

# Kayla A. Cranston, Ph.D.

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## SUMMARY of QUALIFICATIONS

- Conservation psychology specialist with over 12 years of experience in designing, implementing, and evaluating programs that build the capacity of environmental professionals to conserve biodiversity.
- Formally educated as a human behavior researcher and education program evaluator.
- Significant experience working collaboratively with interdisciplinary teams to create, evaluate, and disseminate findings from the evaluation of education programs.
- Expertise in creating, implementing, and analyzing data from quantitative psychometrics to evaluate education projects.

## EDUCATION

Postdoctoral studies

Human Dimensions Laboratory

Department of Fisheries and Wildlife

Oregon State University

Ph.D. in Environmental Studies with emphasis on Conservation Psychology

Antioch University New England, Keene, NH

*Focus on creating a method and survey tool to foster and evaluate long-term capacity of North American and East African professional training participants to apply new skills to the conservation of biodiversity.*

M.A. in Community-based Social Marketing

Prescott College for Liberal Arts & the Environment, Prescott, AZ

*Focus on applying community-based social marketing to a sustainable development plan in Arizona*

B.S. in Behavioral and Social Psychology

Arizona State University, Tempe, AZ

Magna cum Laude

## PROFESSIONAL POSITIONS

October 2019- current

Director, Conservation Psychology Strategy & Integration  
Public Service Faculty, Department of Environmental Studies  
Antioch University New England, Keene, NH

January 2016- current

Instructor of Conservation Psychology Online Course  
University of California San Diego Extension  
La Jolla, CA

January 2018- July 2019

Conservation Education Researcher and Engagement Director  
Conservation and Audience Research and Evaluation Department  
Saint Louis Zoo  
Saint Louis, MO

September 2016-February 2018

Human Dimensions Post-Doctoral Scholar  
Department of Fisheries and Wildlife  
Oregon State University  
Corvallis, OR

December 2014- 2015

Evaluation and Monitoring Associate  
Trout Unlimited (TU)

Asheville, NC

December 2014- 2015      Research and Manuscript Writing Associate  
Karen Peterman Consulting  
Asheville, NC

May 2013-March 2015      Behavior Change and Evaluation Specialist  
Human Wildlife Conflict Collaboration (HWCC)  
Bethesda, MD

August 2013-August 2014      Conservation Psychology Fellow  
Antioch University New England, Keene, NH

January 2012- December 2013      Administrative Coordinator  
Center for Academic Innovation (CAI)  
Antioch University New England (AUNE), Keene, NH

January 2012-August 2014      Administrative Director  
Conservation Psychology Institute  
Antioch University New England (AUNE), Keene, NH

January 2011-August 2012      Behavior Change Specialist  
American Museum of Natural History (AMNH), New York, NY  
Center for Biodiversity and Conservation  
Network of Conservation Educators and Practitioners (NCEP)

January 2010- May 2013      Adjunct Faculty  
Environmental Studies Master of Arts Program Antioch  
University New England, Keene, NH

June 2012      Faculty  
Conservation Psychology Institute  
Antioch University New England, Keene, NH

September 2011- August 2012      Adjunct Faculty  
Keene State College, Keene, NH  
Environmental Studies Department

July 2007- August 2009      Admissions Counselor  
Prescott College  
Prescott, AZ

October 2005- June 2007      Operant Behavioral Research Lab Manager  
Arizona State University, Tempe, AZ Peter  
Killeen, Ph.D.- Principal Investigator  
<http://psychology.clas.asu.edu/killeen/people>

February 2003-September 2005      Behavioral Neuroscience Research Assistant  
Arizona State University, Tempe, AZ  
Edward Castaneda, Ph.D.- Principal Investigator

January 2002- January 2003      Social Psychology Research Assistant  
Arizona State University, Tempe, AZ  
Robert Cialdini, Ph.D.- Principal Investigator

## **HUMAN DIMENSIONS RESEARCH**

### Local Engagement in Coastal Management Decision-Making in Oregon

2016-17

Co-PI, Oregon State University, Corvallis, OR

Using interviews, focus groups, and literature review to identify the psychological, socio-economic, and governance-focused wellbeing and motivation metrics related to environmental decision-making across community team members along the coast of Oregon. Working

collaboratively with the Oregon Department of Fish and Wildlife and Oregon Sea Grant to identify community groups. Working directly with community teams on the Oregon coast to co-create metrics that will help monitor their wellbeing and motivation as it relates to future environmental decision-making.

### The Cognitive Structure of Shoreline Manager Priorities on the Olympic Peninsula

2017

First author, Oregon State University, Corvallis, OR

Analyzing quantitative and qualitative data from a study that explored how shoreline managers' mental models and priorities changed after an intervention that showed them social data about their constituents. Findings indicate that there is a slight correlation between the shift in shoreline managers' mental models and priorities after the intervention. This study provides a baseline of metrics and methods to use in future studies of how social information affects managers' decision making process.

### Learning Interventions for Private Landowners to Restore Watershed Ecosystems

2017

Co-author, Oregon State University, Corvallis, OR

Interpreting data and co-writing discussion about this study, which used semi-structured interviews with private landowners to investigate determinants of support among riparian landowners to cooperate in restoration efforts. Findings indicate different learning interventions influence support for restoration. First, peer-to-peer interactions and relationships can influence land use decision making. Also, ecological monitoring data and information that increases awareness of the condition of watershed ecosystems can influence support for restoration projects on private property. This study provides insight into how watershed restoration organizations can more effectively work with private landowners through understanding and incorporating these distinctions in landowner outreach and engagement.

### Psychological Determinants of Capacity for Conservation in Practitioners

2012-2016

PI, Antioch University New England, Keene, NH

Comparative study using interviews and surveys to identify universal and population-specific metrics to determine long-term action toward environmental goals in North American and East African practitioners. Exploratory Factor Analysis was used to analyze the results. Findings indicate that meaningful ownership, effective autonomy, community need, group efficacy, and understanding all play an important part in the development of long-term capacity in practitioners while meaningful ownership, effective autonomy, and community need are predictive of 35% of variance in long-term capacity behavior. Interesting differences were found across populations. This study provided insight into the psychological underpinnings of capacity building across North American and East African practitioners and highlighted the importance of considering population-specific differences in these dimensions in future cross-cultural capacity building efforts.

## **PROFESSIONAL LEADERSHIP and COLLABORATION**

Current IUCN World Commission on Protected Areas Capacity Development Working Group on Evaluation  
Washington D.C.

2016-18 Social Science Advisory Committee  
Puget Sound Partnership  
Seattle, WA

- August 2013                   Trainer & Facilitator  
Regional Network for Conservation Educators in the Albertine Rift  
University of Burundi, Africa  
Bujumbura, Burundi
- August 2012                   Symposium Co-Organizer  
Association for Tropical Biology and Conservation  
49<sup>th</sup> Annual Meeting: Ecology, Evolution, and Sustainable Use of Tropical  
Biology  
Bonito, Mato Grosso do Sul, Brazil
- July 2002                       Community-based Conservation Field Staff  
International Student Volunteers (ISV), Gandoca, Costa Rica

#### MANUSCRIPTS and PUBLICATIONS

- Peterman, Cranston, Pryor & Kermish-Allen. (2015). Measuring Primary Students' Graph Interpretation Skills Via a Performance Assessment: A case study in instrument development. *International Journal of Science Education*, DOI: 10.1080/09500693.2015.1105399. Available Online: <http://dx.doi.org/10.1080/09500693.2015.1105399>
- Cranston, K. (2016). *Building & Measuring Psychological Capacity for Biodiversity Conservation*. (Electronic Dissertation). Available at: [http://rave.ohiolink.edu/etdc/view?acc\\_num=antioch1472034188](http://rave.ohiolink.edu/etdc/view?acc_num=antioch1472034188)
- Cranston, Kayla Ann. (2009). Theory in action: A sustainable community development framework from a psychological perspective. M.A. dissertation, Prescott College, United States -- Arizona. Retrieved May 27, 2009, from Dissertations & Theses @ Prescott College database. (Publication No. AAT 1462237).
- Mazur, Zoloto, Cranston & Sanabria. (2012). Environmental Discounting: using the ERBI to estimate the likelihood of engaging in environment-responsible behavior. *Journal of Environmental Psychology*.
- Cranston, Kayla A, Saunders, C.D, DeYoung, R. (in development). Willing & able: Fostering psychological capacity for biodiversity conservation.
- Cranston, Kayla A, Trevelyan, R. Saunders, C.D, Kaplin, B. (in development). Psychological willingness as an indicator of long-term capacity for biodiversity conservation.
- Cranston, Kayla A, Delie, J., Beidenweg, K. (in development). The impact of social data on coastal manager mental models and decision-making.

#### INVITED PRESENTATIONS

- January 2017                   Women in Science Group, Oregon State University  
Corvallis, Oregon  
Presentation: Long-term engagement in environmental decision-making
- June 2015                       Conference of Environment & Human Well-being  
Claremont Graduate University  
Claremont, California  
Presentation: *Building & Evaluating Capacity for Biodiversity Conservation*
- October 2007                   ECOSA Institute of Sustainable Design, Prescott, AZ  
Lecture: *The Importance of Life Principles in Biomimicry-Based Ecological Design*

#### ACADEMIC PRESENTATIONS

- June 2016                       Association for Tropical Biology and Conservation

- 53<sup>rd</sup> Annual Meeting: Tropical ecology and society: Reconciling conservation and sustainable use of biodiversity  
Montpellier, France  
Presentation: *Psychological willingness as an indicator of long-term capacity for biodiversity conservation*
- August 2015      27<sup>th</sup> International Congress for Conservation Biology (ICCB)  
Montpellier, France  
Presentation: *Fostering & Evaluating Durable Motivation in Capacity Building Programs*
- July 2012      Association for Tropical Biology and Conservation  
49<sup>th</sup> Annual Meeting: Ecology, Evolution, and Sustainable Use of Tropical Biology  
Bonito, Mato Grosso do Sul, Brazil  
Presentation: *The Role of Empowerment & Meaningful Action In Effective Biodiversity Conservation*
- June 2011      Antioch University New England, Keene, NH  
10<sup>th</sup> Annual Environmental Studies Student Research Symposium  
Presentation: *Capacity Building for Biodiversity Conservation in Eastern Africa*
- May 2008      Prescott College, Prescott, AZ  
Thesis Presentation: *Less Talk More Action: Creating a Theory-Based Community Action Plan to Foster a Sustainable Future*
- January 2008      Highlands Center for Natural History, Prescott, AZ  
Lecture Series: *Sustainability Theory and Applications*

#### **PROFESSIONAL AFFILIATIONS**

- January 2018 -present      Association of Zoos and Aquariums (AZA)  
Member  
The AZA leverages the wildlife expertise of its members to promote animal welfare, conservation efforts, and scientific education.
- February 2011-present      International Association for Society and Natural Resources  
Member  
IASNR is an interdisciplinary professional association open to individuals who bring a variety of social science and natural science backgrounds to bear on research pertaining to the environment and natural resource issues. Our official journal, *Society and Natural Resources*, publishes research articles and policy analyses pertaining to a broad range of topics addressing the relationships between social and biophysical systems. Our official meetings, the International Symposia on Society and Resource Management, are held annually.

## REFERENCES

Tania Schusler, Ph.D.

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Associate Faculty

Institute of Environmental Sustainability

Loyola University Chicago

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Professor of Psychology, Dean of Graduate Studies and Research

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