

Kayla A. Cranston, Ph.D.

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SUMMARY of QUALIFICATIONS

- Conservation psychology specialist with over a decade of experience in designing, implementing, and evaluating programs that build the capacity of environmental professionals to conserve biodiversity.
- Expert on Co-designing *with* (not for) Communities model and is currently leading the Association of Zoos and Aquariums (AZA) and several other AZA member institutions in the co-design conservation programming with communities.
- 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, Co-design Science & Innovation Conservation Psychology Institute School of the Environment 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 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

Co-designing Conservation with (not for) Zoos and Aquariums 2020-current
PI, Antioch University, Keene, NH

[Click here for an article written on this work \(https://commonthread.antioch.edu/a-year-in-zoo-project-leads-to-expanding-community-partnerships/\)](https://commonthread.antioch.edu/a-year-in-zoo-project-leads-to-expanding-community-partnerships/)

Conservation Culture within Association of Zoos and Aquariums Member Organizations 2020- 2022
Co-PI, Antioch University, Keene, NH

Baseline survey instrument was designed to determine where current sample of AZA member institution staff are at in the current level of internal conservation culture. A stratified random sample included 20 AZA member institutions across different size

Empathy and Moral Reasoning for Animals and Other Children in Nature Preschool Students 2018-19
PI, Saint Louis Zoo, St. Louis, MO

Observational methods were designed and interviews conducted to determine the impact of the Saint Louis Zoo's Nature Preschool on preschoolers' empathy and moral reasoning for animals and other children.

Fear of and Empathy for Animals and Sense of Place in Urban 2nd Graders 2017-18
PI, Saint Louis Zoo, St. Louis, MO

Interview methods were designed to determine impact of the Saint Louis Zoo's 2nd Grade programming on participating students from Biome Elementary School in St. Louis, Missouri.

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.

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.

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, COLLABORATION, & AWARDS

Current	IUCN World Commission on Protected Areas Capacity Development Working Group on Evaluation Washington D.C.
2022	Outstanding Service Award Association of Zoos and Aquariums (AZA)
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 th 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

- Cranston, K.A. and Khalil, K. (2022), Conservation psychology: The future of conservation built upon a legacy. *Zoo Biology*, 41: 377-378. <https://doi.org/10.1002/zoo.21740>
- Cranston, K. A., Wong, W. Y., Knowlton, S., Bennett, C., & Rivadeneira, S. (2022). Five psychological principles of codesigning conservation *with* (not for) communities. *Zoo Biology*, 41, 409– 417. <https://doi.org/10.1002/zoo.21725>
- Cranston, K. (2016). *Building & Measuring Psychological Capacity for Biodiversity Conservation*. (Electronic Dissertation). Available at: 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*.

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>

INVITED PRESENTATIONS

- August 2019 Conservation Psychology Institute, Saint Louis Zoo
St. Louis, MO
Presentation: *Community-based Social Marketing*
- June 2019 Black Jack Town Hall
St. Louis, MO
Presentation: *Participatory Asset Mapping and the Saint Louis Zoo*
- April 2019 Ferguson Youth Initiative (FYI)
Ferguson, MO
Presentation: *Participatory Asset Mapping, Ferguson, and the Saint Louis Zoo*
- August 2018 Psi Chi Missouri Chapter, Lindenwood University
St. Louis, MO
Presentation: *What is Conservation Psychology?*
- 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
53rd 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 27th 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
49th 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

10th 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 AVAILABLE UPON REQUEST

