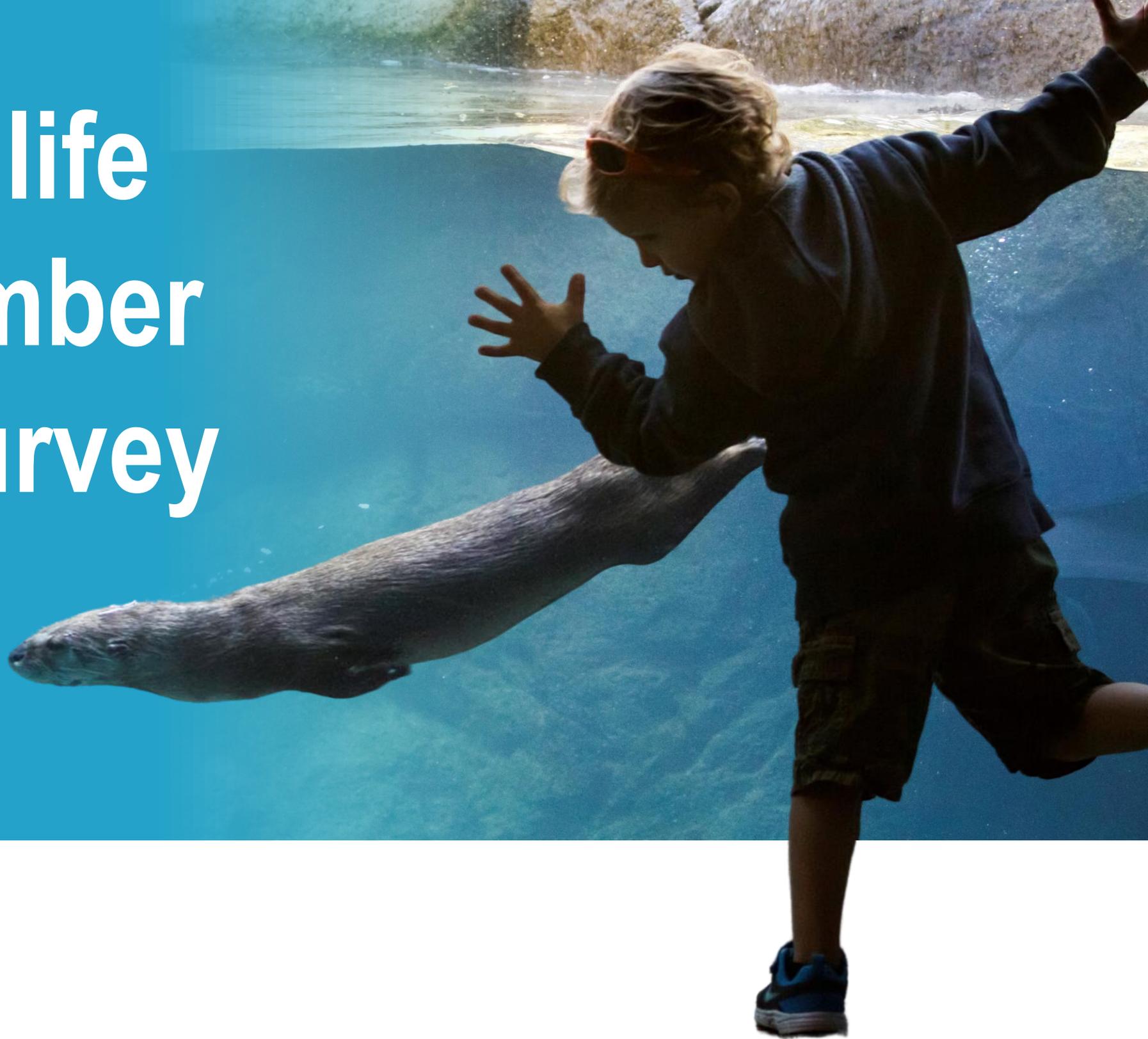# ACE for Wildlife Network Member & Affiliate Survey

2023 Summary of Results

ADVANCING CONSERVATION THROUGH EMPATHY FOR WILDLIFE

Report Contents

ADVANCING CONSERVATION THROUGH **EMPATHY FOR WILDLIFE**

Survey Overview

The first annual ACE for Wildlife Network Member and Affiliate Survey was sent to approximately 366 email list recipients during October and November 2023. One hundred forty completed responses were received from Network list members (38% response rate).

The survey was developed by Woodland Park Zoo staff to better understand the ACE for Wildlife Network from the perspective of two over-arching evaluation questions:

1 **What is the overall state of the Network with regards to the following areas…**

- Partner Organization and Affiliate representation;
- Member role within organization;
- Communication about empathy practices and projects internally and externally;
- Perceived organizational investment in empathy; and
- Use of empathy related practices within organizations.

2 **To what extent are Network members aware of (and making use of) collaboratively developed resources?**

- Network Welcome Guide;
- Empathy Training Toolkit;
- Conservation Action Toolkit;
- Pollinator Action Toolkit; and
- Inclusive Conservation Resource List.

Survey results are detailed on the following pages including comparative results for certain variables of interest, such as differences between Affiliates and Members. Differences that were statistically significant (p < .05) are noted alongside results where they were observed. **Throughout this report, "Member" or "Members" refer to respondents who said they worked for a Network Partner Organization. "Affiliate" or "Affiliates" refer to respondents who work outside of the 20 organizations that were Partner Organizations at the time of this survey.**

Questions about the results presented in this report should be directed to Woodland Park Zoo's Evaluation & Impact team.

Racine Zoo

Results Highlights

NETWORK AFFILIATION AND ROLES

About two-thirds of survey respondents were from Network Partner Organizations (67%) and the vast majority worked at a zoo or aquarium (89%). A few were consultants (1%), academic partners (1%), or volunteers at zoos/aquariums (1%). Eight percent said "other" and wrote in organizations like AZA, or unspecified "non-profit" organizations.

Just over half (59%) worked in education roles within their organizations. About 1 in 10 served in Animal Care (14%), Executive Leadership (13%), or Conservation roles (12%) respectively. A few individuals worked in Marketing & PR (4%) or Evaluation roles (5%).

COMMUNICATION AND ORGANIZATIONAL INVESTMENT

Most said they knew who their point of contact for the ACE for Wildlife Network was within their organization (87%). Internal communication about empathy practices and projects was quite frequent among respondents with 80% saying they have seen empathy-related communications and 56% saying that staff communicated about empathy internally either "Often" or "Very often".

For over half of respondents, communication about empathy took place in department or all-staff meetings, 1:1 or small team meetings, in casual conversations, and/or through individual messages or emails. Empathy-related communication was less frequent in organization-wide newsletters and board or executive leadership meetings.

Perceived organizational investment by leaders was moderate – 45% of respondents said they felt their leaders were "very" or "extremely" invested in empathy-related projects at their organizations, and another 38% felt they were "moderately" invested. When asked to describe how leaders demonstrated their investment, about a third (34%) talked about the integration of empathy messaging in public programs. Other comments mentioned empathy trainings, setting empathy as an institutional priority, encouraging use of the practices with the public, budgeting for empathy-related work, writing empathy grants, and creating empathy-related staff positions.

USE OF EMPATHY PRACTICES

Nearly all respondents (92%) said they have used empathy practices in their work intentionally within the past year and did so with high frequency (74% said they've used empathy practices "Frequently" or "Very frequently").

Members were significantly more likely to use empathy practices than Affiliates (98% vs 83% respectively). Likewise, Members were more likely to say they used empathy practices "Very frequently" in the past year. High-frequency use of empathy practices was also observed in those who said they had participated in training in the past year or were part of an ACE for Wildlife Network committee. Additionally, those in organizations where leaders were perceived to have high investment in empathy also said they used empathy practices more frequently than those in organizations with lower perceived leadership investment.

Ophelia was created by students at Kodiak High School using debris from a local coastal clean-up.

How many personal use items do you recognize on Ophelia the octopus?

Results Highlights

Each of the empathy practices were used intentionally by more than half of respondents within the past year. "Using names and pronouns of animals" was the most frequently cited practice used intentionally (94% of respondents). "Encouraging mimicry, storytelling, and roleplaying" was the least frequently used (52%). There were generally few differences in specific types of practices used by organization affiliation or by role within organization, however those who said they had participated in trainings in the past year were more likely to have used "Utilizing critical anthropomorphism," "Allowing animals to show agency," and "Modeling an empathetic attitude and behavior".

Empathy-related practices were used most in public programs (67%) and school or classroom programs (53%). About one-third (39%) said they used practices in exhibits or signage, and another third said they have used in marketing or social media (34%).

NETWORK ENGAGEMENT

About two-thirds (63%) of respondents had attended at least one ACE for Wildlife Network event in the past year and about a quarter (24%) said they were part of a Network committee. The Empathy Summit 2023 was attended most (32%) followed by "We're on the same side: How to talk to those who are anti-zoo" (21%) and the Fall Network meeting (21%).

Nearly everyone was aware of the Network website (96%) and about half had accessed it (46%). Members were more likely than Affiliates to say that they had *used* the website (51% vs 37% respectively).

NETWORK RESOURCES AWARENESS & ENGAGEMENT

A majority of respondents were aware of the Empathy Training Toolkit (72%) and Conservation Action Toolkit (64%). About half or fewer were aware of the Pollinator Action Toolkit (51%), Network Welcome Guide (48%), and the Inclusive Conservation Resource List (39%).

The Empathy Training Toolkit was the most widely shared resource (39% had shared it with peers) and was also rated the most useful by those who had used it (60% saying it was either "Very" or "Extremely" useful).

The Pollinator Action Toolkit was the least shared resource (21% had shared it with peers). The least useful resource as rated by respondents overall was the Network Welcome Guide (43% said it was either "Very" or "Extremely" useful) which aligns with the knowledge that this resource is designed for those new to the Network. The Inclusive Conservation Resource List was not asked about sharing with peers or usefulness because it was a fairly new resource at the time of the survey.

Most respondents first learned about these resources through a colleague at their organizations, the Empathy Matters newsletter, or through another Network event.

EMPATHY TRAINING TOOLKIT

Members were significantly more likely to be aware of and to have used the Empathy Training Toolkit (33% of Members used the Toolkit versus 16% of Affiliates).

Shedd Aquarium

Results Highlights

Thirty-nine percent said they had shared the Empathy Training Toolkit with peers and about two-thirds (60%) of those who had used the toolkit said it was either "Very" or "Extremely" useful. Respondents said they used the Toolkit to train staff & volunteers, to refresh their own empathy-related knowledge, and as a useful benchmark to see what other organizations were doing.

CONSERVATION ACTION TOOLKIT

Members were significantly more likely to be aware of the Conservation Action Toolkit than Affiliates (73% vs 47%). They were also more likely to have used the toolkit in their work (21% vs 16%). About a quarter (28%) had shared this resource with peers, and 55% of those who used it said it was either "Very" or "Extremely" useful. Respondents used the Toolkit to develop messaging for public programs and interpretive media. One said they have used the toolkit in conversations with funders to show how their funds are supporting sustainable conservation practices.

POLLINATOR ACTION TOOLKIT

Members were significantly more likely to be aware of the Pollinator Action Toolkit than Affiliates (63% vs 32%). Use of this resource was low - 8% overall had used the toolkit. Of those few, 50% said it was either "Very" or "Extremely" useful to them in their work. The toolkit was used to enhance program messaging and was shared with other teams internally. One shared it with their Conservation Research team who used it to inform messaging for their "No Mow May" initiative.

NETWORK WELCOME GUIDE

The Network Welcome Guide was the only resource to be used significantly more by *Affiliates* than Members (24% vs 6%) which makes sense, because several new Affiliates joined shortly after the Guide was created after hearing about it at a recent AZA conference. Awareness of the guide was about the same for both groups. Forty-three percent overall said it was either "Very" or "Extremely" useful. Most used it to acquaint themselves to community information and other empathy-related Network resources.

INCLUSIVE CONSERVATION RESOURCE LIST

At the time of the survey, the Inclusive Conservation Resource List was new, so questions about sharing with peers and usefulness were not asked. However, we did ask about awareness and use overall. Nearly two-thirds (61%) were not yet aware of the resource. Members were more likely to be aware of the resource (45% vs 26%).

ADDITIONAL RESOURCE SUGGESTIONS

A few provided suggestions for future resource topics. Some mentioned situation-specific messaging like "empathy after animal/staff trauma" or "How to [help the public] know when baby animals are really abandoned". Others mentioned addressing anthropomorphism particularly as a barrier to internal buy-in for empathy practices. A couple mentioned empathy messaging beyond wildlife like "Empathy for other types of collections" or "Helping children translate their empathy to animals to empathy for each other". One comment mentioned wanting more evidence-based resources, "how to really analyze if any of these practices really change mindsets".

Recommendations

1. **Broaden the channels through which Network resources are distributed and promoted.** Members and Affiliates find professional value in the Network and those who access and use resources find them generally useful. However, awareness of the resources, such as the training toolkit, varied across respondents, indicating there's an opportunity to improve marketing of these resources to Network participants. Consider an ongoing marketing strategy that will ensure continuous awareness and accessibility, especially for newcomers. Some specific strategies that could be incorporated are:

   o Advertise resources at Network events and consider having learning group sessions that are aligned with resource topics.

   o Highlight key resources on the website so they are easily noticeable.

2. **Continue to provide resources that support organizational and leadership buy-in or investment.** Results indicated there were opportunities for improvement in getting organizations to sustain their investment in empathy as an intentional organizational practice. Developing or enhancing the marketing of resources that address common obstacles to sustained investment could be useful as more Affiliates and Network Partner Organizations join the Network.

3. **Continue to encourage training in empathy practices.** Members and Affiliates who had received empathy training in the past year were more likely to report implementing some of the empathy practices, like using critical anthropomorphism. Training appears to be an effective strategy for improving the use of empathy practices.

4. **For next year, revise the dissemination strategy for the Member & Affiliate survey to improve reach and respondent representation.** Consider when there will likely be an influx of new Network Members or Affiliates, such as in the weeks following AZA, and how that will impact the results of this survey.

Minnesota Zoo

Network Affiliation and Roles within Organization

ADVANCING CONSERVATION THROUGH EMPATHY FOR WILDLIFE

Most survey respondents were from ACE for Wildlife Network Partner Organizations.

About two-thirds (67%) of respondents said they were from a Partner Organization. Six respondents did not provide details about their organization. Nearly all respondents (89%) said they worked at a zoo or aquarium. A small handful of respondents were academic partners, consultants, or volunteers at zoos or aquariums. Eleven respondents (8%) selected "Other" (these write-ins are shown on the next page).

None of those who selected "Academic partner," "Consultant," or "Volunteer," or "Other" were from a Network Partner Organization. **Throughout this report, "Member" or "Members" refer to respondents who said they worked for a Network Partner Organization. "Affiliate" or "Affiliates" refer to respondents who work outside of the 20 organizations that were Partner Organizations at the time of this survey.**

Members 67%

Affiliates 33%

Q: What is the name of your organization? (n=134)

Work at zoo or aquarium 89%

Academic partner (or do research) with zoo or aquarium 1%

Consult with a zoo or aquarium 1%

Volunteer at zoo or aquarium 1%

Other 8%
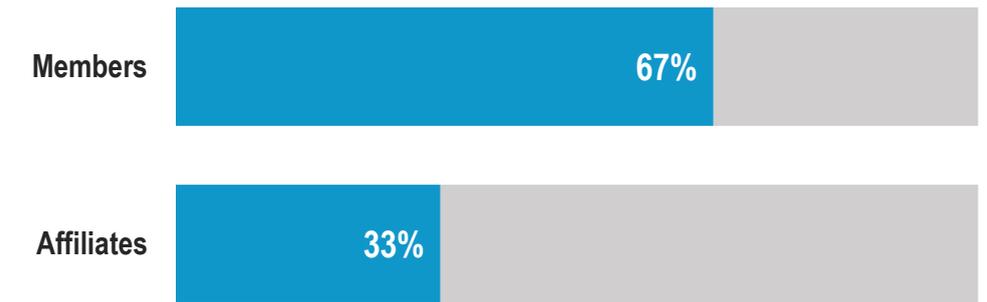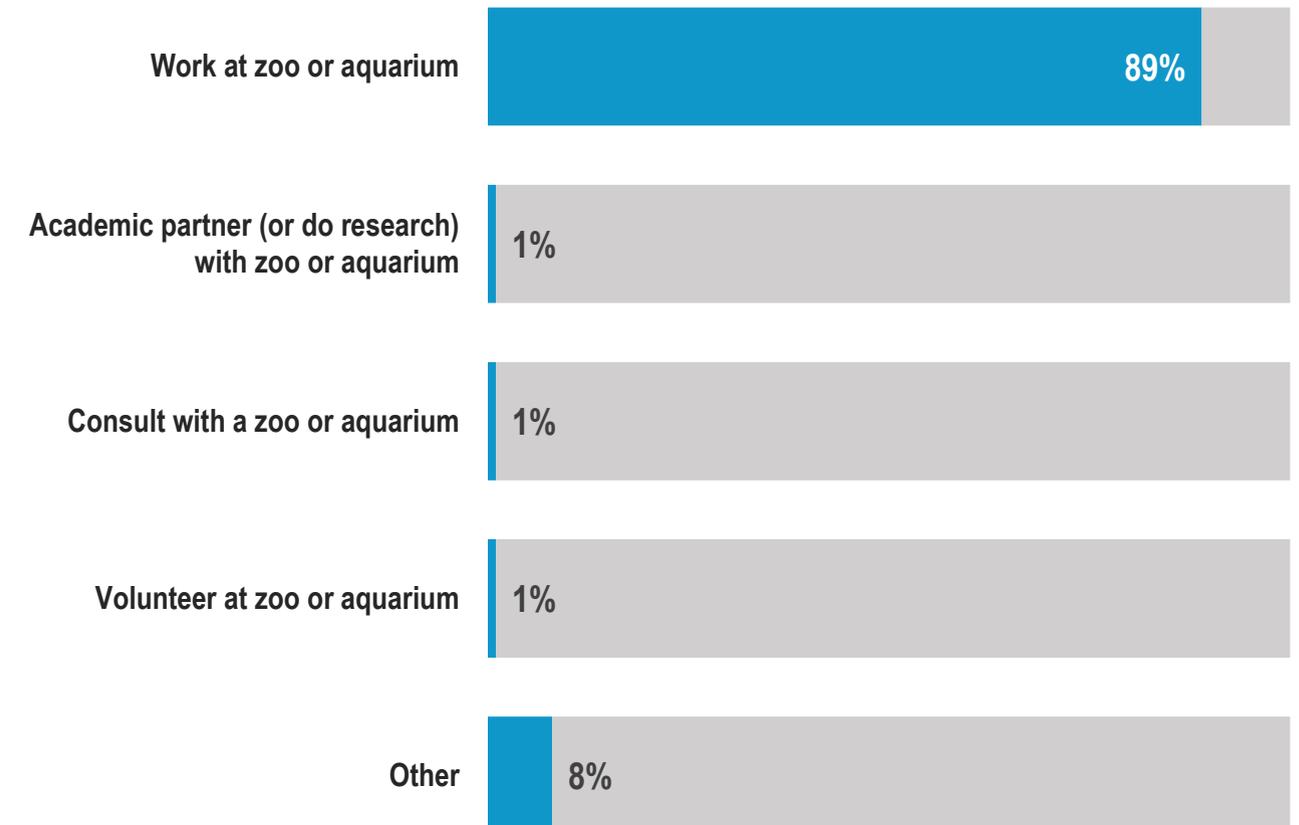
Q: Which of the following best describes your current role in the zoo and aquarium field? (n=139)

Responses were received from staff representing 46 different AZA-accredited zoos or aquariums.

Q: What is the name of your organization? (n=134)

At least one response was received from staff at each of the 20 ACE for Wildlife Network Partner Organizations (at time of survey). An additional 26 zoos and aquariums were represented, two staff from AZA, and seven others who wrote in a general affiliation, but were not specific. At the time of the survey, the following organizations were not Partner Organizations and have since become Network Partners: Akron Zoo, Alexandria Zoo, Blank Park Zoo, Jacksonville Zoo, Oakland Zoo, Utah's Hogle Zoo, and San Diego Zoo Wildlife Alliance.

Partner Organizations	#	%
Woodland Park Zoo	10	7%
Point Defiance Zoo & Aquarium	8	6%
Zoological Society of Milwaukee	8	6%
Lake Superior Zoo	7	5%
Como Park Zoo & Conservatory	6	4%
Henry Vilas Zoo	5	4%
Racine Zoo	5	4%
ZooMontana	5	4%
Alaska SeaLife Center	4	3%
Minnesota Zoo	4	3%
Northwest Trek Wildlife Park	4	3%
Roosevelt Park Zoo	4	3%
Seattle Aquarium	4	3%
Zoo Boise	4	3%
Grizzly & Wolf Discovery Center	3	2%
International Crane Foundation	3	2%
Idaho Falls Zoo	2	1%
Northeast Wisconsin (NEW Zoo & Adventure Park	2	1%
Dakota Zoo	1	1%
Red River Zoo	1	1%

Other Zoos and Aquariums	#	%
Blank Park Zoo	4	3%
Utah's Hogle Zoo	4	3%
San Diego Zoo Wildlife Alliance	2	1%
Shedd Aquarium	2	1%
Akron Zoo	1	1%
Butterfly Pavilion	1	1%
Cosley Zoo	1	1%
Honolulu Zoo	1	1%
Houston Zoo	1	1%
Jacksonville Zoo and Gardens	1	1%
Lee Richardson Zoo	1	1%
Lehigh Valley Zoo	1	1%
Museum of Science	1	1%
NC Aquarium at Pine Knoll Shores	1	1%
New York Aquarium	1	1%
Oakland Zoo	1	1%
OKC Zoo & Botanical Garden	1	1%
Potter Park Zoo	1	1%
Saint Louis Zoo	1	1%
Santa Barbara Zoo	1	1%

Other Zoos and Aquariums	#	%
Staten Island Zoo	1	1%
The Living Desert	1	1%
Tennessee Aquarium	1	1%
Toledo Zoo	1	1%
Zoo Atlanta	1	1%
ZooAmerica North American Wildlife Park	1	1%
Other Affiliations		
Association of Zoos & Aquariums (AZA)	2	1%
Director of wildlife sanctuary	2	1%
Non-profit founder	1	1%
Non-profit partner to zoo	1	1%
Museum research and evaluator	1	1%
I work as an educator for a conservation based non-profit	1	1%
Previous zoo employee, currently educator at a humane education facility	1	1%
ED of a non-profit educational organization that has been engaged in animal enrichment projects for over 13 years.	1	1%

Most survey respondents held roles in education within their organizations.

Just over half (59%) of respondents said they worked in education roles within their organizations. Other roles were less represented, but included Animal Care or Husbandry (14%), Executive Leadership (13%), Conservation (12%), Evaluation (5%), Marketing/PR (4%), and a handful others including Volunteer Engagement, Administration, People & Culture, Visitor Services, and Guest Experience.

Note: This question on the survey was "select all that apply" so in some cases respondents selected more than one role (i.e., percentages sum to greater than 100%).

Role	Percentage
Education	59%
Animal Care or Husbandry	14%
Executive Leadership	13%
Conservation	12%
Evaluation	5%
Marketing & PR	4%
Other	12%
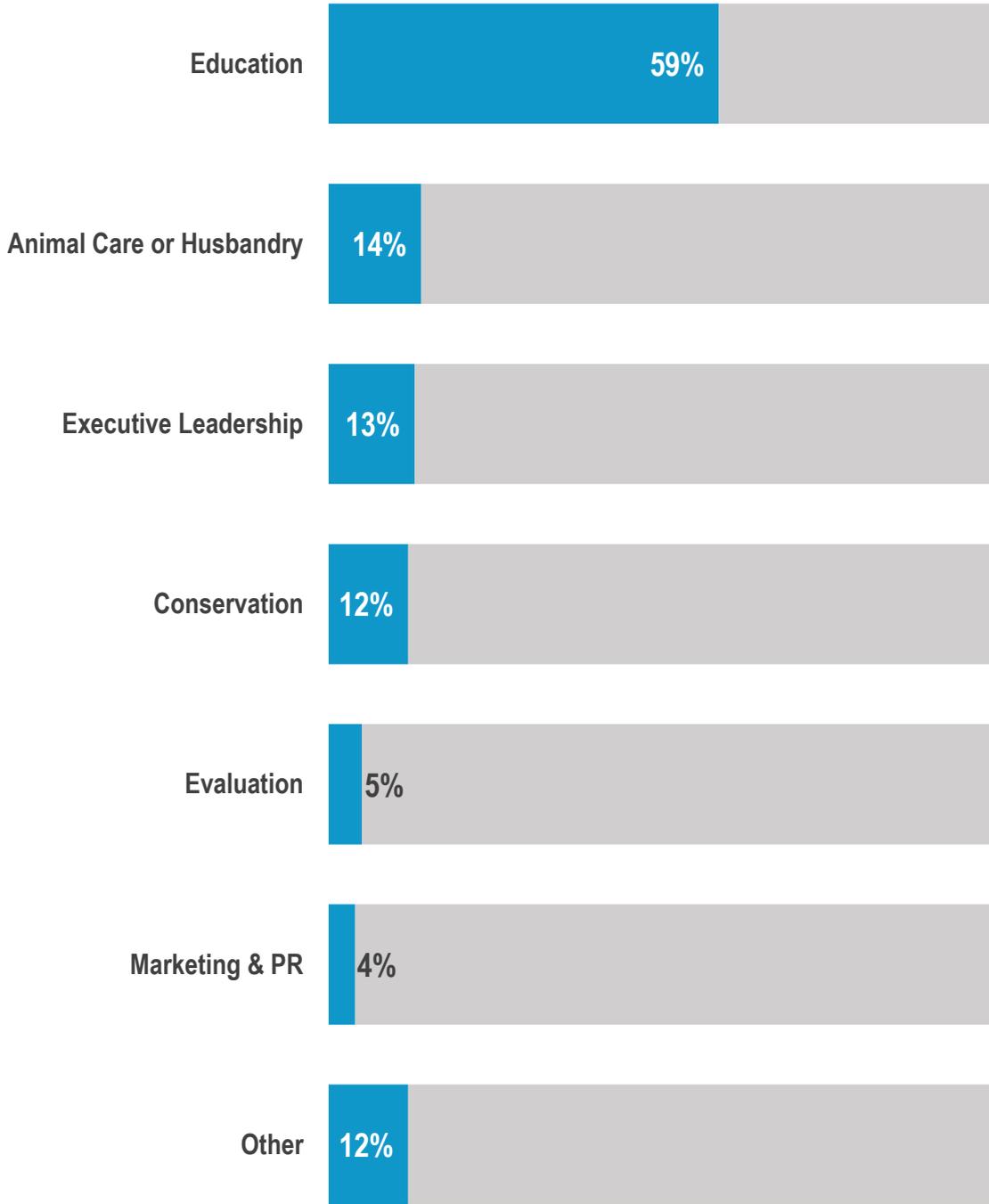
Volunteer Engagement	4
Development, Fundraising, Grants	2
Administration	2
People & Culture	1
Professional Development	1
Visitor Services	1
Guest Experience	1

Q: Which of the following best describes the role you play at your organization? (n=123)

Organizational Investment in Empathy Practices and Projects

ADVANCING CONSERVATION THROUGH EMPATHY FOR WILDLIFE

Most respondents said they knew who their organization's primary point of contact for the ACE for Wildlife Network was and that communications about empathy within their organizations were frequent.

Most respondents said they knew their organization's primary point of contact (87%). Those who said they did not know (9%) or were unsure (4%) were from the following organizations: Alaska SeaLife Center, Como Zoo and Conservatory, Idaho Falls Zoo, Lake Superior Zoo, Minnesota Zoo, Point Defiance Zoo & Aquarium, Roosevelt Park Zoo, and Woodland Park Zoo.

87%

Most respondents (80%) said staff at their organizations have communicated internally about empathy practices or projects

Q: Do staff members at your organization communicate internally about empathy-related practices or projects? (n=123)

80%
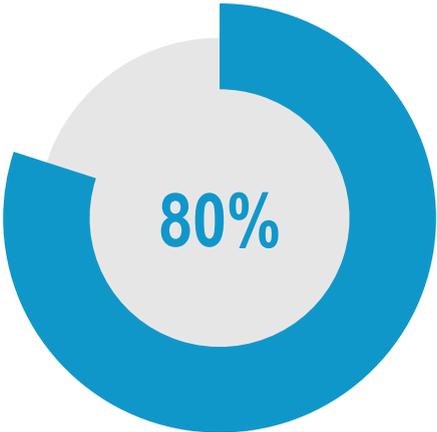
Just over half (56%) of those who said that staff communicated internally about empathy practices or projects said that those communications occurred frequently within their organization – "Often" (35%) or "Very often" (21%).

		38%	35%	21%
1%	5%			
Very rarely	Rarely	Occasionally	Often	Very often

Q: Do you know who your organization's primary point of contact with the ACE for Wildlife Network is? (n=93)

Q: In the past 12 months, how often have staff at your organization communicated internally about empathy-related practices and projects? (n=107)

13

Perceived investment in empathy-related practices by organization leadership was moderate.

Generally, respondents believed their organization's leaders demonstrated moderate investment in empathy-related practices at their organizations with just over one-third (38%) giving a middle response when asked to rate their perception of their leader's investment on a 5-point scale. Another third (35%) said they felt their leaders demonstrated higher investment (35% very/extremely). Respondents elaborated on how their leaders demonstrated their investment in open-ended comments which were coded into themes.

Nearly three quarters (73%) of respondents said they believed their leaders are "Moderately" to "Extremely" invested in empathy-related practices and projects at their organizations.

When asked to describe how their organization's leaders demonstrated their investment in empathy-related practices and projects, they mentioned incorporating empathy in programs and messaging and incorporating empathy into staff and volunteer trainings most often.

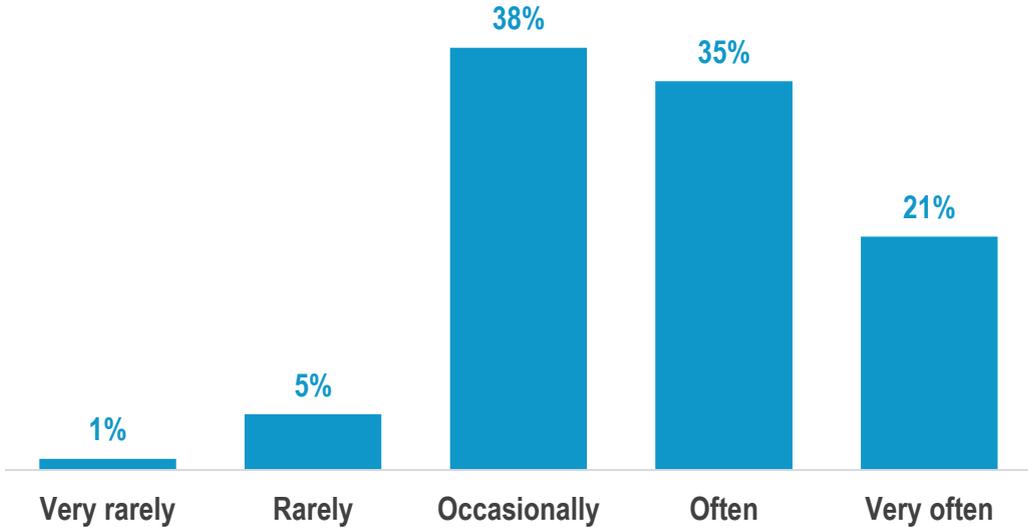Chart (bar): Q: From your perspective, how invested is your organization's leadership in empathy-related practices and projects?

- Not at all invested: 2%
- Slightly invested: 14%
- Moderately invested: 38%
- Very invested: 29%
- Extremely invested: 16%

Chart (dot plot):

- Incorporating empathy in programs & messaging: 34%
- Empathy trainings: 23%
- Using or supporting empathy practices: 18%
- Supporting empathy projects: 18%
- Setting empathy as an institutional value: 18%
- Budget for empathy: 13%
- Empathy grants: 11%
- Discussing empathy: 11%
- Supporting Network participation: 9%
- Empathy-related staff positions: 5%
- Providing resources: 4%

> "
> **Train all volunteers, all staff (not just education/interpretation), use as part of all best practices with education programs, communicating with guests, developing resources for teachers, marketing/design and signage, and I could keep going.**
>
> **We ensure that all projects have empathy-related practices infused with the planning and outcomes. Additionally, we prioritize empathy-related projects.**
>
> **It is an integral part of our master plan and as we are currently designing new exhibits it is a key factor.**

Q: From your perspective, how invested is your organization's leadership in empathy-related practices and projects? (n=123)

Q: In what ways does your organization's leadership demonstrate their investment in empathy-related practices and projects? (Open-ended, n=123)

Use of Empathy Practices within Organizations

ADVANCING
CONSERVATION
THROUGH
EMPATHY FOR
WILDLIFE

Communications about empathy-related practices and projects within organizations occurred in a variety of settings, most often in department or all-staff meetings.

Among respondents who recalled empathy-related practices and projects being communicated about within their organizations, over three-quarters (83%) said they recalled hearing about them in department or all-staff meetings. One-on-one or small team meetings, casual conversations, and individual messages or emails were other popular communication methods selected by a majority of respondents. Just under half (45%) of respondents selected organization-wide emails or newsletters, and even fewer (21%) selected board or executive leadership meetings.

Setting	
Department or all-staff meetings	83%
1:1 or small team meetings	79%
Casual conversation	73%
Individual messages or emails	65%
Organization-wide emails or newsletters	45%
Board or executive leadership meetings	21%
Other	9%
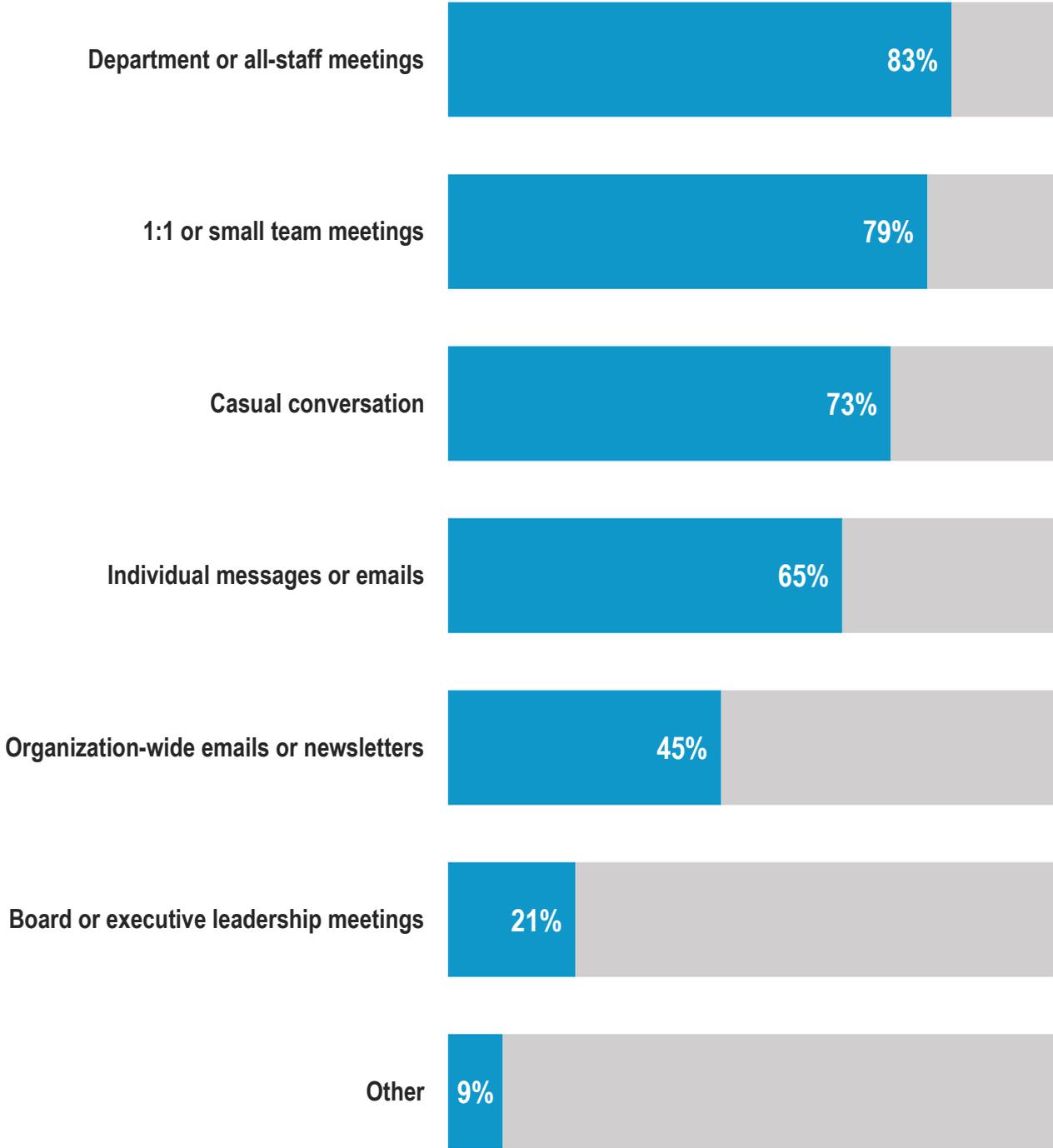
Q: In the past 12 months, in which of the following settings have you heard empathy-related practices or projects discussed or presented? (n=108)

Most respondents said they have used empathy practices in their work in the past 12 months.

A majority of respondents (80%) said they had participated in some empathy-related trainings at their organizations in 2023. Nearly all (92%) said they used empathy practices in their work in 2023. Members were significantly more likely to say they used empathy practices in their work than Affiliates, though we saw high rates of use within both groups (98% vs 83%). Staff in different roles within organizations were equally as likely to use empathy practices in their work, with those in evaluation roles slightly less likely to say they have used practices in their work this year.

We also compared self-reported empathy practice use by perceived organizational investment by leaders (Less than very invested, Very invested, and Extremely invested), Network committee participation, and by whether they said had participated in trainings at their organizations in the past year.

80%
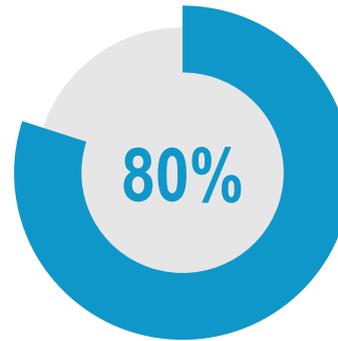
Most respondents (80%) said they have participated in empathy-related trainings at their organizations.

Q: Have you participated in any empathy-related trainings at your organization? (n=123)

92%
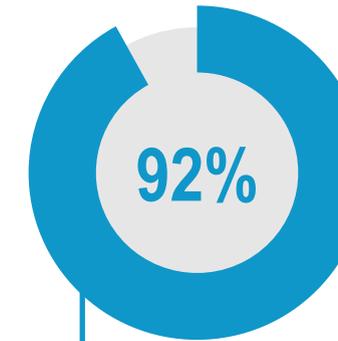
Nearly all respondents (92%) said they used empathy practices in their work.

Q: In the past 12 months, did you utilize empathy practices in your work? (n=135)

n

Members were more likely to use empathy practices.

| Member | 98% | 88 |
| Affiliate | 83% | 41 |

There were no real differences in empathy practice use by staff role within organization, though those in evaluation roles were slightly less likely to say they used practices in the past year.

Marketing and PR	100%	5
Executive Leadership	100%	15
Animal Care	94%	16
Conservation	93%	14
Education	93%	69
Evaluation	83%	6
Other	93%	14

Each of the empathy-related practices were intentionally used by at least half of survey respondents in the past year.

Respondents who used empathy-related practices noted which practices they have used intentionally in the past 12 months. Each practice was selected by half or more with "Using the animal's name…" selected by nearly all respondents (94%). Encouraging mimicry, storytelling, and roleplaying was selected by 50% of respondents and was the practice selected least often. The median number of practices selected was 13 out of 16. Six percent of respondents selected "other" and wrote in something additional. Two of these were researchers who said they conduct research in the area. Others were comments, not about the practices, but about where they have used them (e.g., "Teaching empathy-based social emotional curriculum in preschool.," or "Writing interpretive content specifically geared to drive empathy.").

Note: Some practice labels have been abbreviated for space in the chart on the right. Full labels as listed in the survey (i.e., survey response options) may be viewed in the underlined survey outline.

Overall

Practice	%
Using the animal's name and refraining from calling animals "it"	94% — Most used empathy practice
Talking about animals as unique individuals	93%
Discussing what your organization does to foster animal wellbeing	92%
Highlighting traits of the animal's personality	90%
Informing about the animal's needs in the wild	87%
Modeling an empathic attitude and behavior	85%
Learning about animals at your organization and their care	83%
Connecting to caring or conservation actions	81%
Highlighting similarities/differences between people and animals	81%
Drawing connections between audience behavior and animal's comfort	77%
Encouraging focused observation of animal traits or behavior	70%
Including ways for visitors to help/care for animals	65%
Allowing animals to show agency	61%
Utilizing critical anthropomorphism	58%
Giving guests a chance to interact with or care for animals	52%
Encouraging mimicry, storytelling, and roleplaying	50% — Least used empathy practice

40%   50%   60%   70%   80%   90%   100%

About three-quarters of respondents said they have used empathy practices in their work either "Frequently" or "Very frequently".

Most respondents said they have used empathy practices in their work with high frequency this year (74% Frequently/Very frequently). No notable differences were seen for frequency of use when disaggregated by role within organization (Education, Animal Care, Conservation, etc.) though we did see differences within other variable groups. Members, those at organizations with perceived higher levels of investment by leadership, Network committee representatives, and those who had participated in empathy-related trainings in the past year were significantly more likely to say they have used empathy practices "Very Frequently" over the past 12 months.

Just under three-quarters (74%) of respondents who said they used empathy practices in their work this year said they did so "Frequently" or "Very frequently".

	Very rarely	Rarely	Occasionally	Frequently	Very frequency
	1%	2%	23%	40%	34%

Q: In the past 12 months, how often did you utilize empathy practices in your work? (n=126)

	Less than Frequently	Frequently	Very frequently
Overall n=126	26%	40%	34%
Affilate n=35	37%	49%	14%
Member n=86	21%	36%	43%
Less than very invested n=58	24%	48%	28%
Very invested n=35	31%	34%	34%
Extremely invested n=19	5%	32%	63%
Committee representative n=30	23%	27%	50%
Non-representative n=96	27%	44%	29%
Training in past 12 mo. n=92	17%	42%	40%
No training n=20	50%	40%	10%

Members were more likely to use practices "Very frequently".

Those with higher organizational investment in empathy practices were more likely to use practices "Very frequently".

Committee representatives were more likely to use practices "Very frequently".

Those who had training in the past 12 months were more likely to use practices "Very frequently".

19

Members and Affiliates were similar in the types of empathy-related practices they used with a few notable differences.

Generally, Members and Affiliates selected empathy-related practices at similar rates. There were five practices which had notable differences (> 10%). Only one of these differences was statistically significant ("Connecting to caring or conservation action"), but each may be noteworthy for future discussions for training or resource development. These differences are highlighted in the chart to the right of this page.

Interestingly while mostly not statistically significant, "Giving guests a chance to interact with or care for animals" (17-point difference), "Connecting to caring action or conservation action" (15-point difference), and "Including ways for visitors to help/care for animals (11-point difference) were selected notably more often by Affiliates than Members. "Utilizing critical anthropomorphism" (12-point difference) was selected more often by Members than Affiliates.

Note: Some practice labels have been abbreviated for space in the chart on the right. Full labels as listed in the survey (i.e., survey response options) may be viewed in the <u>survey outline</u>.

Overall

Affiliate   Member

Practice	Value
Using the animal's name and refraining from calling animals "it"	94%
Talking about animals as unique individuals	93%
Discussing what your organization does to foster animal wellbeing	92%
Highlighting traits of the animal's personality	90%
Informing about the animal's needs in the wild	87%
Modeling an empathic attitude and behavior	85%
Learning about animals at your organization and their care	83%
Connecting to caring or conservation actions	81% — Affiliates ↑
Highlighting similarities/differences between people and animals	81%
Drawing connections between audience behavior and animal's comfort	77%
Encouraging focused observation of animal traits or behavior	70% — Partners ↑
Including ways for visitors to help/care for animals	65% — Affiliates ↑
Allowing animals to show agency	61%
Utilizing critical anthropomorphism	58% — Partners ↑
Giving guests a chance to interact with or care for animals	52% — Affiliates ↑
Encouraging mimicry, storytelling, and roleplaying	50%

40%   50%   60%   70%   80%   90%   100%

Q: In the past 12 months, which of the following empathy practices have you intentionally used or applied to your work?
(n= 124 Overall – 86 Member – 34 Affiliate)
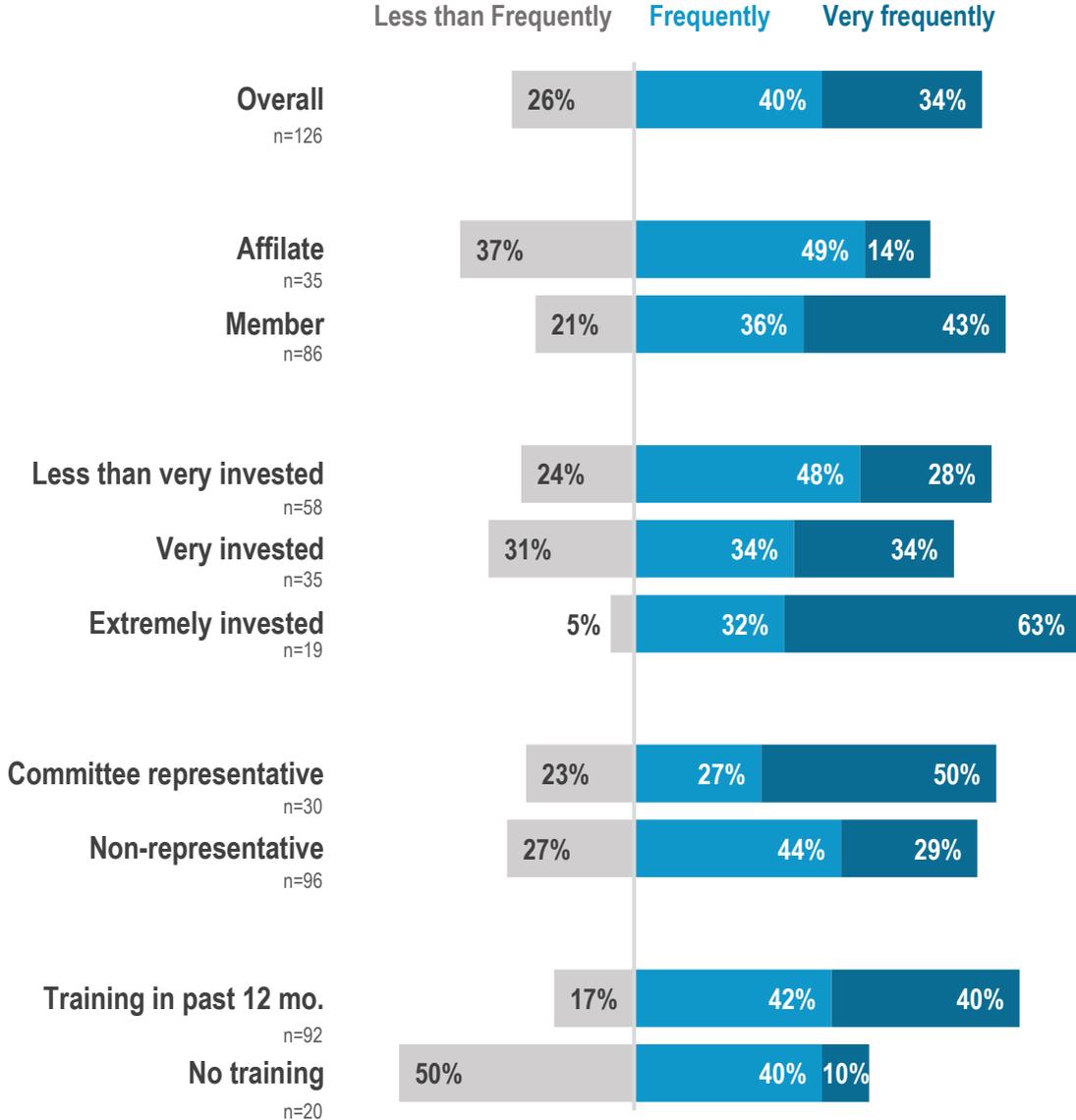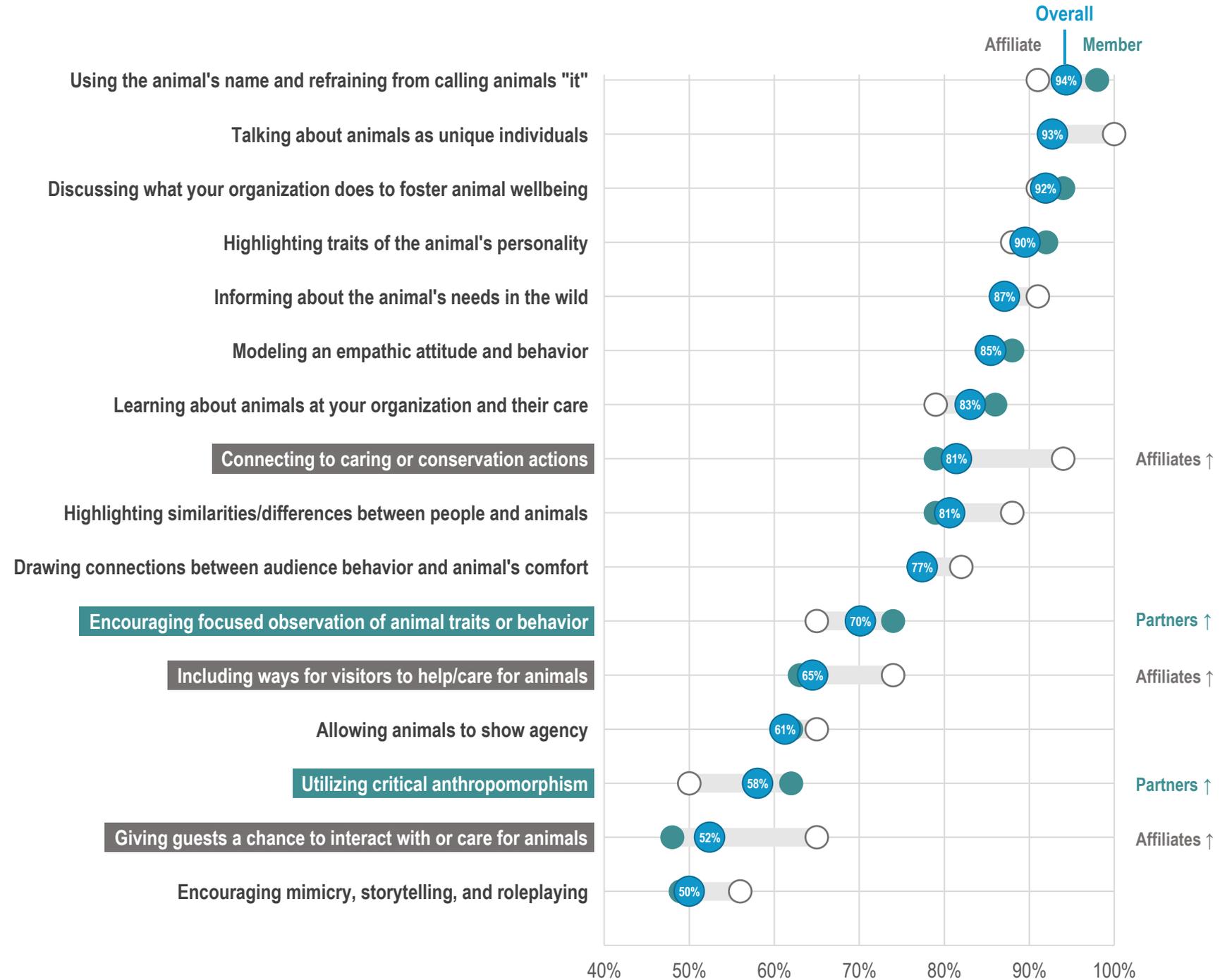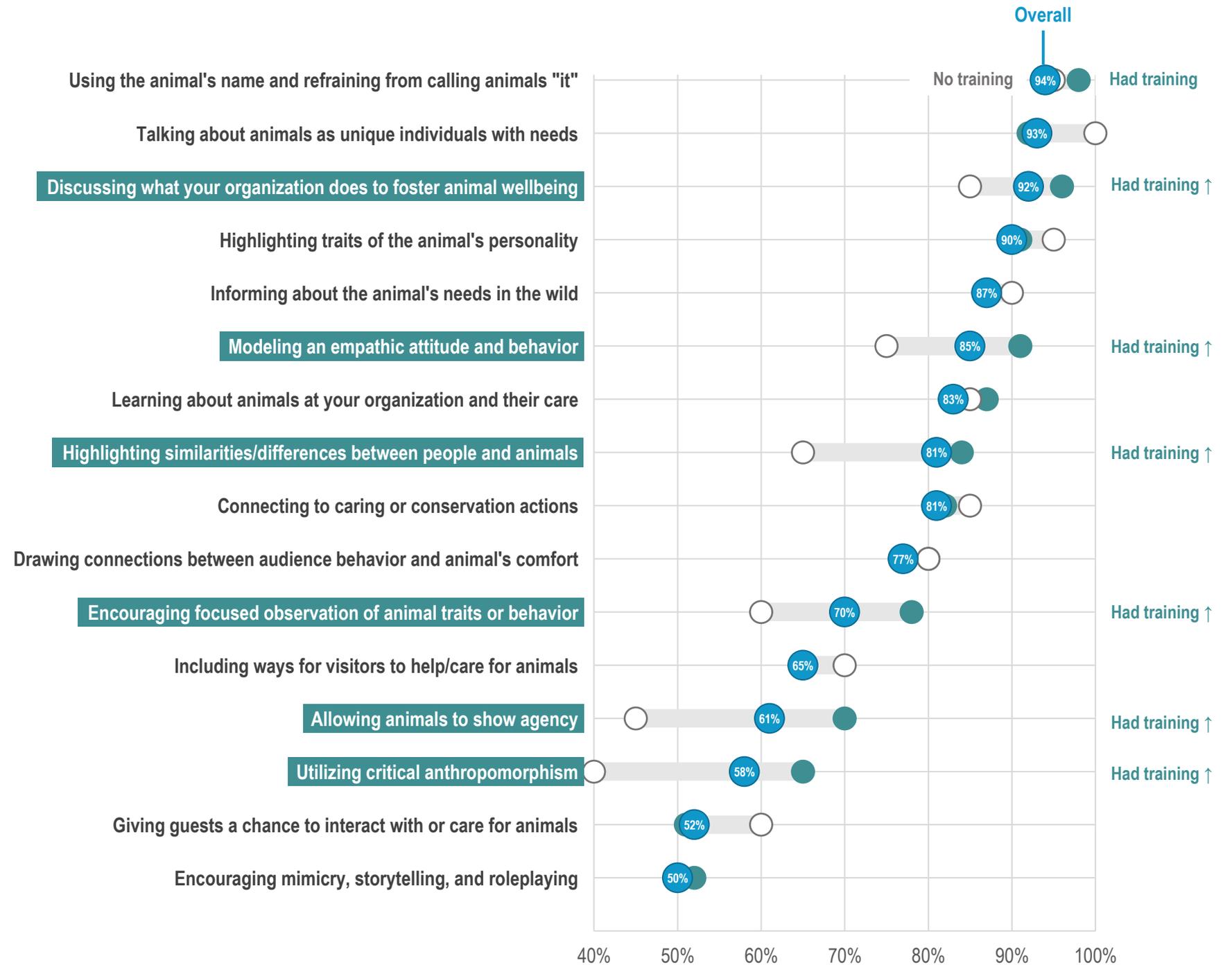
20

Those who have had empathy-related training in the past year were generally more likely to have used each of the practices intentionally.

We saw more notable differences in empathy-related practice use between those who said they *had* participated in empathy-related training at their organizations within the past 12 months and those who did not (or were unsure if they had). Three of these differences were statistically significant. Those who *had* training were more likely to have used "Utilizing critical anthropomorphism" (25-point difference), "Allowing animals to show agency" (25-point differences), and "Modeling an empathetic attitude and behavior" (16-point difference).

Other notable differences (≥ 10%) are also highlighted in the chart on the right. These were not statistically significant but may be of interest. Those who *had* training were more likely to have used "Highlighting similarities and differences between people and animals" (19-point difference), "Encouraging focused observation" (18-point difference), and "Discussing what your organization does to foster animal well-being" (11-point difference).

Note: Some practice labels have been abbreviated for space in the chart on the right. Full labels as listed in the survey (i.e., survey response options) may be viewed in the underlined survey outline.

Overall

Practice	No training	Overall	Had training
Using the animal's name and refraining from calling animals "it"		94%	Had training
Talking about animals as unique individuals with needs		93%	
Discussing what your organization does to foster animal wellbeing		92%	Had training ↑
Highlighting traits of the animal's personality		90%	
Informing about the animal's needs in the wild		87%	
Modeling an empathic attitude and behavior		85%	Had training ↑
Learning about animals at your organization and their care		83%	
Highlighting similarities/differences between people and animals		81%	Had training ↑
Connecting to caring or conservation actions		81%	
Drawing connections between audience behavior and animal's comfort		77%	
Encouraging focused observation of animal traits or behavior		70%	Had training ↑
Including ways for visitors to help/care for animals		65%	
Allowing animals to show agency		61%	Had training ↑
Utilizing critical anthropomorphism		58%	Had training ↑
Giving guests a chance to interact with or care for animals		52%	
Encouraging mimicry, storytelling, and roleplaying		50%	

40% 50% 60% 70% 80% 90% 100%

Q: In the past 12 months, which of the following empathy practices have you intentionally used or applied to your work?
(n= 124 Overall – 86 Member – 34 Affiliate)

21

Self-reported intentional use of empathy practices was similar across roles within organizations.

Generally, few differences were seen in the use of specific empathy practices by role within organization (**statistically significant differences are highlighted in blue)**. Those in Conservation roles were *less* likely to use "Allowing animals to show agency" and "Utilizing critical anthropomorphism". Those in Evaluation roles were *less* likely to use "Talking about animals as individuals," "Connecting to caring or conservation action," and "Highlighting similarities/differences between people and animals". Those in Executive roles were *less* likely to use "Connecting to caring or conservation actions". Those who felt their role was not listed, and selected "Other," were more likely to use "Including ways for visitors to help/care for animals". Some of these may be expected differences, particularly for roles that have less involvement in program delivery or in working directly with animals in public facing contexts.

	Overall n=124	Animal Care n=15	Conservation n=13	Education n=64	Evaluation n=5	Executive n=15	Marketing/PR n=5	Other n=13
Using the animal's name and refraining from calling animals "it"	94%	87%	85%	95%	100%	93%	100%	92%
Talking about animals as unique individuals with needs	93%	100%	85%	92%	**60%**	87%	100%	100%
Discussing what your organization does to foster animal wellbeing	92%	100%	92%	91%	100%	80%	80%	100%
Highlighting traits of the animal's personality	90%	80%	85%	92%	80%	80%	100%	92%
Informing about the animal's needs in the wild	87%	87%	77%	89%	60%	73%	100%	92%
Modeling an empathic attitude and behavior	85%	87%	85%	83%	100%	73%	100%	92%
Learning about animals at your organization and their care	83%	80%	85%	83%	80%	73%	80%	92%
Connecting to caring or conservation actions	81%	80%	85%	80%	**40%**	**60%**	80%	100%
Highlighting similarities/differences between people and animals	81%	80%	77%	81%	**40%**	87%	80%	85%
Drawing connections between audience behavior and animal's comfort	77%	80%	69%	80%	80%	73%	100%	77%
Encouraging focused observation of animal traits or behavior	70%	67%	69%	72%	60%	60%	80%	77%
Including ways for visitors to help/care for animals	65%	53%	54%	61%	40%	47%	80%	**100%**
Allowing animals to show agency	61%	60%	38%	61%	60%	67%	80%	85%
Utilizing critical anthropomorphism	58%	73%	31%	59%	40%	47%	80%	46%
Giving guests a chance to interact with or care for animals	52%	33%	31%	58%	20%	60%	80%	69%
Encouraging mimicry, storytelling, and roleplaying	50%	53%	38%	53%	60%	33%	80%	54%

Note: Some of the labels for each practice have been abbreviated for space in the chart above. Full labels (i.e., survey response options) may be viewed in the survey outline.

Q: In the past 12 months, which of the following empathy practices have you intentionally used or applied to your work?

22

Use of empathy practices occurred most often in public programs and in school or classroom programs.

Over half of respondents said that they have used empathy practices in their public programs (67%) and/or their school or classroom programs (53%). About one-third said they have used empathy practices in exhibits or signage (39%) and/or social media or marking (34%). Other places where respondents noted using empathy practices were things like camps programs, virtual programs, staff trainings, and in fundraising.

" I often work with our ambassador animals and train our education staff and volunteers to work with the ambassador animals. I often discuss how important creating a connection and building empathy is with our less-likely-to-be-loved animals, such as our invertebrates, snakes, etc. We recently acquired some snails as ambassadors, and I have been enjoying showing everyone how amazing they are!

" Recently we developed two school outreach programs focused on freshwater mussels and coral. Empathy best practices played a large role in the programs development as a central goal was to foster compassion for these under loved animals.

**Public Programs
67%**

**Exhibits or Signs
39%**

**Social Media or Marketing
34%**

**School or Classroom Program
53%**

**Other Location Used
21%**

" I am currently writing content for our cougars. We specifically discussed building empathy for these big cats as they are very persecuted in Texas. We made IDs to introduce the cougars by name and share their own unique personality traits.

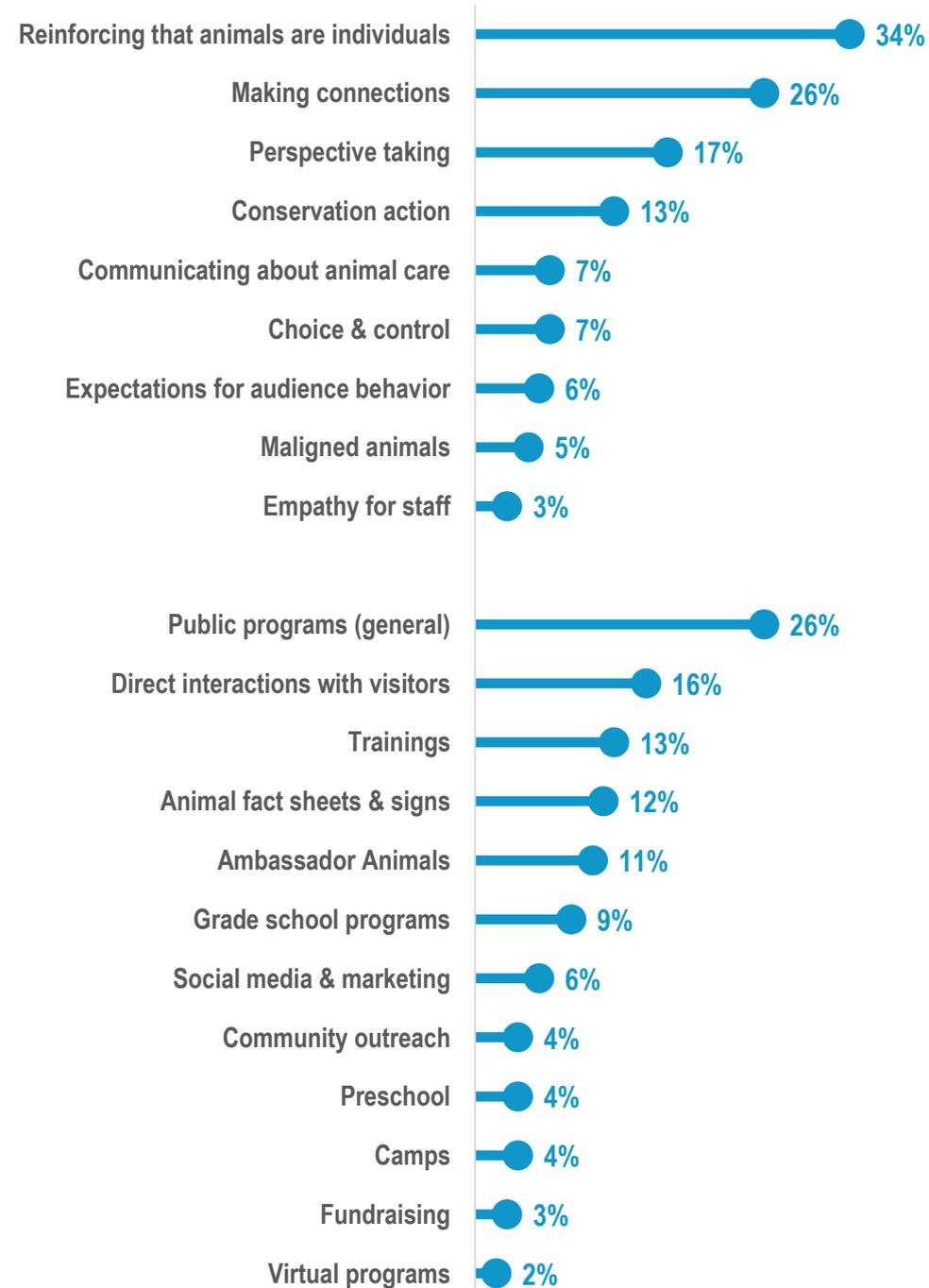" I handle social media and try to make most posts show empathy towards the animals in our care.

" Through my technical writing, I draw comparisons between human behavior and animal behavior to foster empathy for wildlife. By appealing to funders' emotions, our grants program has exceeded its current 2023 budget projections.

Q: In the past 12 months, where have you personally used empathy practices? (n=125)   Q: Please describe one example of how you utilize empathy practices in your work. (n=126)

Respondents described a variety ways and places where they used empathy practices in their work. Reinforcing animals as individuals and using practices in public programs were mentioned most.

Respondents were asked to describe one way they have used empathy practices in their work. Some mentioned specific places or types of programs where empathy practices were used like Ambassador Animal programs, informal interactions with visitors, community outreach settings, and staff trainings. Others mentioned how they used specific practices to reinforce the knowledge that animals are individuals with unique needs and perspectives, to make connections between humans and animals (or animals with other animals), or to reinforce conservation and care actions among audiences.

Reinforcing that animals are individuals	34%
Making connections	26%
Perspective taking	17%
Conservation action	13%
Communicating about animal care	7%
Choice & control	7%
Expectations for audience behavior	6%
Maligned animals	5%
Empathy for staff	3%

Public programs (general)	26%
Direct interactions with visitors	16%
Trainings	13%
Animal fact sheets & signs	12%
Ambassador Animals	11%
Grade school programs	9%
Social media & marketing	6%
Community outreach	4%
Preschool	4%
Camps	4%
Fundraising	3%
Virtual programs	2%

"

As a tabletop exercise at outreach events, we have participants select a bear from our Zoo to care for and perform a fake fecal exam on. They diagnose the bear and we discuss a care plan. This provides guests transparency around how we care for our animals, engages them in parallel care of those animals, and has them consider the animal's perspectives if they were sick.

Within our education department, we consistently refer to the animals in our care as individuals with names, pronouns, and subjective experiences. I personally always connect the animals' experiences to the experiences of my audiences at least once in every program I deliver. The most common example is asking the audience how they would feel if a bunch of strangers all touched their head, neck, shoulders, or back to help them understand why we do not allow touch for all ambassador animals.

The intentional use of empathy has not spread organization wide yet. However, my department dove straight into the deep end to be intentionally about empathy in our education programs. This past year I have overhauled the animal fact sheets we provide our seasonal education staff for our ambassador animals to prioritize storytelling with conservation messaging and planting connections with empathy rather than spewing natural history facts.

Q: Please describe one example of how you utilize empathy practices in your work. (n=103)

Network Engagement and Use of Collaboratively Developed Resources

A majority of respondents said that they participated in at least one ACE for Wildlife Network event in 2023. About a quarter were part of a Network committee.
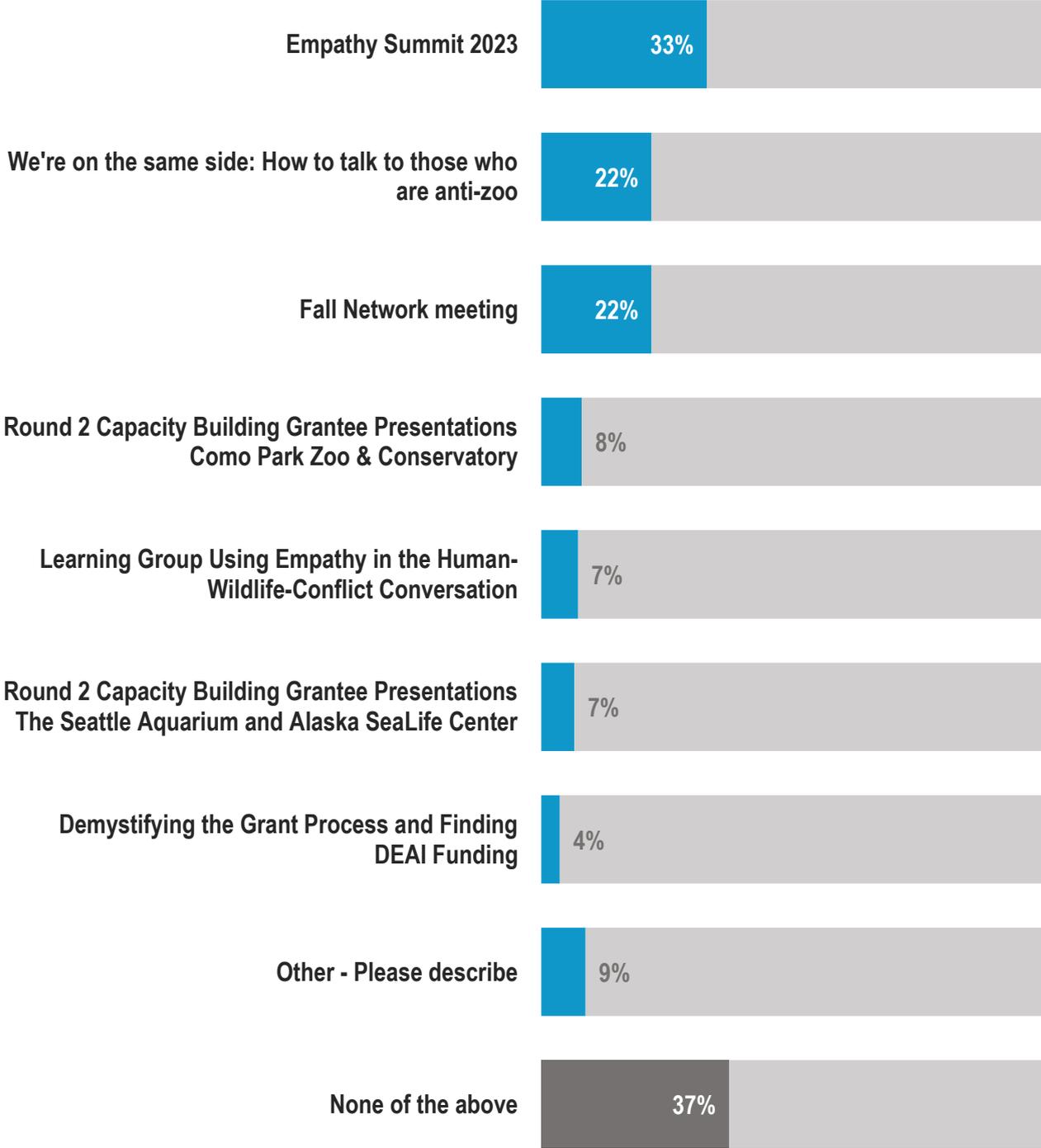
About one-quarter (24%) of respondents were a part of a Network committee and most respondents (63%) said they attended at least one Network event during 2023. The median number of events attended was one. 29% of respondents said they attended two to five events. No individual selected that they had attended more than five events.

Of those who attended an event, the Empathy Summit was selected most (32%), followed by "We're on the same side: How to talk to those who are anti-zoo" and the Fall Network meeting (21%). Capacity Building Grantee presentations, learning groups, and the Climate Grief Resource "book club" were attended by just a handful of survey respondents.

24%
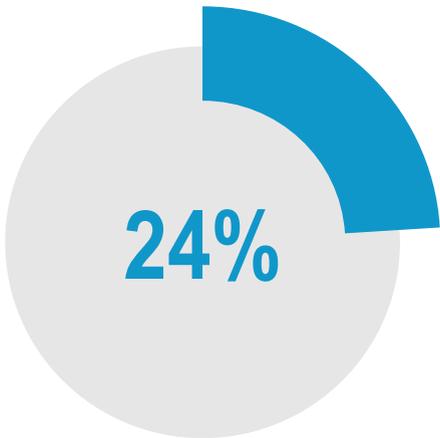
About a quarter of respondents (24%) said they were a part of an ACE for Wildlife Network committee.

Event	%
Empathy Summit 2023	33%
We're on the same side: How to talk to those who are anti-zoo	22%
Fall Network meeting	22%
Round 2 Capacity Building Grantee Presentations Como Park Zoo & Conservatory	8%
Learning Group Using Empathy in the Human-Wildlife-Conflict Conversation	7%
Round 2 Capacity Building Grantee Presentations The Seattle Aquarium and Alaska SeaLife Center	7%
Demystifying the Grant Process and Finding DEAI Funding	4%
Other - Please describe	9%
None of the above	37%

Q: Are you a member of any ACE for Wildlife Network committees? (n=139)

Q: Which of the following ACE for Wildlife events did you attend in 2023? (n=137)
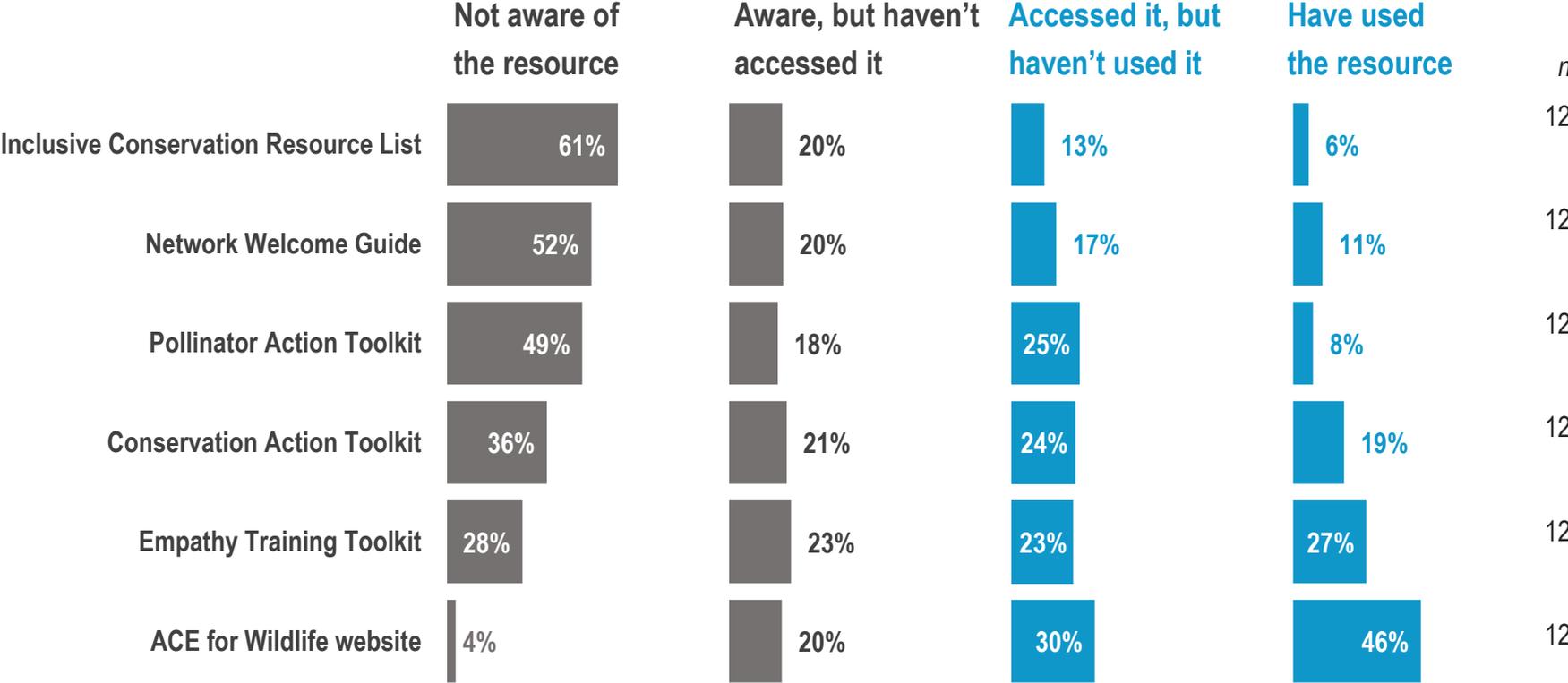
26

The website, Empathy Training Toolkit, and Conservation Action Toolkit had the highest awareness among respondents.

Of the six resources listed, the ACE for Wildlife Network website had the highest awareness (96%) and use (46%) among respondents. All other resources were *used* by less than one third of respondents. The Inclusive Conservation Resource List, Pollinator Action Toolkit, and Network Welcome Guide had lower awareness among respondents with about half or more saying they were *not aware* of the resources. **It is likely that resources introduced more recently to the Network may have lower levels of awareness and use among respondents**. For reference, the Empathy Training Toolkit was introduced in February 2023, Conservation Action Toolkit was introduced in March 2023, Pollinator Action Toolkit was introduced in April 2023, Network Welcome Guide was introduced in June 2023, and the Inclusive Conservation Resource List was introduced in October 2023.

Just over half (55%) of respondents reported using at least one of the six Network resources listed.

55%
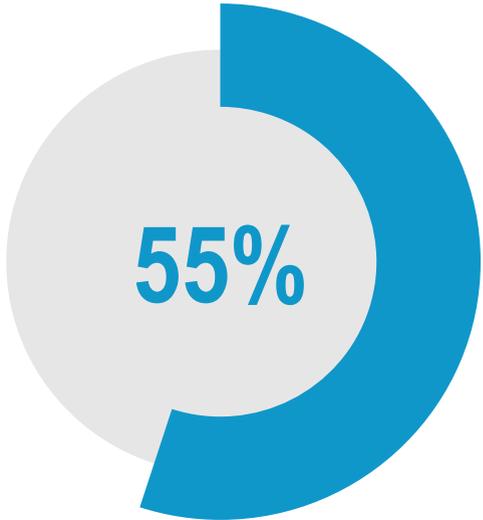
However, no *individual* Network resource was used by more than half of survey respondents.

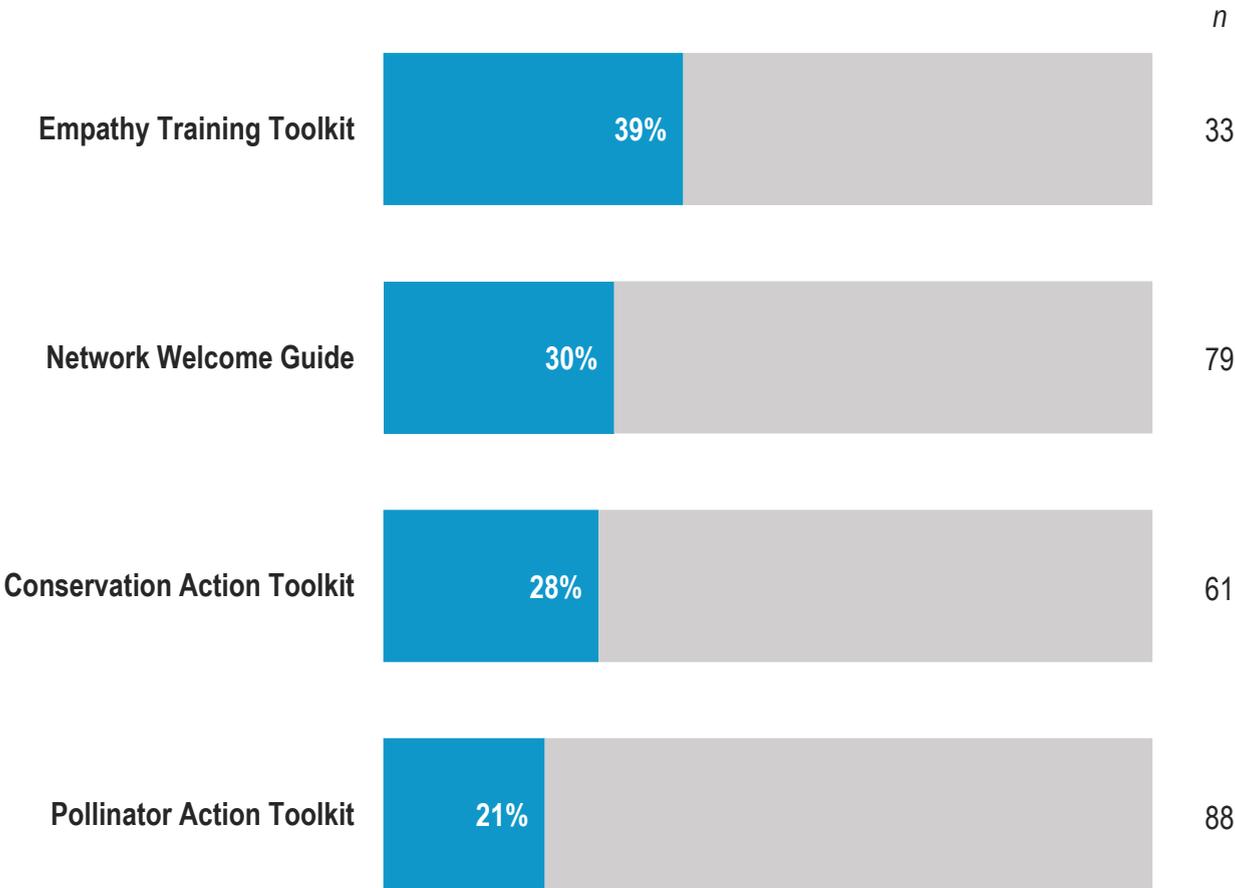|	Not aware of the resource	Aware, but haven't accessed it	Accessed it, but haven't used it	Have used the resource	n
Inclusive Conservation Resource List	61%	20%	13%	6%	127
Network Welcome Guide	52%	20%	17%	11%	125
Pollinator Action Toolkit	49%	18%	25%	8%	127
Conservation Action Toolkit	36%	21%	24%	19%	127
Empathy Training Toolkit	28%	23%	23%	27%	127
ACE for Wildlife website	4%	20%	30%	46%	125

Q: For each of the following resources select the option that best describes your awareness and use of the resource?

Among those resources we asked about, the Empathy Training Toolkit was the most widely shared and most useful resource to respondents.
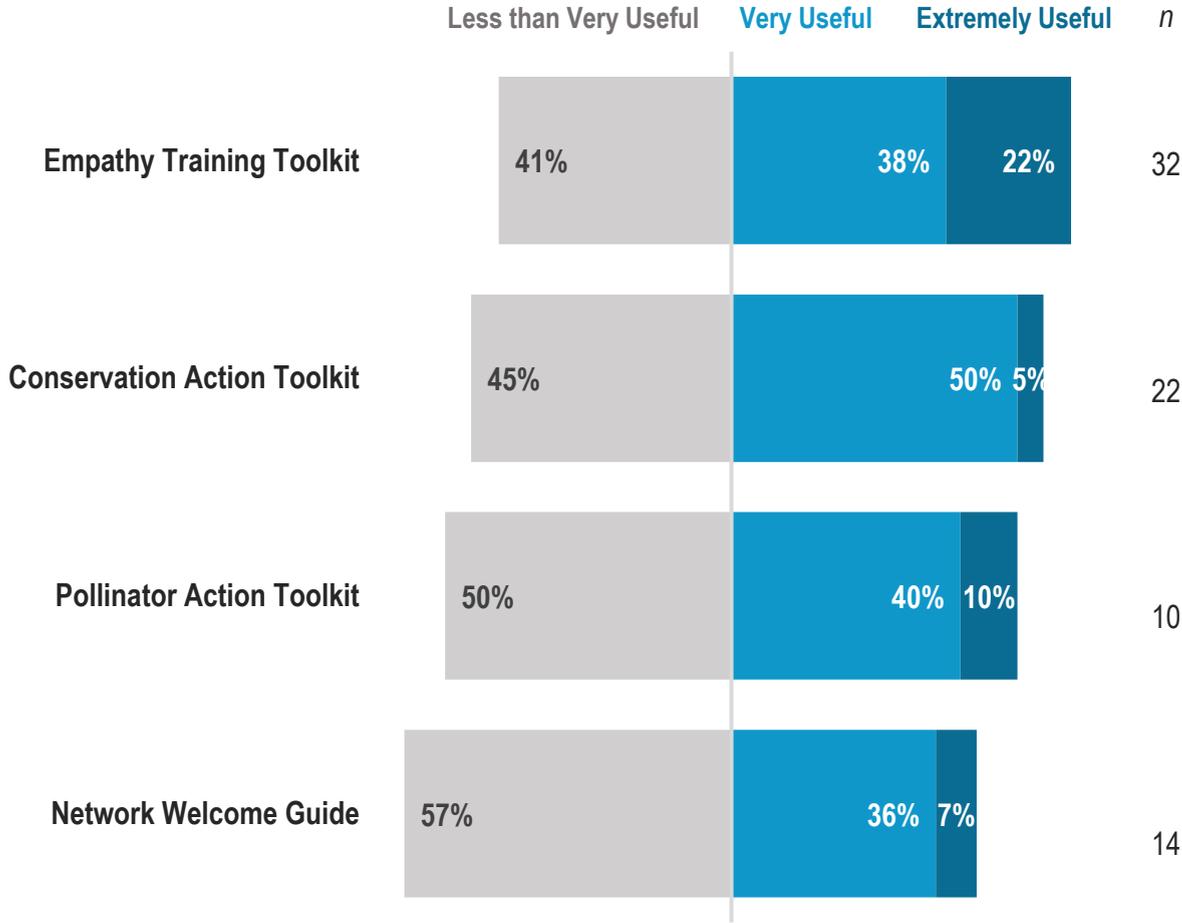
Respondents who had accessed a resource were asked if they had shared the resource with peers and those who used the resource were asked to rate how useful it was to them. The Empathy Training Toolkit was the most widely shared resource (39% of respondents) and the most useful (60% rating it either "Very" or "Extremely" useful). The following pages provide a detailed look at awareness, use, utility, and engagement with each of the resources listed below as well as awareness and use the Network website and the Inclusive Conservation Resource List.

Among the resources we asked about, the Empathy Training Toolkit was the most widely shared with 39% of respondents saying they have shared it with peers.

n

Resource	% Shared	n
Empathy Training Toolkit	39%	33
Network Welcome Guide	30%	79
Conservation Action Toolkit	28%	61
Pollinator Action Toolkit	21%	88

Q: Have you shared the [INSERT RESOURCE] with any of your peers?

Of respondents who said they had used a resource, the Empathy Training Toolkit was most useful (60% rating either "Very" or "Extremely" useful).

	Less than Very Useful	Very Useful	Extremely Useful	*n*
Empathy Training Toolkit	41%	38%	22%	32
Conservation Action Toolkit	45%	50%	5%	22
Pollinator Action Toolkit	50%	40%	10%	10
Network Welcome Guide	57%	36%	7%	14

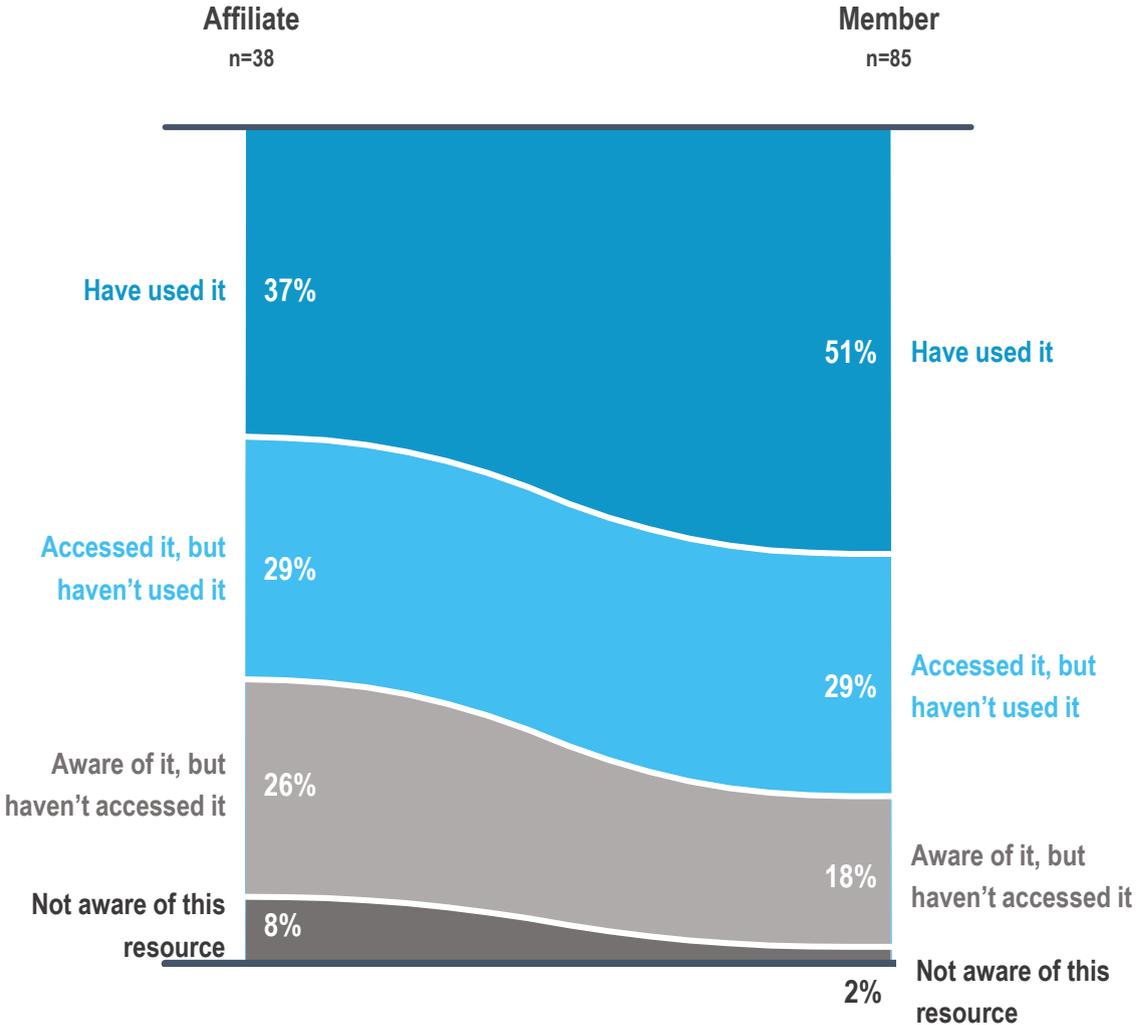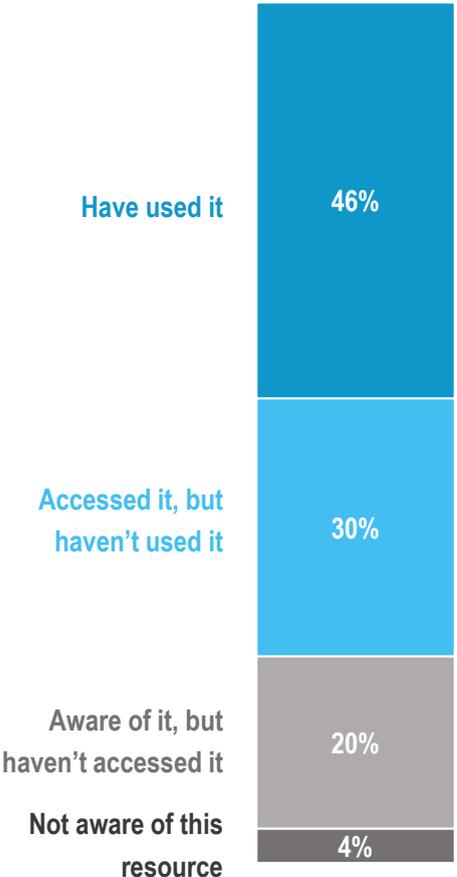Q: How useful was the [INSERT RESOURCE] to you?

Network
Website

ADVANCING
CONSERVATION
THROUGH
EMPATHY FOR
WILDLIFE

Most respondents were aware of the ACE for Wildlife Network website. About half said they have used the site.

The ACE for Wildlife Network website was a resource that nearly all respondents (96%) said that they were aware of. About three-quarters (76%) said they have accessed the site and about half (46%) overall said they have used the site. Members were significantly more likely to say that they have used the website compared with Affiliates (51% for Members vs 37% for Affiliates).

Most everyone surveyed said they were aware of the Network website. About half (46%) have used it.

Have used it — 46%

Accessed it, but haven't used it — 30%

Aware of it, but haven't accessed it — 20%

Not aware of this resource — 4%

Q: For each of the following resources select the option that best describes your awareness and use of the resource? (n=128)

Affiliate
n=38

Member
n=85

Have used it — 37%

Have used it — 51%

Accessed it, but haven't used it — 29%

Accessed it, but haven't used it — 29%

Aware of it, but haven't accessed it — 26%

Aware of it, but haven't accessed it — 18%

Not aware of this resource — 8%

Not aware of this resource — 2%

Members were more likely to have used the ACE for Wildlife Network website than Affiliates (51% vs 37% respectively). The difference here was not statistically significant.

Network website use by organization affiliation and individual organization

The table at right shows the percentage of respondents who said they *used* the Network website broken down by Network organizational affiliation and by individual organization. Data are sorted by the percentage of those at each organization who noted that they have used the ACE for Wildlife Network website.

Note: At the time of the survey the following organizations were not Partner organizations and have since become Network Partners: Akron Zoo, Alexandria Zoo, Blank Park Zoo, Jacksonville Zoo, Oakland Zoo, Utah's Hogle Zoo, and San Diego Zoo Wildlife Alliance.

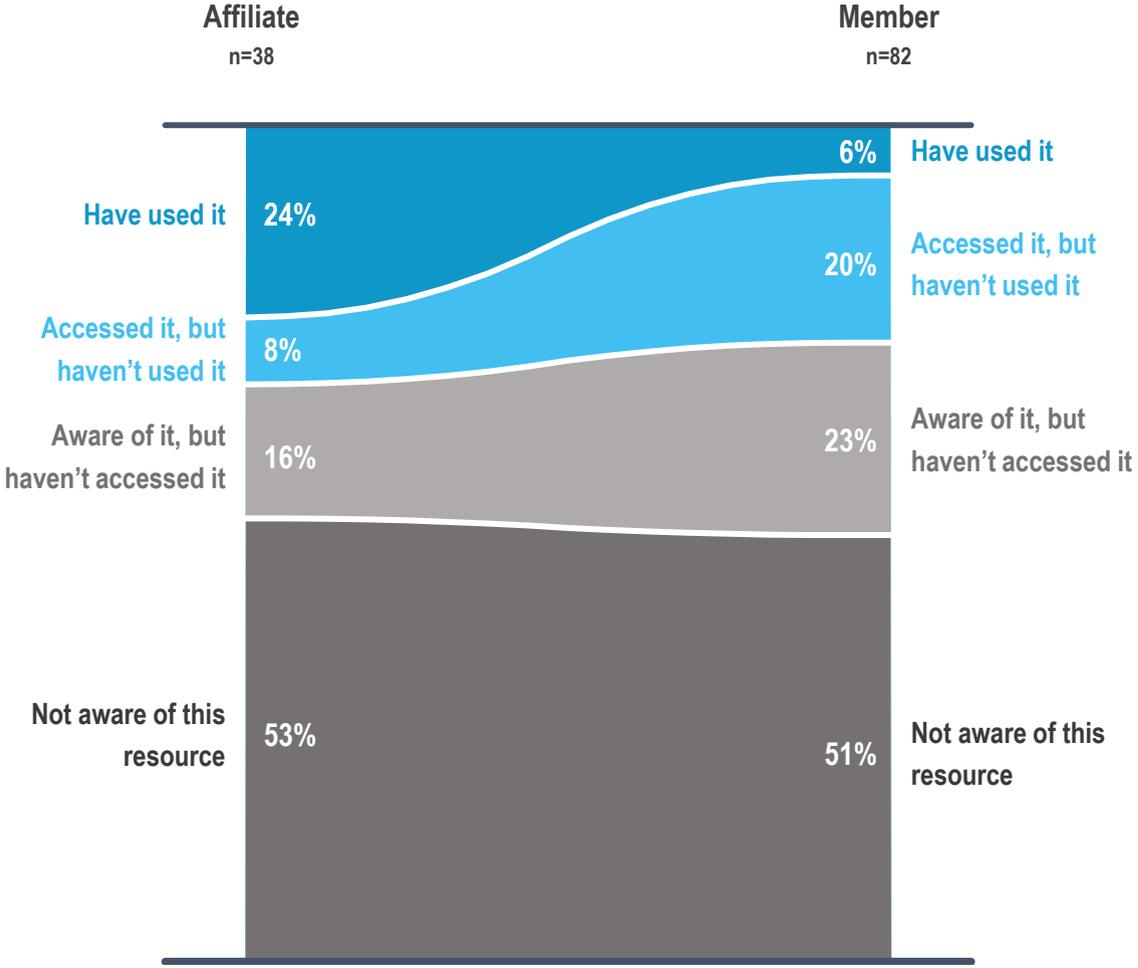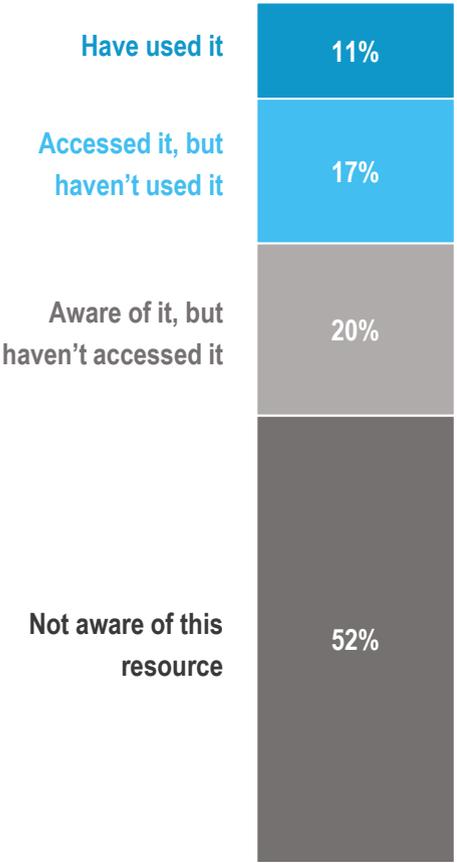| Network website *use* by org affiliation and individual org	Used this resource	n
Partner Organizations	**51%**	**85**
International Crane Foundation	100%	3
Dakota Zoo	100%	1
Red River Zoo	100%	1
Seattle Aquarium	75%	4
Zoo Boise	75%	4
Minnesota Zoo	75%	4
Zoological Society of Milwaukee	67%	6
Lake Superior Zoo	67%	6
Grizzly & Wolf Discovery Center	67%	3
Henry Vilas Zoo	60%	5
Roosevelt Park Zoo	50%	4
ZooMontana	50%	4
Northeast Wisconsin (NEW) Zoo & Adventure Park	50%	2
Racine Zoo	40%	5
Point Defiance Zoo & Aquarium	38%	8
Como Park Zoo & Conservatory	33%	6
Northwest Trek Wildlife Park	25%	4
Alaska SeaLife Center	25%	4
Woodland Park Zoo	22%	9
Other Organizations	**37%**	**38**
Blank Park Zoo	100%	3
Non-profit founder	100%	1
New York Aquarium	100%	1
Butterfly Pavilion	100%	1
Oakland Zoo	100%	1
Houston Zoo	100%	1
Shedd Aquarium	100%	1
I work as an educator for a conservation based non-profit	100%	1
Museum research and evaluator	100%	1
NC Aquarium at Pine Knoll Shores	100%	1
San Diego Zoo Wildlife Alliance	50%	2
Utah's Hogle Zoo	33%	3
Skipped (left org blank)	**40%**	**5**

Network Welcome Guide

ADVANCING
CONSERVATION
THROUGH
EMPATHY FOR
WILDLIFE

The Network Welcome Guide was used more by *Affiliates* than *Members*.

The ACE for Wildlife Network Welcome Guide was used by just about 1 in 10 respondents overall (11%). Just under half (48%) said that they were aware of the Network Welcome Guide. The Network Welcome Guide was the only resource that was used more by Network Affiliates than Members. About a quarter (24%) of Affiliates reported using the Network Welcome Guide compared with 6% of Members. There were several new Affiliates who joined after the introduction of the Network Welcome Guide, so this result aligns with that timing in addition to the fact that the Guide is intended to be used most by those newer to the Network.

About one in ten (11%) respondents said they have used the Network Welcome Guide.

Category	
Have used it	11%
Accessed it, but haven't used it	17%
Aware of it, but haven't accessed it	20%
Not aware of this resource	52%

Affiliate
n=38

Member
n=82

	Affiliate	Member	
Have used it	24%	6%	Have used it
Accessed it, but haven't used it	8%	20%	Accessed it, but haven't used it
Aware of it, but haven't accessed it	16%	23%	Aware of it, but haven't accessed it
Not aware of this resource	53%	51%	Not aware of this resource

Members and Affiliates were equally as likely to say they were aware of the Network Welcome Guide (49% vs 48%). However, Affiliates were significantly more likely to have *used* the Network Welcome Guide (24% of Affiliates vs 6% of Members).

Q: For each of the following resources select the option that best describes your awareness and use of the resource? (n=125)

Respondents used the Network Welcome Guide to acquaint themselves to community information and empathy-related resources.

Respondents who used the Network Welcome Guide were asked to describe how they have used it in their work, including any specific outcomes they experienced as a result. Eleven people provided a response. Most commented on using the Welcome Guide to get acquainted with the Network and the empathy-related resources that were available to them.

NETWORK INFORMATION

" It was just an overall great intro to the organization. I used it to create a presentation that was given to the education team at my organization.

It was useful when I first joined ACE for Wildlife to get an overview of what the network is all about.

Guiding/overview document.

I have used it to help access the ACE for Wildlife discussion board and resource library. Although I have not been an active and engaged user of the discussion board, I hope to do more of that in the future.

Get more information about the network and potential resources.

EMPATHY RESOURCES & SUPPORT

" When we received the first grant, I wanted to infuse myself in the network so I could best provide support to the staff that was now responsible to implement empathy initiatives at the Zoo.

Most frequently used for the Empathy Resources

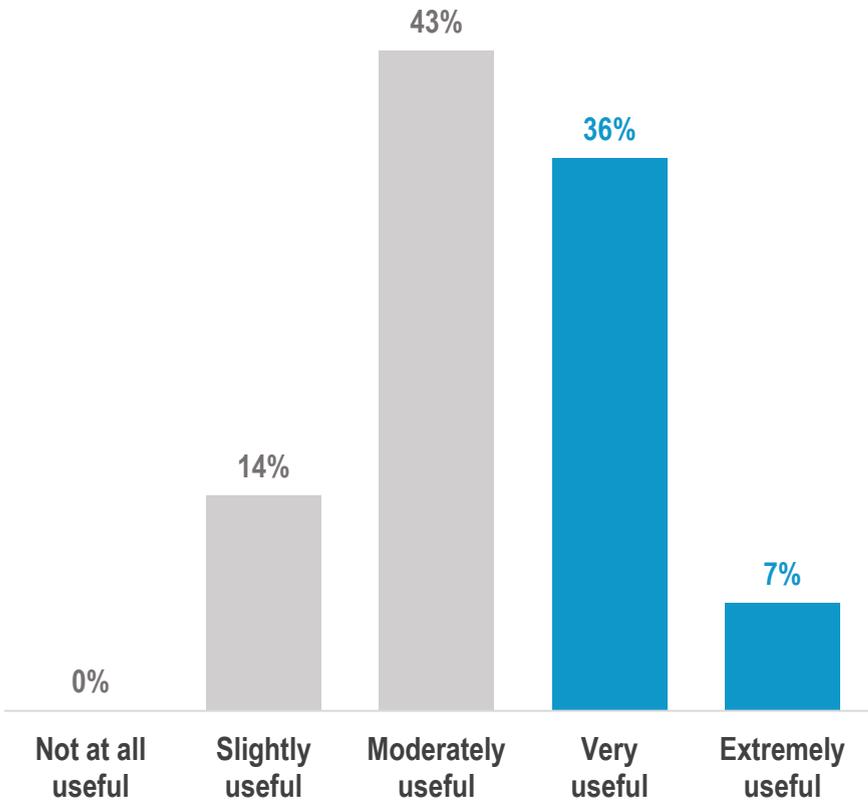It has helped me to understand empathy and how to implement empathy messaging at my facility.

Mostly to find resources and create my account to stay up to date with events/seminars, etc.

Q: Please describe how you have utilized the Network Welcome Guide, including any specific outcomes you experienced as a result of its use. (n=11)

The Network Welcome Guide was moderately useful to respondents with "Empathy resources" being its most useful element.
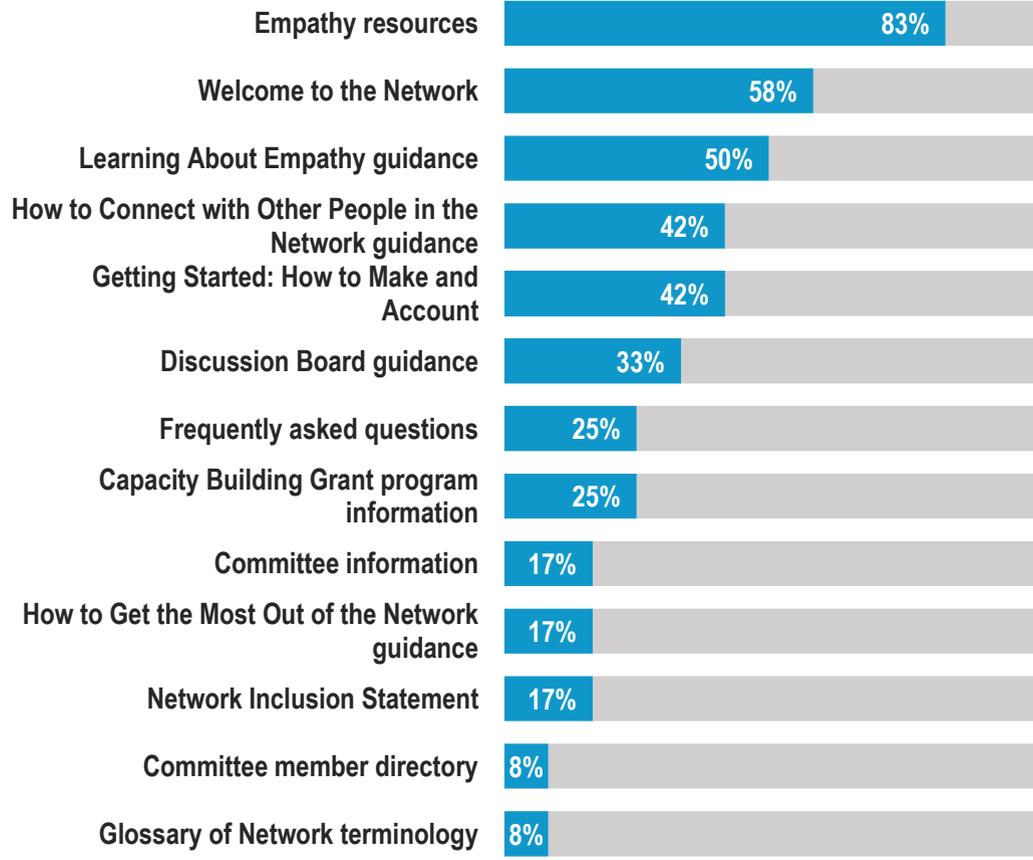
Among the small number of respondents who reported using the Network Welcome Guide, about half (43%) said it was either "Very" or "Extremely" useful. The elements that were most useful included "Empathy resources," "Welcome to the Network," and "Learning about Empathy guidance". The "Committee member directory" and "Glossary of Network terminology" were selected least with one respondent selecting each of these resources respectively (8%). None of the respondents provided comments about what they would like to see added to the Network Welcome Guide.

Of those who rated their perceived level usefulness for the Network Welcome Guide, 43% believed it was either "Very" or "Extremely" useful.

Of those who used the Network Welcome Guide, the most useful elements were the "Empathy Resources," "Welcome to the Network," and "Learning about Empathy guidance" were also used by at least half of respondents.
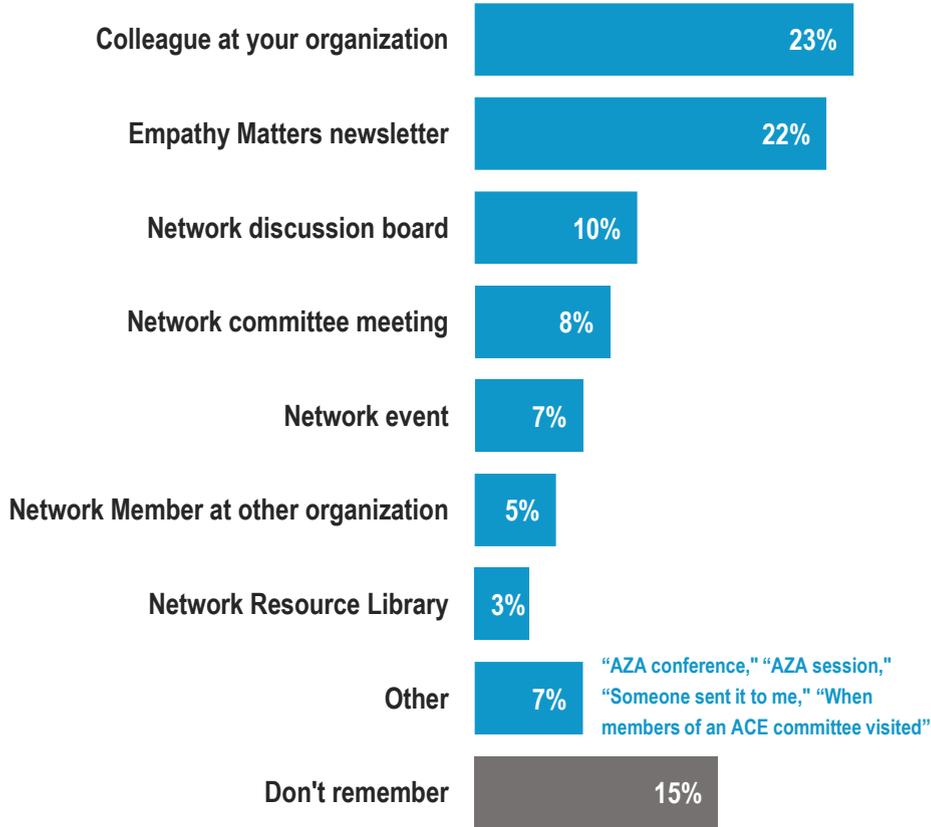
Respondents did not provide any suggestions for additions to the Network Welcome Guide.

Respondents were asked what they felt could be added to the Network Welcome Guide for improvement. All who wrote in a comment wrote "none" or "N/A".

Chart 1: Perceived usefulness

Category	Percentage
Not at all useful	0%
Slightly useful	14%
Moderately useful	43%
Very useful	36%
Extremely useful	7%

Chart 2: Most useful elements

Element	Percentage
Empathy resources	83%
Welcome to the Network	58%
Learning About Empathy guidance	50%
How to Connect with Other People in the Network guidance	42%
Getting Started: How to Make and Account	42%
Discussion Board guidance	33%
Frequently asked questions	25%
Capacity Building Grant program information	25%
Committee information	17%
How to Get the Most Out of the Network guidance	17%
Network Inclusion Statement	17%
Committee member directory	8%
Glossary of Network terminology	8%

Q: How useful was the Network Welcome Guide to you? (n=14)

Q: What elements of the Network Welcome Guide have you found most useful? (n=12)

Word-of-mouth and the Empathy Matters newsletter were where respondents learned about the Network Welcome Guide most.

Most respondents said they learned about the Network Welcome Guide through colleagues from their own organizations (23%) or through the Empathy Matters newsletter (22%). The Network Discussion Board was also cited by 10% of respondents. Of those who had accessed the resource, about a third (30%) of them said they shared it with peers, primarily staff or volunteers at their organization.

Just under half (45%) said they first heard about the Welcome Guide from a colleague or through the Empathy Matters newsletter.

Colleague at your organization — 23%
Empathy Matters newsletter — 22%
Network discussion board — 10%
Network committee meeting — 8%
Network event — 7%
Network Member at other organization — 5%
Network Resource Library — 3%
Other — 7% — "AZA conference," "AZA session," "Someone sent it to me," "When members of an ACE committee visited".
Don't remember — 15%

Thirty percent of those who had accessed the Network Welcome Guide said they have shared it with their peers.

30%
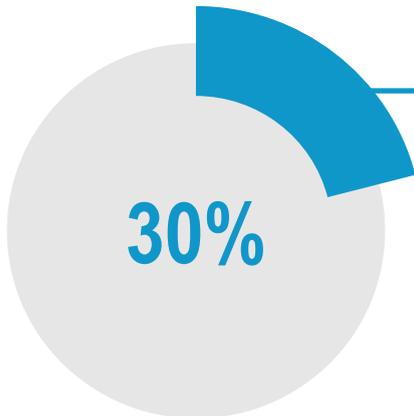
Of those who shared the Network Welcome Guide with their peers, nearly all shared it with staff, volunteers, or leadership at their own organizations.

Staff or volunteers at my organization — 90%
Leadership at my organization — 30%
Colleagues at another organization — 10%
Other — 10% — One additional respondent said they shared it at the International Zoo Educator's Conference.

Q: How did you first hear about or find the Network Welcome Guide? (n=60)

Q: Have you shared the Network Welcome Guide with any of your peers? ? (n=33)

Q: Who have you shared the Network Welcome Guide with? (n=10)

Network Welcome Guide use by Network affiliation and individual organization.

The table at right shows the percentage of respondents who said they *used* the Network Welcome Guide broken down by Network organizational affiliation as well as a breakdown of responses by individual organization. Data are sorted by the percentage of those at each organization who noted that they have used the ACE for Wildlife Network Welcome Guide.

Network Welcome Guide *use* by org affiliation and individual org	Used this resource	n
Partner Organizations	**6%**	**82**
ZooMontana	33%	3
Lake Superior Zoo	20%	5
Racine Zoo	20%	5
Grizzly & Wolf Discovery Center	50%	2
Alaska SeaLife Center	25%	4
Other Organizations	**24%**	**38**
Blank Park Zoo	67%	3
Museum of Science	100%	1
Previous zoo employee, currently educator at a humane education facility	100%	1
New York Aquarium	100%	1
Oakland Zoo	100%	1
Butterfly Pavilion	100%	1
Educator for a conservation based non-profit	100%	1
Museum research and evaluator	100%	1
Grand Total	**11%**	**125**

Note: At the time of the survey the following organizations were not Partner organizations and have since become Network Partners: Akron Zoo, Alexandria Zoo, Blank Park Zoo, Jacksonville Zoo, Oakland Zoo, Utah's Hogle Zoo, and San Diego Zoo Wildlife Alliance.

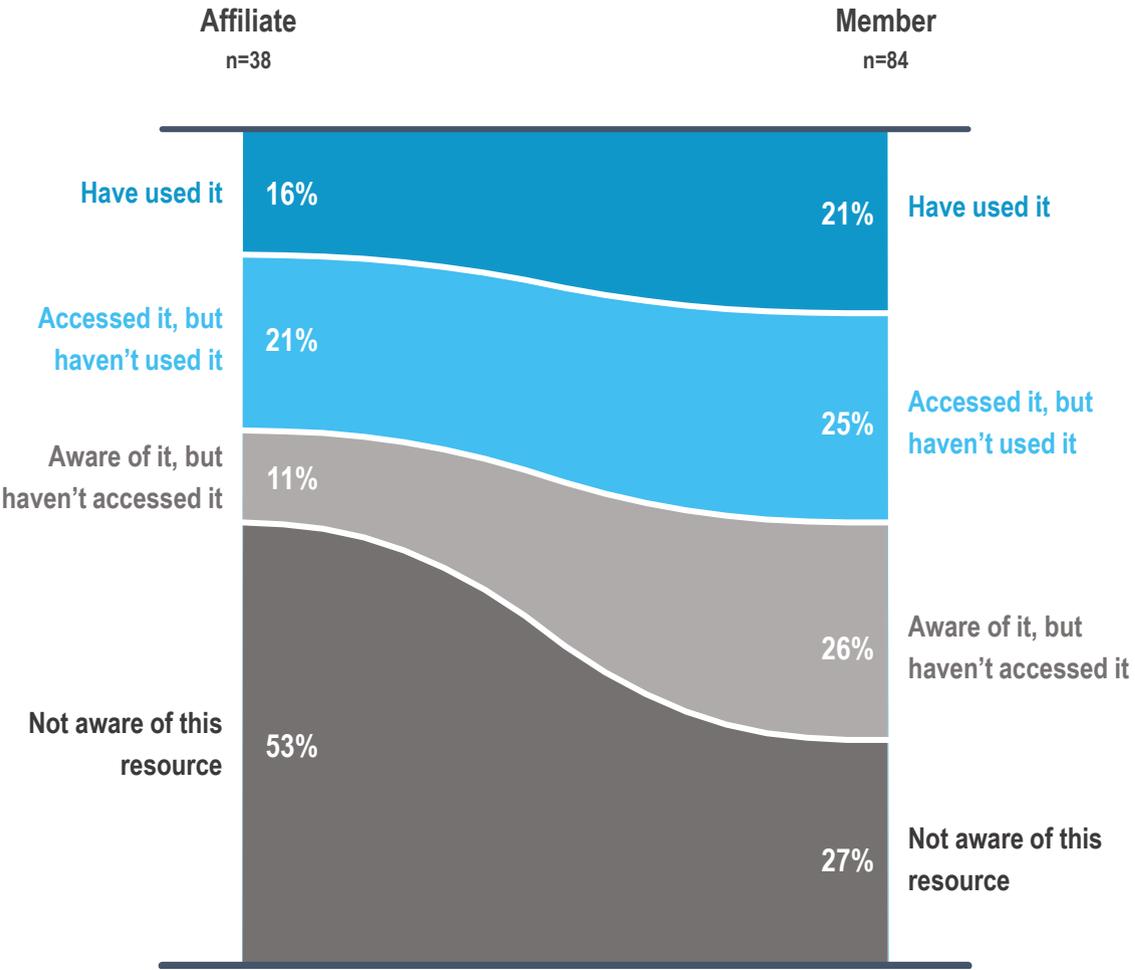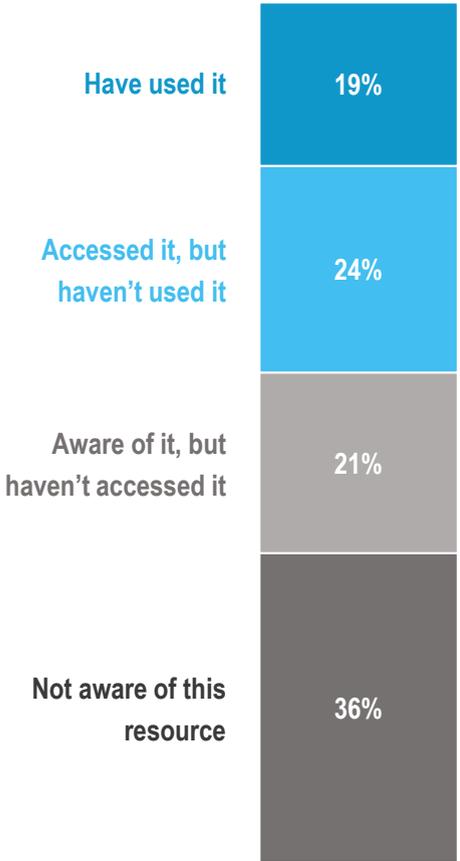# Conservation Action Toolkit

ADVANCING
CONSERVATION
THROUGH
**EMPATHY FOR
WILDLIFE**

Conservation Action Toolkit awareness and use was highest among Network Members.

Overall, just under two-thirds (64%) of respondents said that they were aware of the Conservation Action Toolkit as a Network resource. Twenty-four percent of respondents said they have accessed the Toolkit but have not used it and 19% said they have used it. Members were significantly more likely to be aware of the Toolkit than Affiliates (73% versus 47% respectively). Members were also more likely to have said that they have *used* the Toolkit (22% vs 16%). Just over half of Affiliates (53%) said they were *not aware* of the Toolkit altogether. The Conservation Action Toolkit was introduced to the Network relatively recently (March 2023). Lower awareness, especially among newer Members and Affiliates is to be expected.

About one in five (19%) of respondents said they have used the Conservation Action Toolkit.

Have used it — 19%

Accessed it, but haven't used it — 24%

Aware of it, but haven't accessed it — 21%

Not aware of this resource — 36%

Affiliate
n=38

Member
n=84

Have used it — 16% ... 21% — Have used it

Accessed it, but haven't used it — 21% ... 25% — Accessed it, but haven't used it

Aware of it, but haven't accessed it — 11% ... 26% — Aware of it, but haven't accessed it

Not aware of this resource — 53% ... 27% — Not aware of this resource

Members were significantly more likely to be aware of the Toolkit than Affiliates (73% of Members vs 47% of Affiliates). Although not statistically significant, Members were more likely to have *used* the Toolkit (22% of Members vs 16% of Affiliates).

Q: For each of the following resources select the option that best describes your awareness and use of the resource? (n=127)

The Conservation Action Toolkit was used in a variety of ways, mostly to develop staff and volunteer trainings.

Respondents who used the Conservation Action Toolkit were asked to describe how they have used it in their work, including any specific outcomes they experienced as a result. Thirteen people provided a response. Most described how and where they used the toolkit in their work. Few provided information about any resulting outcomes achieved.

Most respondents provided information about how they used the Toolkit in developing and delivering staff or volunteer trainings. Others mentioned how they used the Toolkit to provide information for specific interpretive programs or media like "helping write questions for a scavenger hunt" or developing a "conservation action matrix" for their interpretive media. One respondent mentioned using the Toolkit in discussions with funders. A few others provided comments that involved using the toolkit in their own professional development. One said they were a toolkit contributor and already used the resources it provided. One respondent said they have reviewed the toolkit but have not officially had a chance to use it in their work.

DEVELOPING STAFF TRAINING

" I've used it to help inform our own documents when encouraging guests to take tangible action.

I used it to create a presentation that was given to the education team at my organization.

I have reviewed it and use it when the staff asks for support, and they use the kit as their reference materials.

I've used specific examples from the toolkit to train new staff on empathy.

INTERPRETIVE MEDIA & PROGRAMMING

" Utilized the toolkit as we were developing our conservation action matrix for our interpretive media at the zoo. Figuring out which actions we would ask guests to participate in and what would be most effective.

Helping write the questions for a scavenger hunt.

I've used it when developing or enhancing programs.

We are in the process of updating conservation messaging in our program scripts utilized by our volunteers. I have accessed the toolkit for messaging ideas.

SHARED WITH FUNDERS & COLLEAGUES

" I've discussed with funders how this toolkit is used in our programming, which shows our stakeholders how their funds are supporting sustainable conservation practices.

I've used it to identify empathy resources and learn about practices at other facilities, and I've shared it with coworkers to help them identify resources.
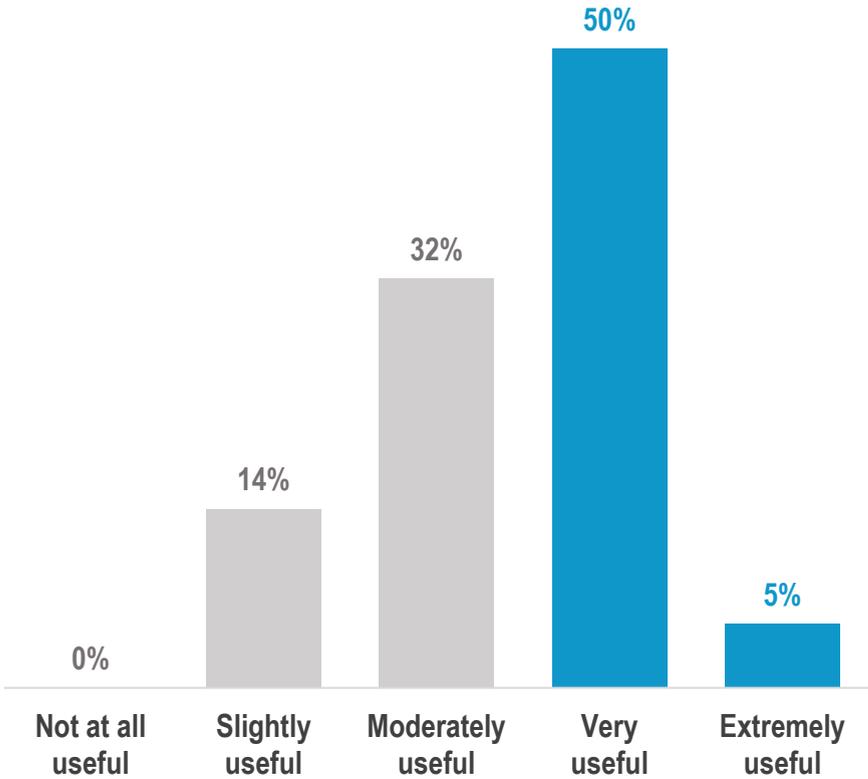
PERSONAL PROFESSIONAL DEVELOPMENT

" I used it as a starting point for writing a paper on empathy that will serve as the foundation for a non-profit I am building.

TOOLKIT CONTRIBUTOR

" We contributed to the toolkit and already use those practices in some of our conservation programs.

Q: Please describe how you have utilized the Conservation Action Toolkit, including any specific outcomes you experienced as a result of its use. (n=13)

40

The Conservation Action Toolkit was a useful resource for most respondents who said they have used it in their work.

Of the respondents who said that they used the Conservation Action Toolkit, just over half (55%) said it was either "Very" or "Extremely" useful. Respondents were asked to select the elements of the toolkit that they felt were most useful to them. "Effective empathy practices and conservation messaging" was selected most often with 78% (18 people) selecting this from the list provided. Just over half (57%) selected "Overview and links to resources on conservation behavior change". Other listed resources, "Network joint initiative on pollinators," and "Additional Network resources" were selected by just a few individuals. One person wrote in "Eco Cell, Bird Friendly" as something they have found most useful.
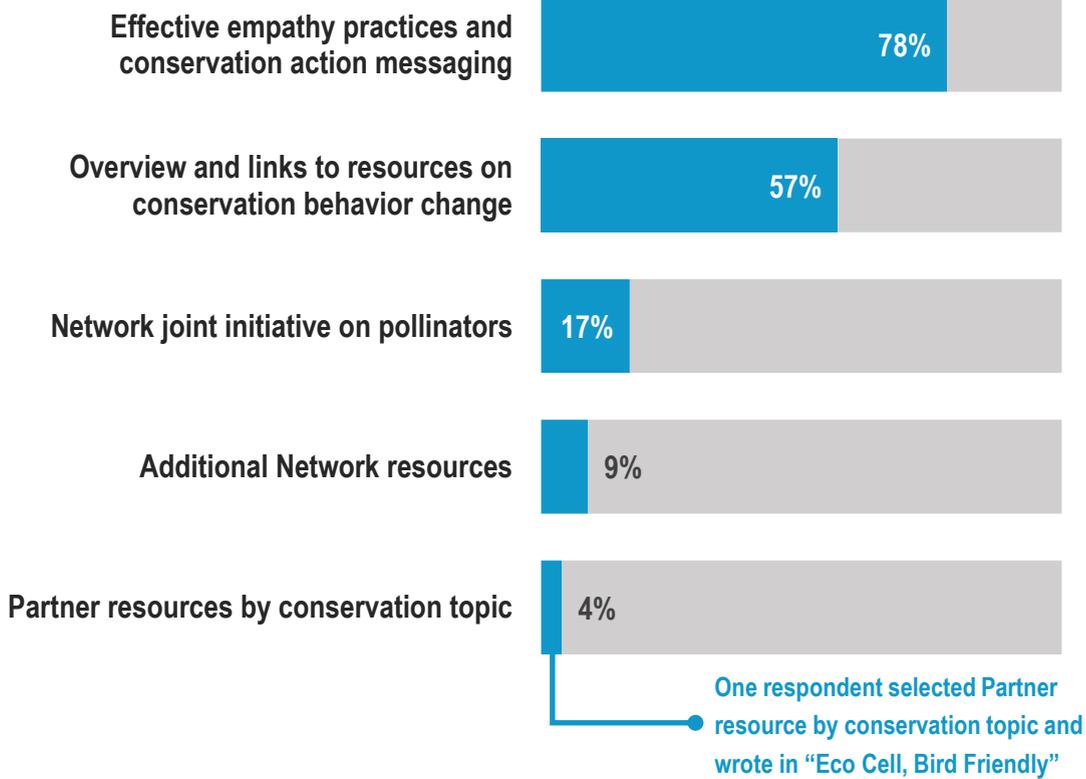
Of the 22 respondents who rated their perceived level usefulness of the Toolkit, 55% believed it was either "Very" or "Extremely" useful.

Of those who used the toolkit, the most useful elements were, "Effective empathy practices and conservation messaging" and "Overview and links to resources on conservation behavior change".

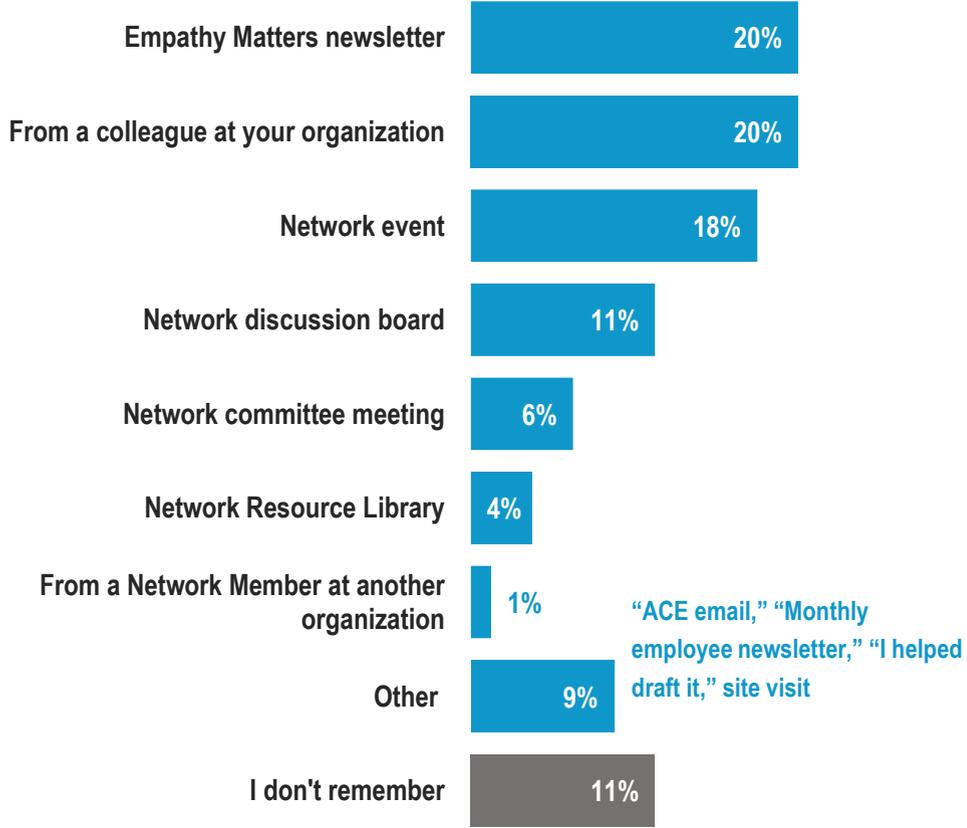**One respondent felt that the Conservation Action Toolkit could benefit from more examples.**

Respondents were asked what they felt could be added to the Conservation Action Toolkit for improvement. Most did not provide a comment and wrote in "N/A".

One said, **"social media"** and another said, **"this would be a document that could always just use more and more examples. As long as it's easily searchable."**

Bar chart: How useful was the Conservation Action Toolkit to you?
- Not at all useful: 0%
- Slightly useful: 14%
- Moderately useful: 32%
- Very useful: 50%
- Extremely useful: 5%

Bar chart: What elements of the Conservation Action Toolkit have you found most useful?
- Effective empathy practices and conservation action messaging: 78%
- Overview and links to resources on conservation behavior change: 57%
- Network joint initiative on pollinators: 17%
- Additional Network resources: 9%
- Partner resources by conservation topic: 4%

One respondent selected Partner resource by conservation topic and wrote in "Eco Cell, Bird Friendly"

Q: How useful was the Conservation Action Toolkit to you? (n=22)

Q: What elements of the Conservation Action Toolkit have you found most useful? (n=23)

Respondents learned about the Conservation Action Toolkit through a variety of sources. Several have shared it with colleagues.

Of the two-thirds (64%) of respondents who said they were aware of the Toolkit, a variety of sources were selected as the first place they recalled hearing about. One in five respondents (20%) said they learned of the Toolkit through the Empathy Matters newsletter. Another 20% said they learned about it from a colleague at their organization. Others learned about it through Network events, discussion board posts, or committee meetings. Of respondents who access the Toolkit, about a quarter (28%) said they have shared it with peers – mostly with colleagues within their organizations.

The newsletter was the most recalled source for first hearing about the Conservation Action Toolkit other than word of mouth.

Source	%
Empathy Matters newsletter	20%
From a colleague at your organization	20%
Network event	18%
Network discussion board	11%
Network committee meeting	6%
Network Resource Library	4%
From a Network Member at another organization	1%
Other	9%
I don't remember	11%

"ACE email," "Monthly employee newsletter," "I helped draft it," site visit

Just over a quarter (28%) of those who had accessed the toolkit said they have shared it with their peers.
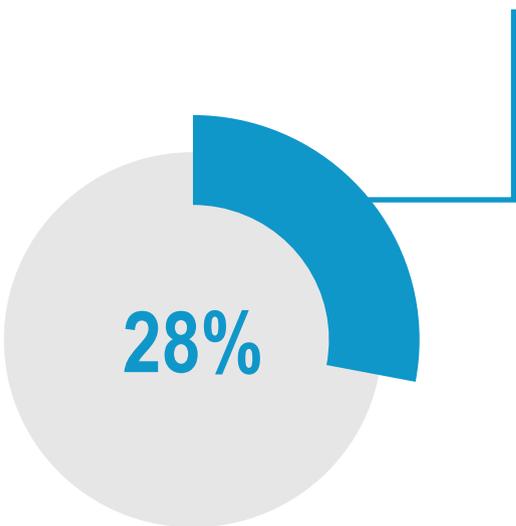
28%

Of those who shared the toolkit with their peers, nearly all shared it with staff, volunteers, or leadership at their own organizations.

Staff or volunteers at my organization: 91%

Leadership at my organization: 32%

Colleagues at another organization: 18%

Q: How did you first hear about or find the Conservation Action Toolkit? (n=80)

Q: Have you shared the Conservation Action Toolkit with any of your peers? ? (n=79)

Q: Who have you shared the Conservation Action Toolkit with? (n=22)

Conservation Action Toolkit use by Network affiliation and individual organization.

The table at right shows the percentage of respondents who said they *used* the Conservation Action Toolkit broken down by Network organizational affiliation as well as a breakdown by individual organization. Data are sorted by the percentage of those at each organization who noted that they have used the Conservation Action Toolkit.

Conservation Action Toolkit use by org affiliation and individual org	Used this resource	n
Partner Organizations	**21%**	**84**
Dakota Zoo	100%	1
Zoological Society of Milwaukee	67%	6
Henry Vilas Zoo	60%	5
Lake Superior Zoo	33%	6
Grizzly & Wolf Discovery Center	33%	3
ZooMontana	33%	3
Alaska SeaLife Center	25%	4
Northwest Trek Wildlife Park	25%	4
Zoo Boise	25%	4
Racine Zoo	20%	5
Como Park Zoo & Conservatory	17%	6
Point Defiance Zoo & Aquarium	13%	8
Other Organizations	**16%**	**38**
Butterfly Pavilion	100%	1
New York Aquarium	100%	1
Non-profit founder	100%	1
nonprofit partner to zoo	100%	1
Potter Park Zoo	100%	1
Blank Park Zoo	33%	3
Grand Total	**19%**	**127**

Note: At the time of the survey the following organizations were not Partner organizations and have since become Network Partners: Akron Zoo, Alexandria Zoo, Blank Park Zoo, Jacksonville Zoo, Oakland Zoo, Utah's Hogle Zoo, and San Diego Wildlife Alliance.
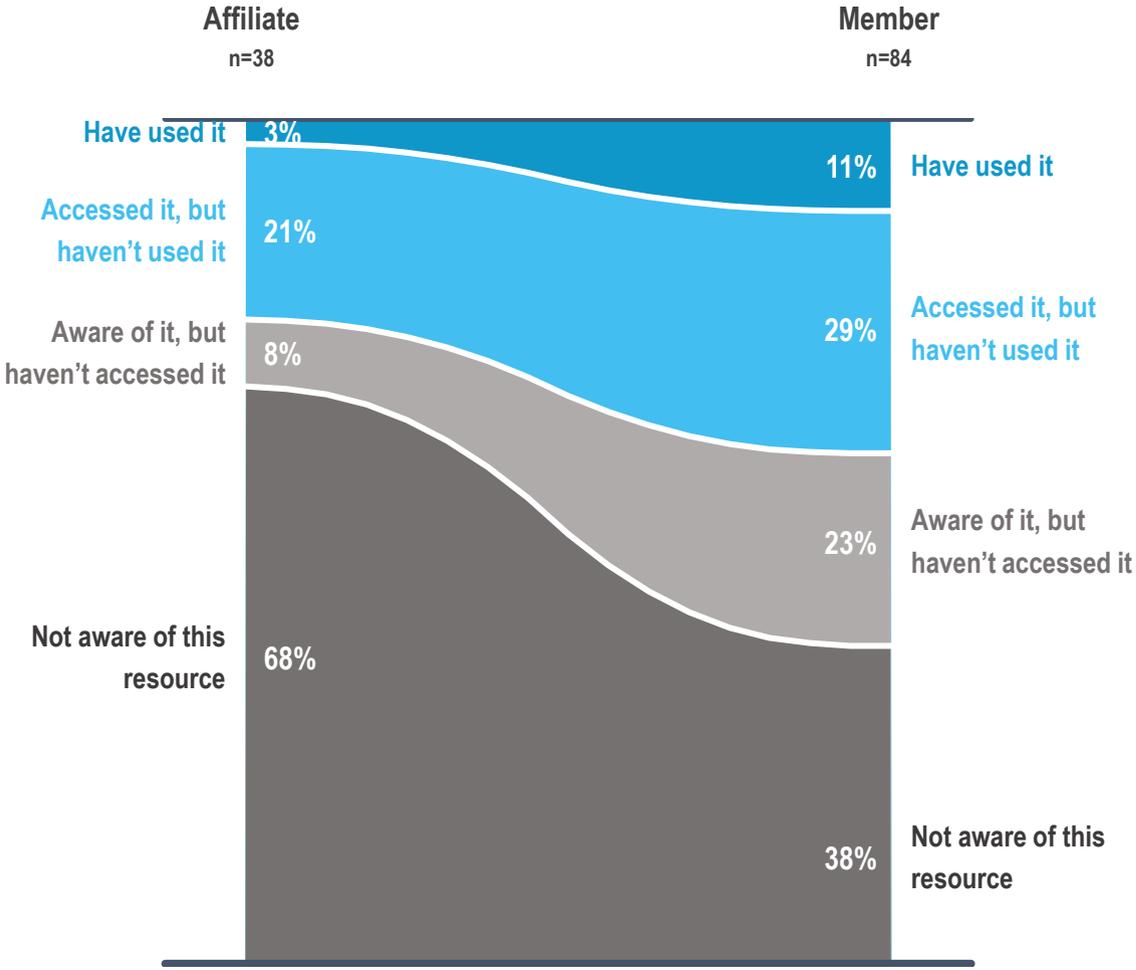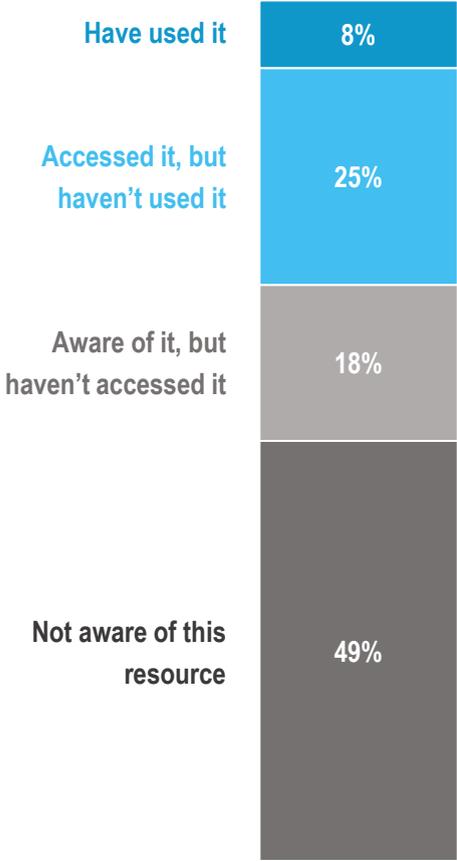
Pollinator Action Toolkit

ADVANCING
CONSERVATION
THROUGH
EMPATHY FOR
WILDLIFE

Just over half of respondents were aware of the Pollinator Action Toolkit. Members were more aware of this resource than Affiliates.

The Pollinator Action Toolkit was less used by comparison to the other resources. Just 8% overall had used the toolkit at the time of the survey. Members were more likely to have awareness of the toolkit than Affiliates but just slightly more like to have used the toolkit (11% for Partners vs 3% for Affiliates). Over two-thirds (68%) of Affiliates were not aware of the Pollinator Action Toolkit. This is to be expected given the Pollinator Action Toolkit was a relatively new resource introduced in April 2023.

Overall, few respondents had used the Pollinator Action Toolkit (8%).

	Affiliate n=38	Member n=84
Have used it	3%	11%
Accessed it, but haven't used it	21%	29%
Aware of it, but haven't accessed it	8%	23%
Not aware of this resource	68%	38%

Overall:
- Have used it: 8%
- Accessed it, but haven't used it: 25%
- Aware of it, but haven't accessed it: 18%
- Not aware of this resource: 49%

Members were significantly more likely to be aware of the Toolkit than Affiliates (63% of Members vs 32% of Affiliates). Although not statistically significant, Members were also more likely to have *used* the toolkit (11% vs 3%).

Q: For each of the following resources select the option that best describes your awareness and use of the resource? (n=127)

45

The Pollinator Action Toolkit was used by a few respondents to enhance program messaging and share with other teams internally.

Four respondents provided a comment on how they have used the Pollinator Action Toolkit in their work. Most used the resources in the Toolkit to enhance messaging for programming and events. One respondent commented that they shared submitted resources to the Toolkit and also shared it with their conservation research team who used it to inform their "No Mow May" initiative locally.

ENHANCED PROGRAMMING

> " Enhanced our pollinator station.
>
> Used it as a model for sharing our conservation programs and how others can develop programming.
>
> We held an event for pollinators and monarchs at the same time that was successful and well reached by vendors and visitors at the same time.
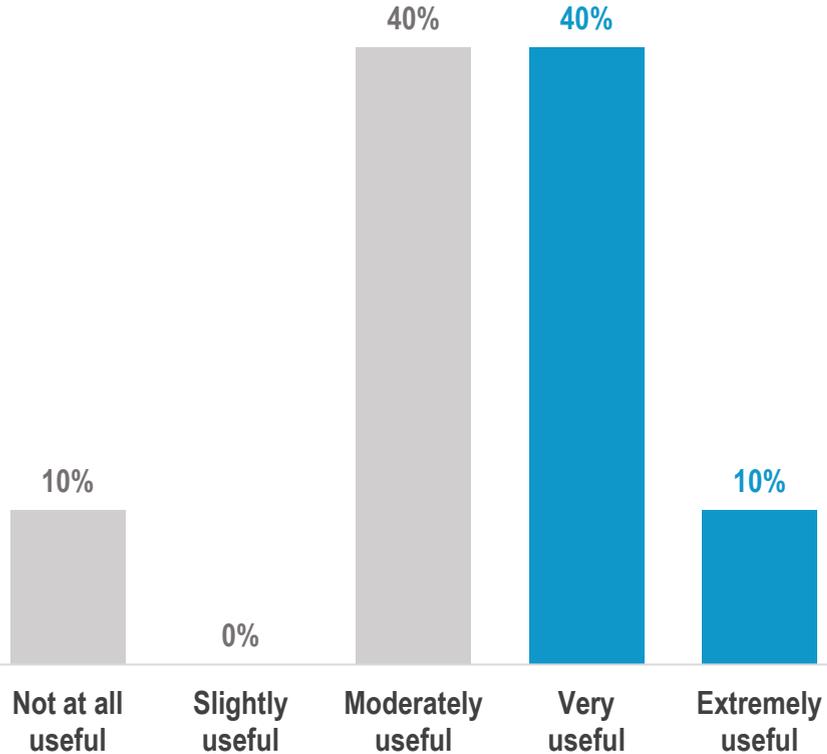
SHARED RESOURCE WITH OTHERS

> " We submitted resources and shared it with our conservation research team who reviewed and used some resources to inform our No Mow May and pollinator initiative work locally.

BEES PROVIDE MORE THAN JUST HONEY

Apples, Strawberries, Onions, Cabbage, Avocados, Broccoli, Grapes, Coffee, Kale, Cocoa, Almonds, Beets, Lemons, Lima Beens, Figs, Kidney Beans, Cherries, Green Beans, Celery, Walnuts, Pumpkins, Flax, Buckwheat, Macadamia Nuts, Fennel, Limes, Carrots, Persimmons, Cucumbers, Hazelnuts, Cantaloupe, Coriander, Caraway, Watermelon, Coconut, Tangerines, Brazil Nuts, Mustard Seed, Cauliflower, Turnips, Brussels Sprouts, Bok Choy, Papaya, Safflower, Sesame, Eggplant, Raspberries, Blackberries, Black Eyed Peas, Vanilla, Cranberries, Squash, Mangos, Kiwi Fruit, Plums, Peaches, Cashews...

...ALL RELY ON BEES FOR POLLINATION.

Photo credit: Roosevelt Park Zoo

Q: Please describe how you have utilized the Pollinator Action Toolkit, including any specific outcomes you experienced as a result of its use. (n=4)

The Pollinator Action Toolkit was useful for those who used it, particularly for its suggestions on empathy informed actions and its "No Mow May signs" resources.
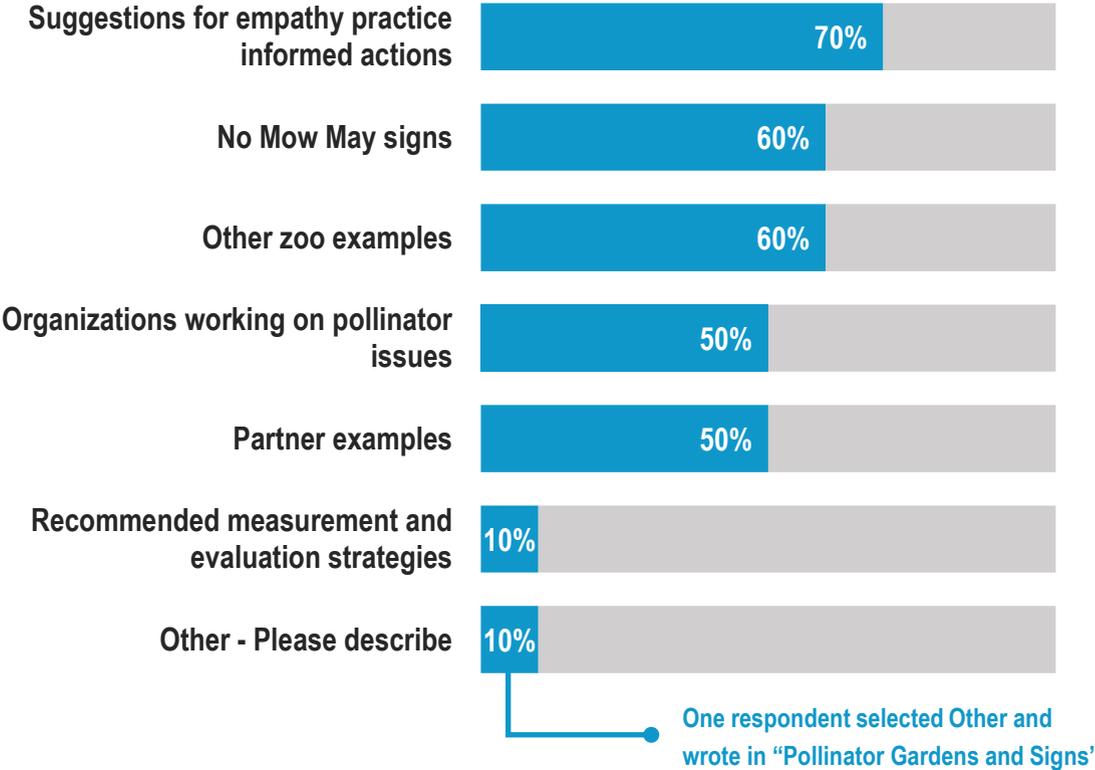
For those who used the Pollinator Action Toolkit, most found it at least "Moderately" useful (90%) with 50% finding the resource either "Very" or "Extremely" useful. The elements most selected as being particularly useful were, "Suggestions for empathy practice informed actions," "No Mow May signs," and "Other zoo examples". Of the few who provided a comment on what they would like to see added to the Toolkit, "a place to find grants and hold events for [pollinators]" was mentioned by one respondent. Another said they would like to see more resources for "alternatives to pesticides".

Of those who rated their perceived level usefulness of the Toolkit, five (50%) believed it was either "Very" or "Extremely" useful.

40% | 40%
10% | 0% | 10%

Not at all useful | Slightly useful | Moderately useful | Very useful | Extremely useful

Q: How useful was the Pollinator Action Toolkit to you? (n=10)

Of those who used the Toolkit, the most useful elements were, "Suggestions for empathy practice informed actions," "No Mow May signs," and "Other zoo examples." Recommended measurement strategies were less useful.

Suggestions for empathy practice informed actions — 70%
No Mow May signs — 60%
Other zoo examples — 60%
Organizations working on pollinator issues — 50%
Partner examples — 50%
Recommended measurement and evaluation strategies — 10%
Other - Please describe — 10%

One respondent selected Other and wrote in "Pollinator Gardens and Signs"

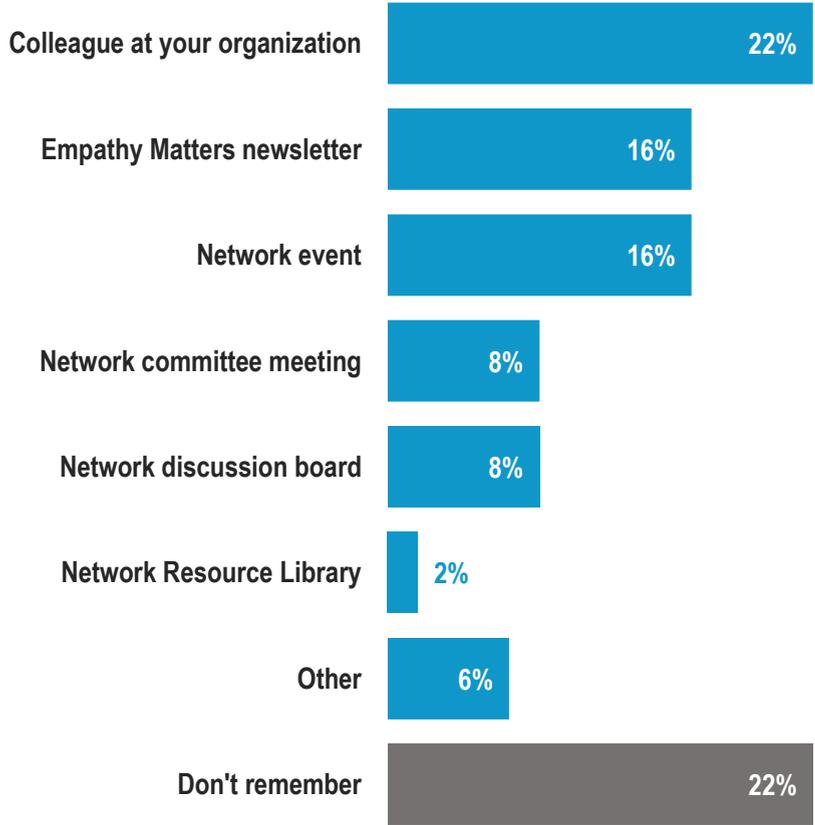Q: What elements of the Pollinator Action Toolkit have you found most useful? (n=10)

One respondent would like the Toolkit to include a place to find grants and hold events on pollinator action.

Respondents were asked what they felt could be added to the Pollinator Action Toolkit for improvement. Two provided a comment.

One said, "A place to find grants and hold events for this cause" and another said, "alternatives to pesticides".

Colleagues, the newsletter, and events were effective at promoting the Pollinator Action Toolkit. Few have shared the resource.
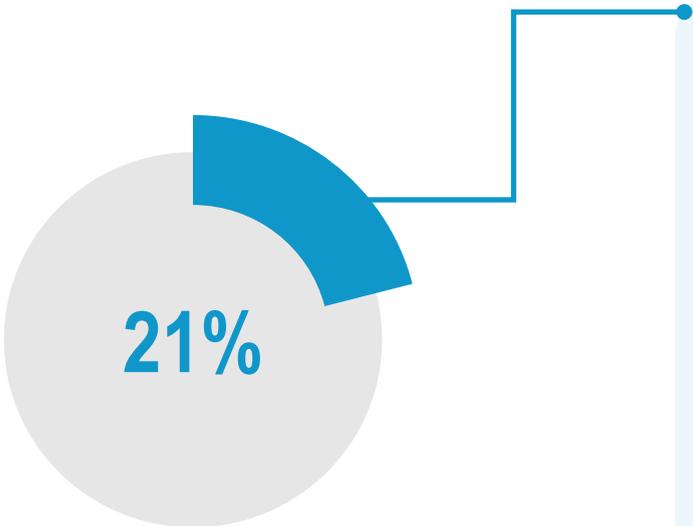
Several respondents could not recall where they first learned about the Pollinator Action Toolkit (22%). Of those who did recall, word-of-mouth (colleagues), the Empathy Matters newsletter, and ACE for Wildlife Network events were most cited among respondents. About one in five respondents (21%) who had accessed the Toolkit said they shared it with someone else, nearly all selecting staff, volunteers, or leadership within their organizations.

Respondents learned about the Toolkit through colleagues, the newsletter, and at Network events. Several said they did not recall where they first learned about the Toolkit (22%).

Source	%
Colleague at your organization	22%
Empathy Matters newsletter	16%
Network event	16%
Network committee meeting	8%
Network discussion board	8%
Network Resource Library	2%
Other	6%
Don't remember	22%

Twenty-one percent of those who had accessed the Toolkit said they have shared it with their peers.

21%

Of those who shared the toolkit with their peers, most shared it with staff, volunteers, or leadership at their own organizations.

Staff or volunteers at my organization — 85%

Leadership at my organization — 31%

Colleagues at another organization — 15%

Q: How did you first hear about or find the Pollinator Action Toolkit? (n=63)

Q: Have you shared the Pollinator Action Toolkit with any of your peers? ? (n=61)

Q: Who have you shared the Pollinator Action Toolkit with? (n=13)

Pollinator Action Toolkit use by Network affiliation and individual organization.

The table at right shows the percentage of respondents who said they *used* the Pollinator Action Toolkit broken down by Network organizational affiliation as well as a breakdown of responses by individual organization. Data are sorted by the percentage of those at each organization who noted that they have used the Pollinator Action Toolkit.

Pollinator Action Toolkit *use* by Network affiliation and individual organization	Used this resource	n
Partner Organizations	**21%**	**84**
Zoological Society of Milwaukee	50%	6
Henry Vilas Zoo	40%	5
Roosevelt Park Zoo	25%	4
Point Defiance Zoo & Aquarium	13%	8
ZooMontana	33%	3
Como Park Zoo & Conservatory	17%	6
Other Organizations	**16%**	**38**
Potter Park Zoo	100%	1
Grand Total	**19%**	**127**

Note: At the time of the survey, the following organizations were not Partner organizations and have since become Network Partners: Akron Zoo, Alexandria Zoo, Blank Park Zoo, Jacksonville Zoo, Oakland Zoo, Utah's Hogle Zoo, and San Diego Zoo Wildlife Alliance.
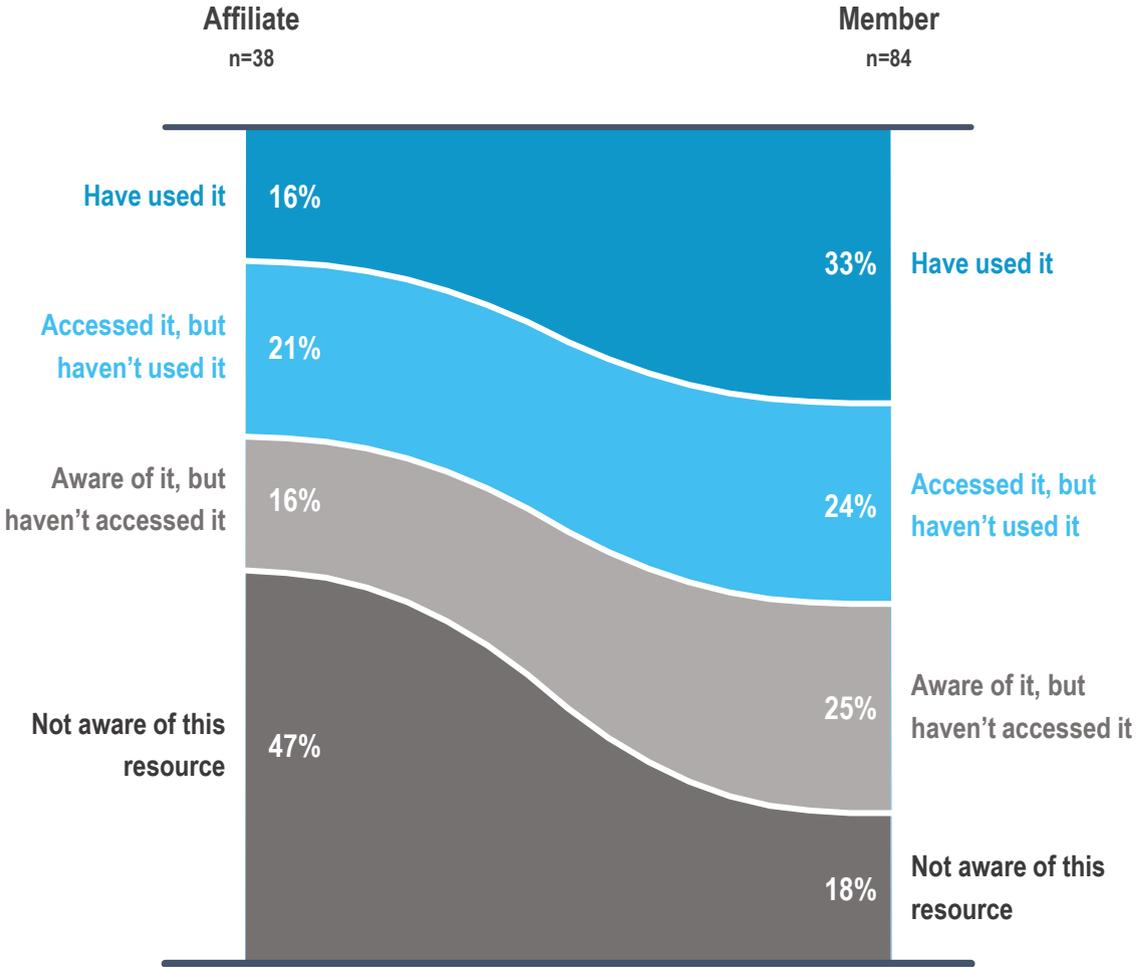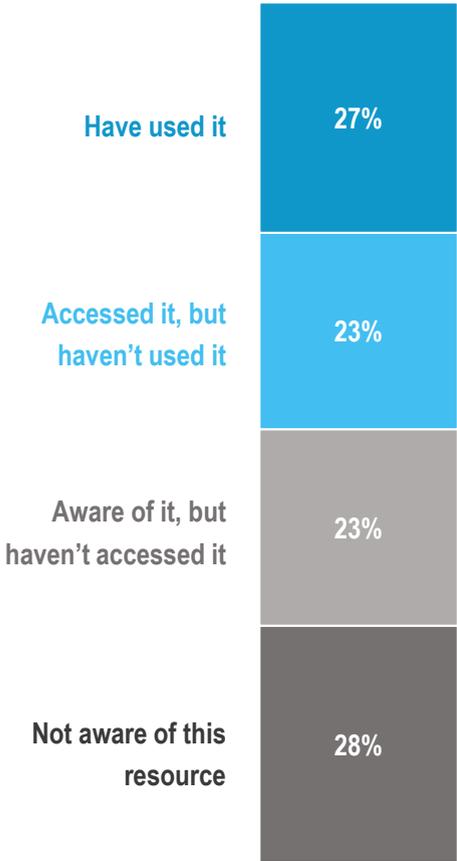
Empathy Training Toolkit

ADVANCING CONSERVATION THROUGH EMPATHY FOR WILDLIFE

The Empathy Training Toolkit was one of the most used resources across the Network.

Other than the ACE for Wildlife Network website, the Empathy Training Toolkit was the most used resource overall with over a quarter (27%) of respondents saying they have used the resource. Like most other resources, Members were more likely to have used the toolkit than Affiliates (33% vs 16% respectively). For reference, the Empathy Training Toolkit was introduced in February 2023.

About one in five (19%) of respondents said they have used the Empathy Training Toolkit.

Have used it — 27%

Accessed it, but haven't used it — 23%

Aware of it, but haven't accessed it — 23%

Not aware of this resource — 28%

Affiliate n=38

Member n=84

Have used it — 16% | 33% — Have used it

Accessed it, but haven't used it — 21% | 24% — Accessed it, but haven't used it

Aware of it, but haven't accessed it — 16% | 25% — Aware of it, but haven't accessed it

Not aware of this resource — 47% | 18% — Not aware of this resource

Members were significantly more likely to be aware of the Empathy Training Toolkit than Affiliates (82% of Member vs 53% of Affiliates). Likewise, Members were significantly more likely to have *used* the Toolkit (33% of Members vs 16% of Affiliates).

Q: For each of the following resources select the option that best describes your awareness and use of the resource? (n=127)

The Empathy Training Toolkit was used to train staff, enhance interpretive media, refresh personal knowledge about empathy, and as a useful benchmark to see what other organizations are doing.

Twenty-four respondents commented on how they've used the Empathy Training Toolkit in their work. A few comments also elaborated on perceived outcomes in specific audiences like a "shift in language used" for staff when working with the public. Another mentioned revamping animal fact sheets using the Toolkit and how, "users found them much easier to use, with facts the guests seemed to connect with much more easily."

STAFF & VOLUNTEER TRAINING

❝ **We have incorporated the videos into annual staff training and have seen a shift in language used with the public in addition to an increased frequency of storytelling about the animals across departments.**

I started going through the videos with my team during our weekly staff meetings. These are what led us to being more intentional about using empathy in our programs. We plan to use these videos for our seasonal staff training. I really liked the discussion questions that went along with each video.

We incorporated the toolkit into an empathy training we created for a facility-wide training, including members of all other departments.

INTERPRETIVE MEDIA & PROGRAMMING

❝ **We used aspects of the Empathy Training Toolkit to revamp our current animal fact sheets and keeper chat PDFs. Users found them much easier to use, with facts that guests seemed to connect with much more easily.**

I like being able to easily navigate to what I am looking for. So far I used it to inspire "Hello, my name is" type signage.

I have used the empathy in social media to help create empathy minded videos for our social. I have also used the empathy minded games for children to help design some new games for our 1-3 year old based programming.

SEE WHAT OTHERS ARE DOING

❝ **Some of our trainings were very similar to others that were also highlighted and it was nice to compare to see if we were achieving similar results. We were already developing interpretive trainings and I appreciated the ideas from others.**

We have begun developing our own internal empathy training. Seeing how other organizations utilize these resources is an extremely helpful model.

PERSONAL KNOWLEDGE REFRESHER

❝ **Recently accessed this resource, using it to develop my understanding of empathy practice before diving into integration into our everyday programming.**
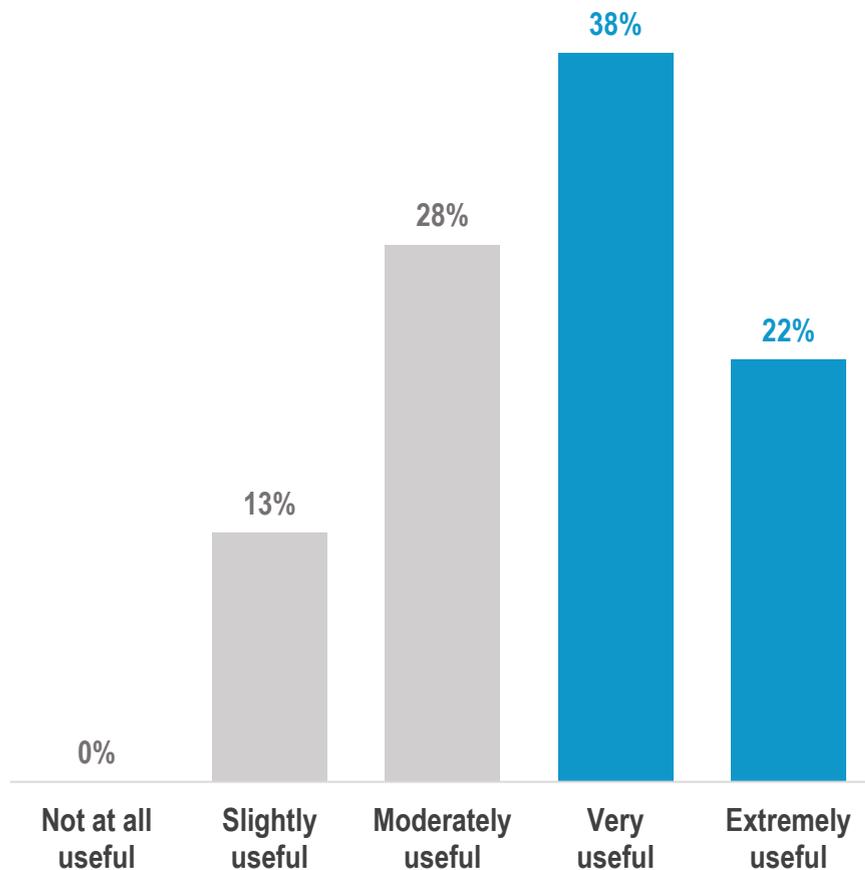
I have used it as a quick guide to refresh myself on empathy best practices and examples of their use.

EVALUATION OF PROGRAMS

❝ **We have used the toolkit in out seasonal and new employee training as well as a resource for developing and evaluating programs.**

Q: Please describe how you have utilized the Empathy Training Toolkit, including any specific outcomes you experienced as a result of its use. (n=24)

The Empathy Training Toolkit was a useful resource, especially for the video examples, fact sheets, and general trainings it provides.

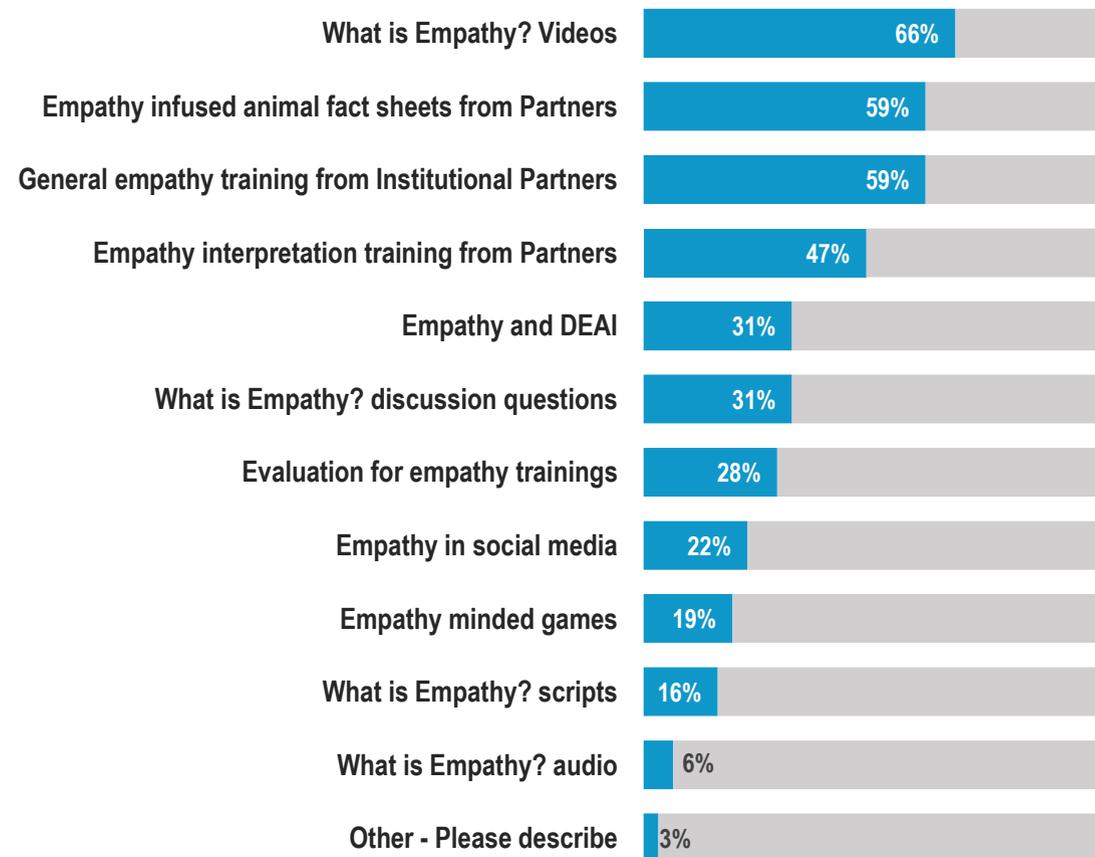The Empathy Training Toolkit was a useful resource for most respondents who had used it. Sixty percent rated the toolkit either "Very" or "Extremely" useful. "What is Empathy? Videos," "Empathy infused animals fact sheets from Partners," and "General empathy training from Institutional Partners" were selected by a majority of respondents as being the most useful elements. When asked what could be added to the toolkit, a few commented on wanting more examples, videos of empathy programs, social media posts, or more action items on how to get started with empathy as an organization.

Just under two-thirds (60%) of respondents said that the Empathy Training Toolkit was either "Very" or "Extremely" useful.

Of those who used the toolkit, the most useful elements were, "Effective empathy practices and conservation messaging" and "Overview and links to resources on conservation behavior change".

Respondents thought more examples and connection to evidence would be beneficial, in addition to some technical advice.

Respondents were asked what they felt could be added to the Empathy Training Toolkit for improvement. A few provided comments:

"I haven't felt compelled to consult the training toolkit because the toolkit components are common practices in zoos already - I would like to perhaps see the evidence for the most effective strategies added so that if you could only try one you known the best one to try based on evidence."
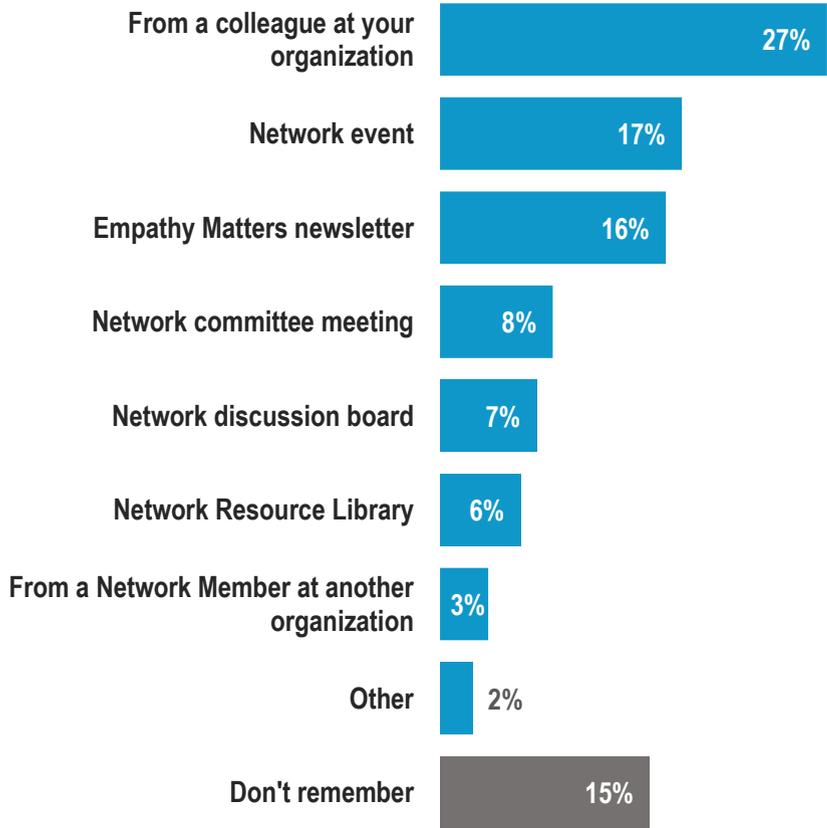
"Links to social media posts using empathy best practices. Videos of empathy programs."

"More actions items of how to start utilizing empathy within your organization."

"Fixing the link on the last page - the table of contents lists page 14 as being "Evaluation for Empathy Trainings" but page 14 is a repeat of the volunteer inclusion manual."

Chart 1 (bar chart):
- Not at all useful: 0%
- Slightly useful: 13%
- Moderately useful: 28%
- Very useful: 38%
- Extremely useful: 22%

Q: How useful was the Empathy Training Toolkit to you? (n=32)

Chart 2 (horizontal bar chart):
- What is Empathy? Videos: 66%
- Empathy infused animal fact sheets from Partners: 59%
- General empathy training from Institutional Partners: 59%
- Empathy interpretation training from Partners: 47%
- Empathy and DEAI: 31%
- What is Empathy? discussion questions: 31%
- Evaluation for empathy trainings: 28%
- Empathy in social media: 22%
- Empathy minded games: 19%
- What is Empathy? scripts: 16%
- What is Empathy? audio: 6%
- Other - Please describe: 3%

Q: What elements of the Empathy Training Toolkit have you found most useful? (n=32)

53

The Empathy Training Toolkit was one of the most widely shared resources among respondents.

The Empathy Training Toolkit was one of the most widely shared resources among respondents. Thirty-nine percent said they shared the resource with their peers, most with staff, volunteers, or leadership within their organizations and 21% said they shared the resource with colleagues outside of their organizations.

Respondents learned about the Empathy Training Toolkit most from other Colleagues within their organizations.

From a colleague at your organization	27%
Network event	17%
Empathy Matters newsletter	16%
Network committee meeting	8%
Network discussion board	7%
Network Resource Library	6%
From a Network Member at another organization	3%
Other	2%
Don't remember	15%

Just over a third (39%) of those who had accessed the toolkit said they have shared it with their peers.

39%

By comparison to others the Empathy Training Toolkit was shared with colleagues outside of the respondent's organizations more than any other resource (21% of respondents).

Staff or volunteers at my organization 82%

Leadership at my organization 26%

Colleagues at another organization 21%

Other 6%
Trainers at our organizations, and Students in Miami University's AIP Program

Q: How did you first hear about or find the Empathy Training Toolkit? (n=89)
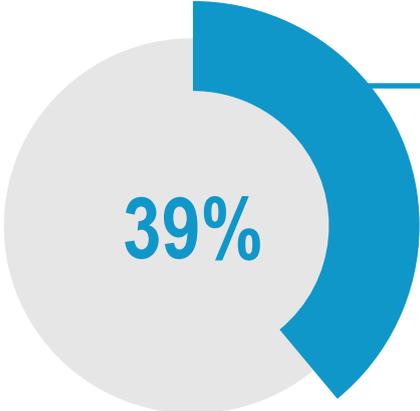
Q: Have you shared the Empathy Training Toolkit with any of your peers? ? (n=88)

Q: Who have you shared the Empathy Training Toolkit with? (n=34)

54

Empathy Training Toolkit use by Network affiliation and individual organization.

The table at right shows the percentage of respondents who said they *used* the Empathy Training Toolkit broken down by Network Partner organizational affiliation as well as a breakdown of responses by individual organization. Data are sorted by the percentage of those at each organization who noted that they've used the Empathy Training Toolkit.

Empathy Training Toolkit *use* by org affiliation and individual org	Used this resource	n
Partner Organizations	**33%**	**84**
Zoological Society of Milwaukee	83%	6
Zoo Boise	75%	4
Como Park Zoo & Conservatory	50%	6
Point Defiance Zoo & Aquarium	25%	8
Racine Zoo	40%	5
Grizzly & Wolf Discovery Center	67%	3
Henry Vilas Zoo	40%	5
ZooMontana	67%	3
Woodland Park Zoo	11%	9
Lake Superior Zoo	17%	6
Alaska SeaLife Center	25%	4
Red River Zoo	100%	1
Roosevelt Park Zoo	25%	4
Northwest Trek Wildlife Park	25%	4
Northeast Wisconsin (NEW) Zoo & Adventure Park	50%	2
Other Organizations	**16%**	**38**
Blank Park Zoo	67%	3
Non-profit founder	100%	1
Shedd Aquarium	100%	1
I work as an educator for a conservation based non-profit	100%	1
Previous zoo employee, currently educator at a humane education facility	100%	1
Grand Total	**27%**	**127**

Note: At the time of the survey the following organizations were not Partner organizations and have since become Network Partners: Akron Zoo, Alexandria Zoo, Blank Park Zoo, Jacksonville Zoo, Oakland Zoo, Utah's Hogle Zoo, and San Diego Zoo Wildlife Alliance.
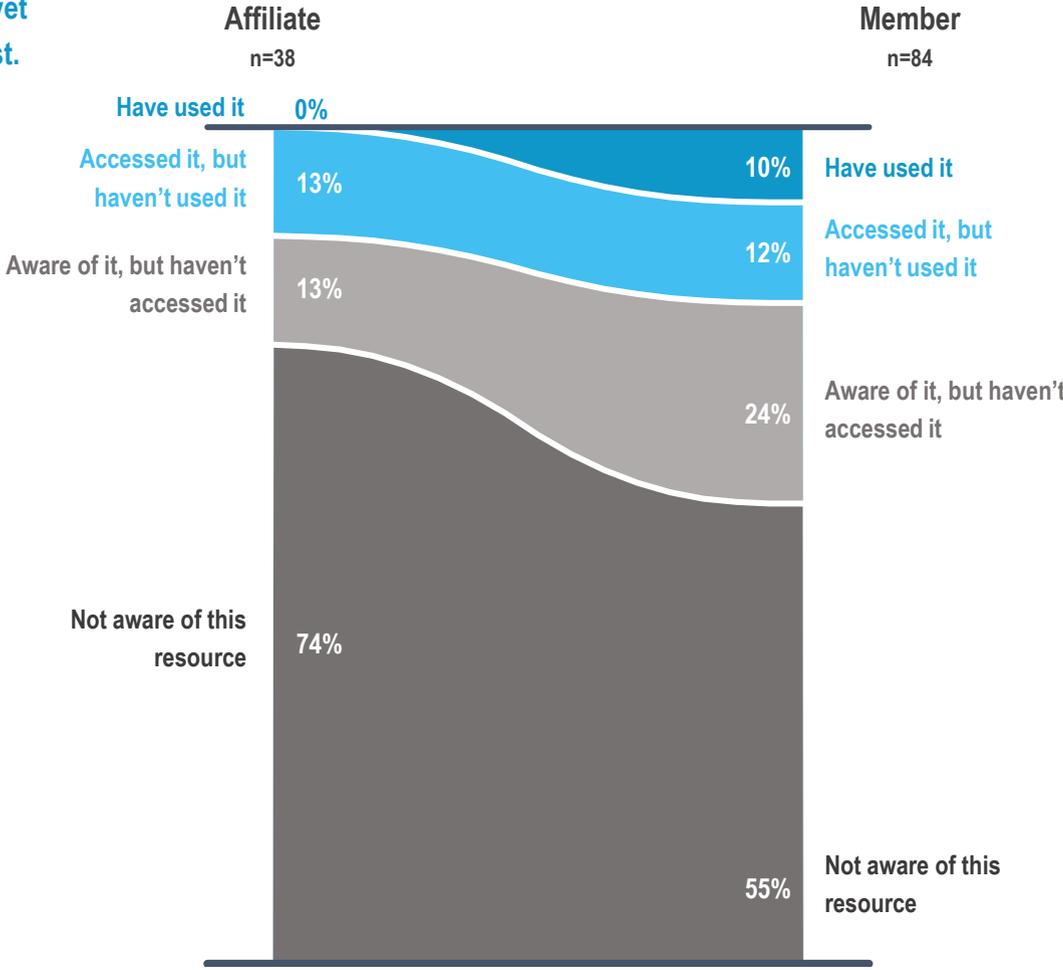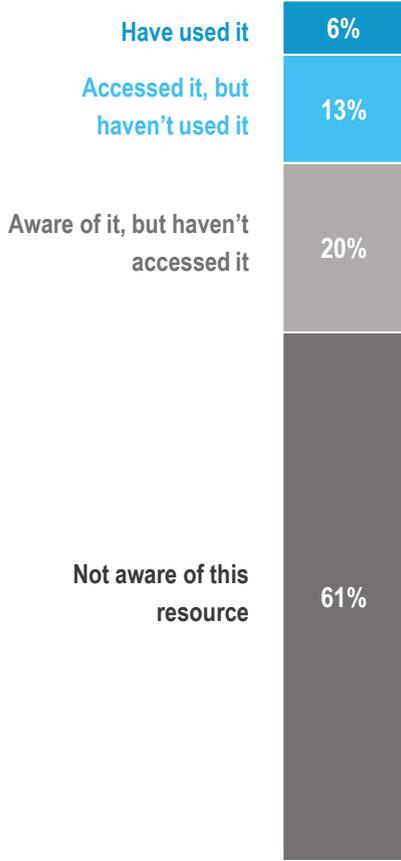
Inclusive Conservation Resource List

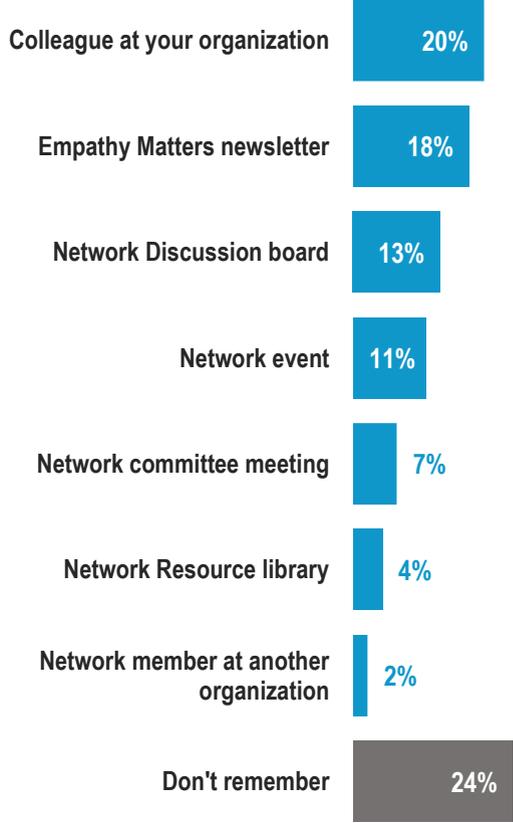# Most respondents were not yet aware of the Inclusive Conservation Resource List.

The Inclusive Conservation List was not yet well-known among respondents. Just under two-thirds (61%) were not aware of the list. Six percent overall had used the list in their work. Like most resources in the Network, Members were more likely to know about the list (45%) and to have used the list in the work (10% vs. 0%). It is worth noting that the Resource List is generally an exclusive Member benefit – although Affiliates may access the list Members may apply for funding to receive resources from the List. Most learned about the Inclusive Conservation Resource List through colleagues at their organizations or the Empathy Matters newsletter. About a quarter (24%) could not recall where they first learned about the list. Because this resource was relatively new (introduced in October 2023) the survey included only the questions below. Lower awareness and use was also expected given the recency by which it was introduced.

About two-thirds (61%) of respondents were not yet aware of the Inclusive Conservation Resource List.

Have used it	6%
Accessed it, but haven't used it	13%
Aware of it, but haven't accessed it	20%
Not aware of this resource	61%

Affiliate n=38 / **Member** n=84

	Affiliate	Member	
Have used it	0%	10%	Have used it
Accessed it, but haven't used it	13%	12%	Accessed it, but haven't used it
Aware of it, but haven't accessed it	13%	24%	Aware of it, but haven't accessed it
Not aware of this resource	74%	55%	Not aware of this resource

Although not statistically significant, Members were more likely to know about the Inclusive Conservation Resource List (45% vs 26%) and to have used the List in their work (10% of Members). There were no Affiliate respondents who had used the List at the time of the survey.

About a quarter (24%) of respondents did not recall where they learned about the Inclusive Conservation Resource List.

Colleague at your organization	20%
Empathy Matters newsletter	18%
Network Discussion board	13%
Network event	11%
Network committee meeting	7%
Network Resource library	4%
Network member at another organization	2%
Don't remember	24%

Inclusive Conservation Resource List use by Network affiliation and individual organization.

The table at right shows the percentage of respondents who said they *used* the Inclusive Conservation Resource List broken down by Network organizational affiliation as well as a breakdown of responses by individual organization. There were no respondents from organizations outside the Network who had yet used the Inclusive Conservation Resource List which is consistent with the fact that the list is geared toward Members as they are eligible to receive stipends to purchase the resources it includes. Data are sorted by the percentage of those at each organization who noted that they have used the Conservation Action Toolkit.

Inclusive Conservation Resource List *use* by org affiliation and individual org	Used this resource	n
Partner Organizations	**10%**	**84**
Henry Vilas Zoo	40%	5
Zoological Society of Milwaukee	33%	6
Roosevelt Park Zoo	25%	4
Point Defiance Zoo & Aquarium	13%	8
Lake Superior Zoo	17%	6
ZooMontana	33%	3
Grand Total	**6%**	**127**

Note: At the time of the survey the following organizations were not Partner organizations and have since become Network Partners: Akron Zoo, Alexandria Zoo, Blank Park Zoo, Jacksonville Zoo, Oakland Zoo, Utah's Hogle Zoo, and San Diego Zoo Wildlife Alliance.

Additional Suggestions

Respondents provided a variety of topic areas where they would like to see Network resources developed for the future.

Respondents were asked to list any additional topic areas they would like to see covered in future Network resources. Several mentioned wanting resources for how to talk about specific situations like "empathy after animal/staff trauma or death" or messaging around "how to know if baby animals are really abandoned". Talking about controversial topics with zoo guests as well as more resources on animal training and husbandry were also mentioned. A few comments asked for additional training on helping staff think about critical anthropomorphism in their work and within their organizations. Others asked for general support resources for things like "building social media posts' or how to work with audiences in different age ranges". A couple comments asked for resources on "broadening understanding of empathy to other types of collections" or "helping children translate their empathy to animals to empathy for each other". One final comment wanted to explore the evidence and research, "how to really analyze if any of these practices really change mindsets".

SITUATION-SPECIFIC MESSAGING

> **Empathy after animal/staff trauma or animal death.**
>
> **How to know when baby animals are really abandoned. So many people take young wildlife while the mother is away. Unnecessary orphans!**
>
> **Tackling the controversial topics that guests bring up a lot (like the anti-zoo talk)**
>
> **Animal training + husbandry**

ADDRESSING ANTHROPOMORPHISM (INTERNALLY AND EXTERNALLY)

> **More resources on overcoming empathy barriers, especially anthropomorphism.**
>
> **Specific training activities to help staff and volunteers differentiate critical anthropomorphism and anthropocentricism.**
>
> **How to get people to care about animals without anthropomorphizing them.**

EMPATHY BEYOND WILDLIFE

> **Broadening the understanding of empathy for other types of collections**
>
> **Helping children translate their empathy to animals to empathy for each other.**

PROGRAM & INTERPRETATION SUPPORT

> **Building social media posts**
>
> **General education for a variety of age groups**
>
> **Working with your team using empathy to become more cohesive.**

EVIDENCE AND RESEARCH

> **How to really analyze if any of these practices really change mindsets - is there evidence or is it too early to tell?**

Q: What, if any, additional empathy-related topics would you like covered in future resources? (n=29)

60

Respondents provided warm words of thanks and excitement for future Network participation in addition to a few parting requests.

When asked if there was anything else they'd like to share, respondents provided some warm words of thanks. Participation in the Network has been beneficial to Members and Affiliates personally, to their organizations, and has had an influence on the field. There may still be opportunities to provide empirical evidence on how the empathy practices lead to caring attitudes and actions and there is a clear desire for help in gaining buy-in from organizational leadership. One person provided a suggestion for a shared calendar of events or resources (or ways to better inform members of events and resources in general).

COMMENTS OF THANKS

" I am very thankful to be part of the ACE for Wildlife Network and for all that they do.

I love your work! It's moving hearts and minds. It's so nice to normalize empathy and get to speak about our wildlife relatives without it being unprofessional.

It is so incredibly powerful for communicating with guests when they have questions that could feel challenging. With kids, it feels so intuitive for them; when talking with a family, the kiddos are more likely to follow my lead and use names/pronouns whereas their adults may still say it (or assume 'he' for certain animals like our sloth bear or Nile crocodile).

Thank you for all the hard work that goes into each and every one of the committees and resources. I do believe that I have not used the resources to their fullest potential, and that is on me, not the network.

We are very excited to realize how much our work is something that fits within clearly much more researched and articulated needs than we were aware of. We look forward to learning more and finding ways to be more contributing members of a like-minded community.

It is so great to have access to all these resources!! It is easily one of the biggest perks to being an ACE member. Especially those of us with small teams who don't always have capacity to develop new things.

SUGGESTIONS & REQUESTS

" When I first tried to become an affiliate, I was very confused by the process and found the information on the website to be unclear. Someone from Woodland Park Zoo actually sent me the link with the affiliate form to fill out, so I could apply. The new website is great and much more straight-forward. However, I still find it hard to get information sometimes. For example, despite being an affiliate, I wasn't aware of most of the events mentioned. It would be nice to have a centralized calendar somewhere (and maybe it exists but I don't know about it). It would also be nice to have links to other things connected to ACE/Empathy such as Seattle [Aquarium]'s Empathy Cafe. I sometimes feel like I have to go look at a bunch of different things to stay in the loop and it would be nice if ACE could become the central location that acted as a hub.

More peer reviewed papers on specific outcomes and evaluations would be very persuasive in helping leadership in my organization move to more of these practices.

We are opening up a new exhibit in 2024 that will house some mountain lions, all of which were orphaned from legal hunting. We want to land the messaging on this right - because hunters are a key part of our local conservation, and they are a key part of the conversation as well, I don't want to alienate them but we also cannot lie about the cats' origin. We'd love to hammer out an empathy forward messaging plan with these cubs and I'd love help figuring that out.

Q: Is there anything else you would like to share with us? (n=24)

61

Appendix

Statistical Analysis & Data Links

In this survey's analysis of results, nonparametric analysis, Chi-Square tests for independence, were used to examine significant differences between variable groups. This test was chosen because all variables compared were categorial; either ordinal or nominal in scale and in many cases sample sizes within groups were small.

When analyzing the data, a significance threshold of $p < 0.05$ was used. This means that a result was considered statistically significant if the probability of observing that result due to chance alone was less than 5%. If a result was found to be statistically significant at the 0.05 level, this means that there is less than a 5% chance that the observed effect is due to chance. Significant differences at this level are noted within the report alongside visualized data.

It is important to note that statistical significance does not necessarily indicate the practical significance or importance of a result. A result may be statistically significant, but the effect size (i.e., the magnitude of the effect) may be small or insignificant. It is also possible for a result to be non-significant, but still have important implications for theory or practice. When interpreting the statistical results, it is important to consider both statistical and practical significance, as well as any limitations or assumptions of the statistical methods used.

The open-ended comments from respondents in this survey were analyzed using a general inductive approach. This involved reviewing the responses and identifying patterns and themes that emerged from the data, rather than imposing a pre-determined coding scheme.

Data Links

The following links are provided for additional reference. Other resources are hosted on Woodland Park Zoo's intranet and may be accessed by WPZ staff. Questions or requests for additional data resources may be sent to Woodland Park Zoo's Evaluation & Impact team.

Survey Outline PDF

Data Tables (Resource use by Organization)