

**Parks: The New Climate Classroom
Workshop Schedule**

Date	Time	Schedule	Core Question	Summary	Presenters
Wednesday, Nov 6					
Callippe Foyer and Patio	6:30pm	Opening reception			Hosted by Institute at Golden Gate
	7:15-8:00pm	Fireside Chat & Screening	What does this place have to teach us?	Join local filmmaker and PBS host Doug McConnell and representatives from Golden Gate NRA to deepen our understanding of Golden Gate as a park and a place of innovation	Doug McConnell , filmmaker and host of PBS' Open Road
Thursday, Nov 7					
All sessions and meals will be in the Callippe Ballroom	7:00-8:00am	<i>BREAKFAST</i>			
	8:00-8:20am	Welcome	What are we here to do?	Introduction to the Institute at the Golden Gate and Golden Gate National Recreation Area	Lisa Bennett , author, and Communications Director, Center for Ecoliteracy; Chris Spence , Director, Institute at the Golden Gate; Frank Dean , Superintendent, Golden Gate N.R.A., NPS
	8:20-8:45am	Speaker: Rising to the challenge	Why talk about climate change in parks?	Parks offer a unique and trusted platform for education--it's time to talk about climate change	Chris Lehnertz , Pacific West Regional Director, NPS
	8:45-9:30am	Speaker: Behavior Design	How can we be more effective with our behavior change efforts?	The Persuasive Tech Lab at Stanford has a unique approach for tackling behavior change problems, called Behavior Design. This session will introduce Behavior Design and explore how it can applied to pro-environmental behaviors and in the context of parks	Matt Kresse , Designer, Persuasive Technology Lab, Stanford
	9:30-10:00am	<i>BREAK</i>			
	10:00-11:00am	Dialogue: Storytelling	How do we tell the story of climate change?	Storytelling is as old as humanity. What have we learned about using story and narrative to engage learning and action and how is it being applied to climate change	Jonah Sachs , Free Range Studios, author of <i>Winning the Story Wars</i> ; Mark Hertsgaard , author of <i>HOT: Living Through the Next 50 Years on Earth</i>
	11:00am-12:00pm	Dialogue & video: Bringing story to life	What is the power of visual narrative?	How Our Children's Trust brings its story to life and makes an impact through video and narrative	Kelly Matheson , Senior Program Manager, Witness and filmmaker for Our Children's Trust; Xiuhtezcatl Roske-Martinez , Our Children's Trust and Earth Guardians; Kelsey Juliana , Our Children's Trust
	12:00-1:00pm	<i>LUNCH</i>			
	1:00-2:00pm	Speaker: Connecting people and climate change	How might climate science and communications research connect with parks?	Explore the research and key elements on what works in climate change and science communications	Edward Maibach , Director, Center for Climate Change Communication, George Mason University
	2:00-3:00pm	Panel: Interpretation & education design	What can parks learn from other education venues and providers?	The design of content, curriculum, and learning spaces is as important as the content itself. Communication and education styles and tactics from various formal and informal education venues provide examples that point to key elements and approaches	Elizabeth Babcock , Chief Public Engagement Officer & Dean of Education California Academy of Sciences; Maria Mortati , Principal, Mortati; Jon Christenson , Adj Asst Professor, Institute for the Environment and Sustainability, UCLA; Will Elder , Interpretive Ranger, NPS; Tim Watkins , Science and Education Coordinator, Climate Change Response Program, NPS
	3:00-3:30pm	<i>BREAK</i>			
	3:30-4:30pm	Panel: Communicating with diverse audiences	Do we communicate with everyone?	Demographics in the U.S. are in constant flux. Building inclusiveness from the ground up requires different thinking and engaging new audiences, and is vital to approaching systemic challenges	Julian Mocine-McQueen , Director of Education & Outreach, Green For All; Rosa Gonzalez , Director of Leadership Development, Alliance for Climate Education; Christy Rocca , Director, Crissy Field Center, GGNPC
	4:30-4:45pm	Close the day: the Martinez boys take over	How are each of us changing our world?	Close the day with energy and music and prepare for the evening and tomorrow	Xiuhtezcatl & Itzcuahtli Martinez , Earth Guardians
	5:15-5:45pm	<i>RECEPTION</i>			
5:45-6:30pm	<i>DINNER</i>				

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	6:30-7:30pm	Evening Dialogue: Designing for climate education	How might we humanize climate change communication and learn from other examples?	Join designers from IDEO to explore examples of systems change, communication for impact, and strategies for engagement using examples from other large organizations and global challenges	Steve Bishop , Global Lead of Environmental Impact, IDEO; Meija Jacobs , Senior Design Lead & Brand Strategist, IDEO
Friday, Nov 8					
All sessions and meals will be in the Callippe Ballroom	7:00-8:00am	<i>BREAKFAST</i>			
	8:00-8:05am	Welcome	Where do you want to go today?	Set-up the day and seek new commitments	Lisa Bennett , author, and Communications Director, Center for Ecoliteracy
	8:05-9:00am	Speaker: Placemaking	What makes a place a great place?	The practice of intentional placemaking brings together people, physical space, communities, organizations, and the natural world. We'll consider how these and other elements play a role in creating vibrant places for learning and connection	Fred Kent , President, Project for Public Spaces
	9:00-10:00am	Panel: Developing partnerships	Why collaborate?	Exploring the elements of successful partnerships, both public-private and others, and how they lead to impact greater and possibilities	Jad Daley , Climate Change Program Director, The Trust for Public Land; Mary Miller , Director, NOAA-Exploratorium partnership; Maureen Blanc , Director, Charge Across Town; Jenn Fox , Executive Director, Bay Area Open Space Council
	10:00-10:30am	<i>BREAK</i>			
	10:30-11:30am	Panel: Mobilizing an agency at regional and national scales	What does it take to weave climate change response into the fabric of a large agency?	The challenges and tactics for addressing climate change regionally and system-wide in the National Park Service	Tim Watkins , Science and Education Coordinator, Climate Change Response Program, NPS; Sheri Forbes , Regional Chief of Interpretation and Education, Pacific West Region, NPS; Ray Sauvajot , Chief Natural Resource Programs, Pacific West Region, NPS; Amanda Schramm , Realty Specialist, Pacific West Region, NPS
	11:30am-12:30pm	Panel: Calling the public to action	How do we engage a mass audience?	Strategies for communicating and educating toward new action and behavior change with a mass audience	Amanda Starbuck , Energy & Finance Program Director, Rainforest Action Network; Daniel Kessler , U.S. Communications Director, 350.org; Melanie Nutter , Director, San Francisco Dept of Environment; Greg Dalton , Founder, Climate One at Commonwealth
	12:30-1:30pm	<i>LUNCH</i>			
	1:30-2:30pm	Dialogue: Mobilizing connectivity	Can we connect outside with online?	Tactics for building a comprehensive experience that incorporates new tools and existing strategies	Craig Miller , Science Editor, KQED; Eric Rodenbeck , CEO / Dan Rademacher , Project Manager, Stamen Designs
	2:30-3:30pm	Panel: Generational differences	How do we pass on what we know, empower hope and get out of the way?	Tactics for engaging young people on climate change in a manner that builds possibilities, empowers new action, and reaches across generations	Sarah Shanley Hope , Executive Director, Alliance for Climate Education; Milton Chen , Senior Fellow, Edutopia; Xiuhtezcatl Roske-Martinez , Our Children's Trust and Earth Guardians; Ernesto Pepito , Associate Director, Crissy Field Center, GGNPC
3:30-4:00pm	Large group discussion: Next steps	What comes next for this topic and group?	A consideration of learnings, actions, and connections to move forward	Institute at the Golden Gate staff and Lisa Bennett	
4:00-4:15pm	Conclusion	What have we started?	Where we go from here and how to stay connected	Chris Spence , Director, Institute at the Golden Gate	
Saturday, Nov 9, post-conference					
Breakfast and session: Tidewater B	8:15-9:00am	<i>BREAKFAST (pick-up boxed lunch for the road)</i>			
	9:00am-2:00pm	Design Workshop: Climate change communication and education	How might parks communicate and educate on climate change more effectively?	Apply design thinking methodologies and themes from the conference to real world climate change communication and education challenges and programs	Whitney Mortimer , Partner, IDEO