

Planning for Jane Goodall's Wild Chimpanzees

Jane Goodall Educators Institute

July 25, 2001

Action Plan

Program Title:

Understanding Chimps, Humans, and Tanzania

Action Plan Contact:

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Program Audience:

Adults (18+) including members, donors, and general public

Program Overview:

A four-part series composed of three workshops and one local tour. The workshops are designed to stand alone but each will enhance understanding of chimpanzees, Gombe Stream National Park, and the human relationship to the topic. Program components include humans and chimps, chimp research, an overview of Tanzania, and a tour of the local zoo's primate area(s).

Program Goals:

This program will promote understanding of and interest in chimpanzees, the scientific process, and Tanzania.

Suggested Program Components:

Humans & Chimps workshop

 Overview of chimps

 Humans and chimps

Understanding Chimp Research

2 speakers: 1st about language research, 2nd about other chimp research

Suggested Program Components (continued):

Where in the World is Tanzania?

Culture

Food

History

Gombe Stream National Park & Mahali National Park

Tour Saint Louis Zoo's Jungle of the Apes

Behind the scenes

Primate observation

Implementation Procedure/ Steps Needed to Facilitate this Program:

Determine internal program team members

Identify resources/ experts

Develop program outline

Determine & contact potential instructors (including zoo for tour component)

Provide Marketing dept. with program information (e.g. description, fee, dates, etc.)

Reserve space and resources (e.g. tables, A/V equipment, etc.)

Refine outline with instructors

Develop materials list

Purchase supplies

Implement

Program Dates and Times:

Several offerings, spread throughout run of film

Location:

Science center classrooms and local zoo

Internal Contacts:

Adult Programs, Marketing & Community Relations, Science and Galleries (department with science expert contacts)

External Contacts:

Local universities, zoo, Jane Goodall Educator's Institute participants

Venue Dates for Jane Goodall's Wild Chimpanzees:

January – May, 2003

Timeline for Planning and Implementation:

March, 2002	Identify program development team
April	Identify resources, internal & external
May	Develop program content
June - July	Program description & information ready for marketing
August – October	Continue development of program content
November/ December	Finalize program content and develop supply list
January, 2003	Purchase supplies
February – May	Implementation of program

Evaluation Method:

The St. Louis Science Center's BERTT (Better Education and Revenue Through Tracking) system will be used to monitor satisfaction and accomplishment of the mission.

Other Recommendations:

This program can be offered several times to meet needs of audience. For example, program can be offered all or in part during the day for older adults, on weekends or evenings for working adults, and an exclusive offering for organizations such as OASIS (a national older adult organization.) Program can be adapted for other audiences.