

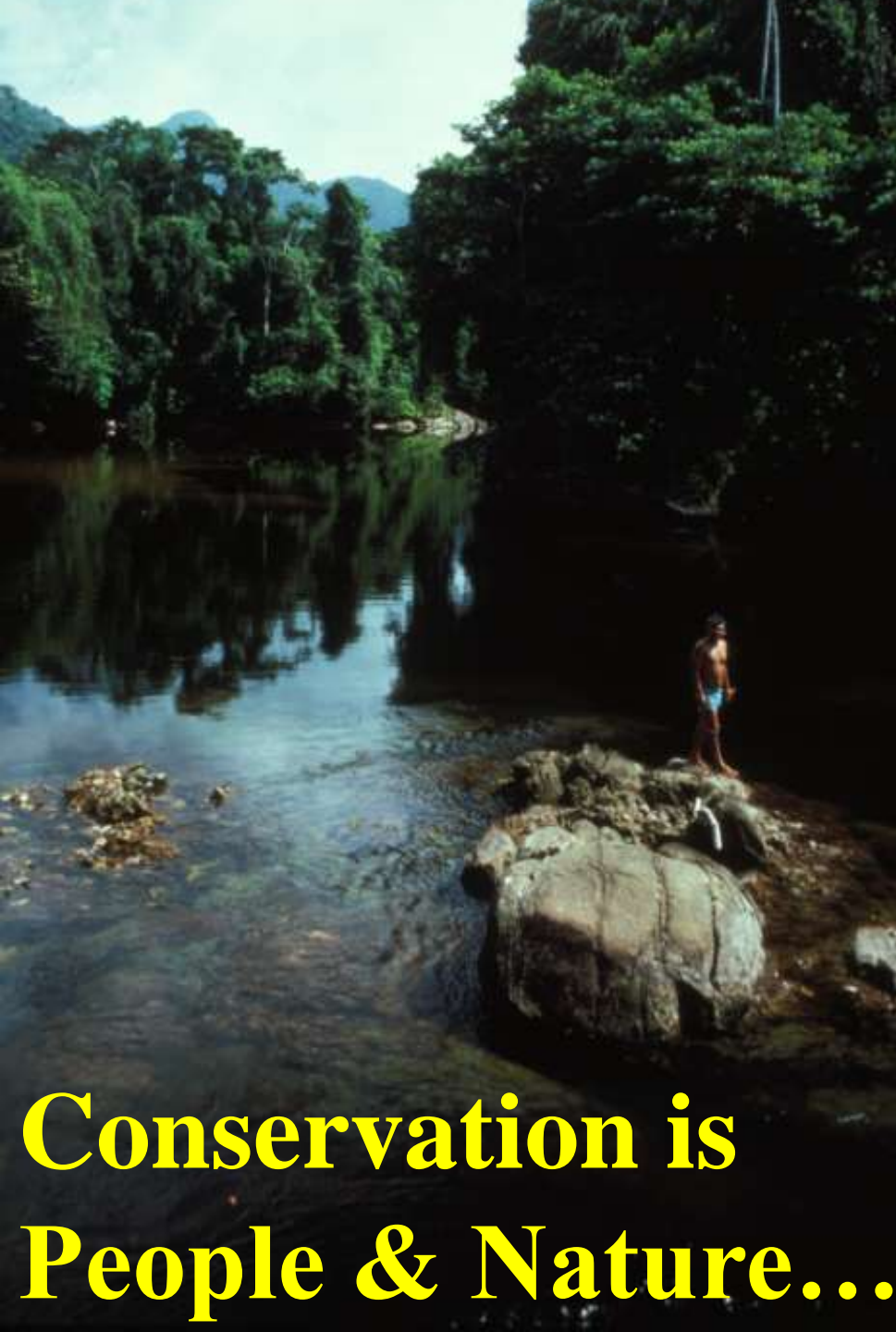


Chicago Zoological Society
Inspiring Conservation Leadership



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**Conservation is
People & Nature...**

More people visit zoos
and aquaria in major
cities than all other
cultural institutions
combined...or all major
sporting events
combined!



Changing Demography

- 85% live in urban areas
- Growth rates are highest in “urbanizing” provinces/states
- Internet/TV rapidly replacing direct wildlife experiences...
- Polarization of issues...



Zoos are Portals to Nature

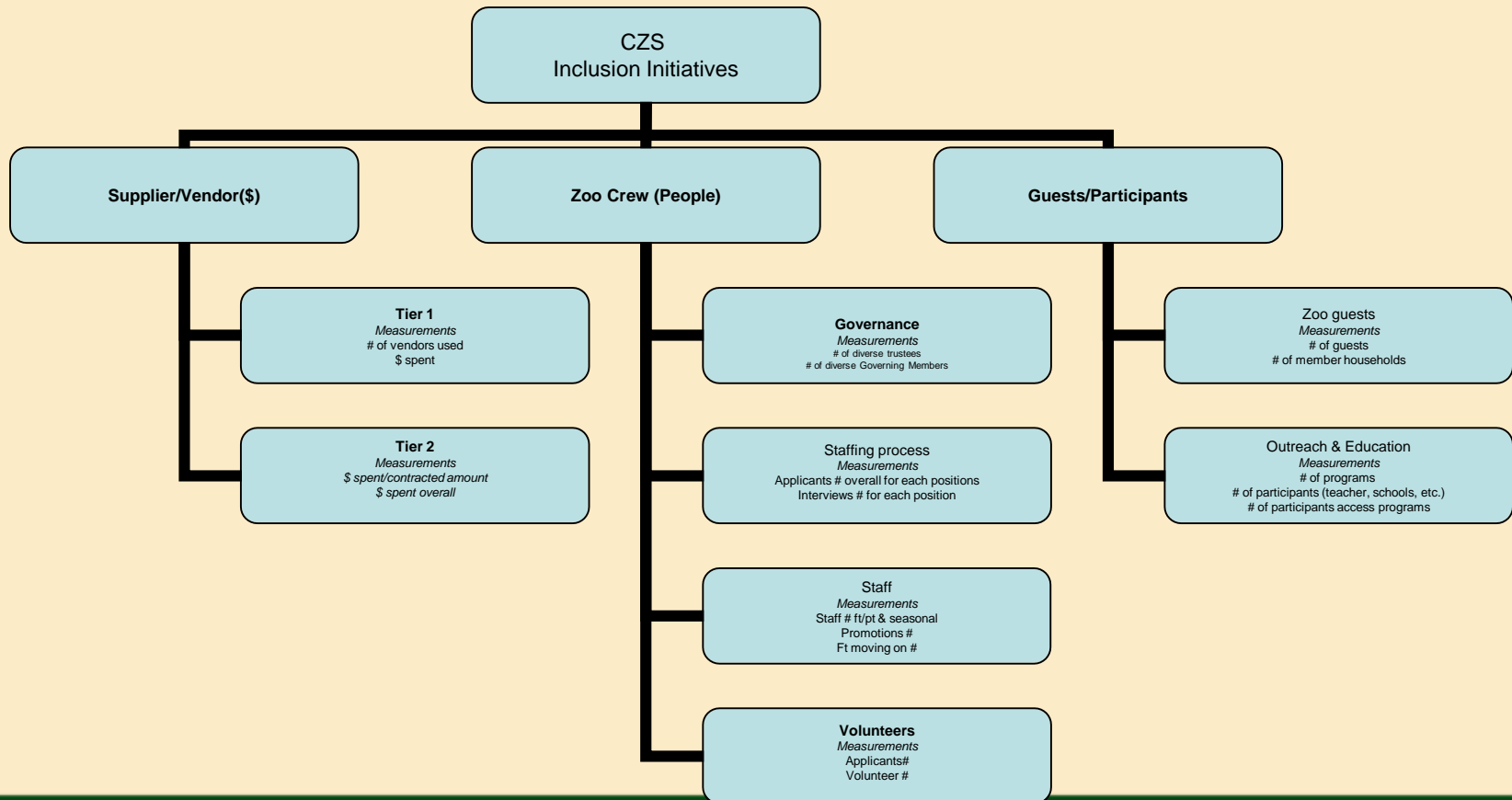
- A place for knowledge
- A place for inspiration
- A place for spiritual introspection
- A place to have fun
- A place promoting action
- A place for behavioral research...





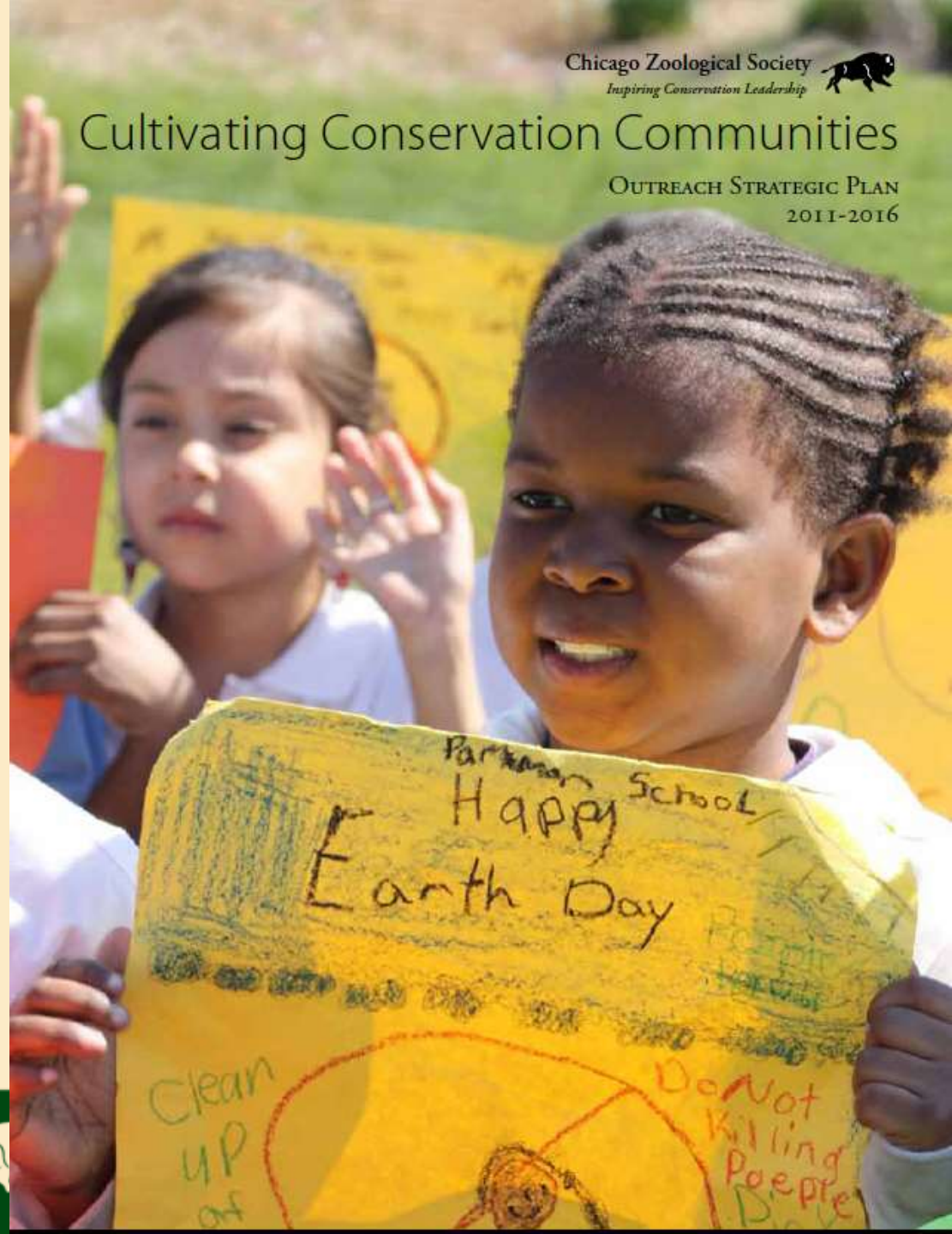
WE HAVE TO CHANGE

CZS Inclusion Framework



**Involve
communities in
planning up-
front!**

**Listen to how
you can be
relevant to
them.**



Involvement in the Planning

- Strategic Plan
- Master Plan
- Exhibit Plans
- Marketing campaigns



2015 OUTCOME

CZS IS KNOWN AS A LEADING ORGANIZATION IN ANIMAL WELFARE THROUGH RESEARCH AND APPLIED APPLICATIONS WITHIN THE ZOO AND ANIMAL FACILITIES. WE ACCOMPLISH THIS THROUGH THE CENTER FOR THE SCIENCE OF ANIMAL WELFARE.

KEY INITIATIVES

- Develop "state of the art" welfare assessment tools and strategies, including investigation of new concepts in measurement of welfare status.
- Develop innovative facility and exhibit designs that provide increased animal welfare based on the metrics from scientific studies and new concepts developed by the animal care staff.
- Increase the focus on animal training and enrichment in conjunction with research projects that measure the effectiveness of these programs.
- Continue to seek new and innovative approaches to animal management that will increase animal welfare and zoo-managed population sustainability. Implement models on sustainability of species exhibited at CZS and utilize research and new technologies to measure success.
- Increase the use of new technologies in our research operations, veterinary care,

2015 OUTCOME

CZS IS KNOWN AS A LEADING CONSERVATION ORGANIZATION AFFECTING SIGNIFICANT, MEASURABLE OUTCOMES IN INSPIRING CONSERVATION LEADERSHIP. WE ACCOMPLISH THIS THROUGH THE CENTER FOR CONSERVATION LEADERSHIP.

KEY INITIATIVES

- Establish the CZS Conservation Fund to help support our initiatives, funded by philanthropy, grants, in-park donations, and operating funds.
- Build the professional capital for conservation by engaging universities, graduate students and post doctoral professionals to develop new leaders in conservation research, animal welfare, and community-based field conservation.
- Measure behavior change in zoo guests and track conservation action.
- Become a facilitator for the diverse voices of conservation in the Chicagoland region by providing community-based conservation action together with career opportunities through leading-edge education and outreach initiatives.
- Continue and expand innovative field research in wildlife ecology and conservation in the Chicago region, the Great Lakes, and in biologically-rich habitats around the world.
- Engage CZS participants in opportunities to practice more sustainable

Strategy to Diversify and Deepen our Audience

Identify the need-Who could or should be coming

- Qualitative and quantitative research to better understand the audience especially decision making
- Integrate 1 & 2 into operations to drive visits (members and non members)
- Refine
- Become advocates for audience to drive programs and services



Challenging Our Assumptions

- More thoughtful about our assumptions of
 - family
 - values
- Assumptions have programmatic impacts



Decoding the Experience

- Language of preference
 - Voice mail box for membership questions
 - Product descriptions related to values
- Speaking to joint values in their language and through trusted sources of information
- Web site
- Images





Visit Planner

This tool is designed to help your family plan a day at the zoo. Please take a few minutes to fill out the form below and we can give you the *best* recommendation for your next visit!

Zip Code

How big is your family?

Number of children (3-11)

 ▼

Number of adults (18-64)

 ▼

Number of teens (12-17)

 ▼

Number of seniors (65 & up)

 ▼

What is your family's favorite animal(s)?

☐ Giraffe

☐ Dolphins

☐ Penguins

☐ Bears (polar, grizzly)

☐ Gorillas and Monkeys

☐ Wolves

☐ Cats (lions, tigers)

☐ Rhinoceros

☐ Sea Lions

Would you be interested in attending the dolphin show on your next visit? (Yes/No) ☐

What seasons(s) would you most likely plan a visit to the zoo?

☐ Spring

☐ Fall

☐ Summer

☐ Winter

SUBMIT



Impacting our Operations

- Dedicated Audience Development Team
 - Align efforts overall and specifically addresses acculturation
- Getting them here forces
 - Institutional change/growth
 - Operational improvements
 - Audience/customer experience



If you were to donate \$100 to the Chicago Zoological Society-Brookfield Zoo, how would you want us to spend your gift?

Area	African-American	Caucasian	Hispanic/Latino	All Others
Animal Care	17	34	34	37
New Exhibits	9	21	15	19
Exhibit Renovation	10	11	9	14
Ed. Programs in zoo	22	10	16	14
Ed. Programs in Chicagoland	20	5	13	5
Local Conservation	7	8	7	6
Global Conservation	7	6	5	2
Endowment	9	5	3	3

Audience Diversity – Chicagoland Non-Members

	2006	2007	2008	2009	2010	2011	2012	2013
Caucasian	68%	58%	62%	63%	57%	54%	47%	48%
Hispanic/Latino	11%	17%	15%	16%	20%	19%	23%	16%
African-American	13%	14%	12%	12%	13%	15%	20%	21%
All others	8%	11%	11%	9%	10%	12%	10%	15%



Audience Diversity – Chicagoland Members

	2006	2007	2008	2009	2010	2011	2012	2013
Caucasian	82%	75%	79%	82%	74%	76%	74%	75%
Hispanic/Latino	7%	9%	9%	9%	13%	11%	14%	14%
African-American	3%	6%	5%	4%	3%	5%	4%	3%
All others	8%	10%	7%	5%	10%	8%	8%	8%



Questions to Think About

- Why is this an issue now?
- What are your assumptions?
- What is the image of your organization with the audiences that you are trying to reach?
- What do you really know about those you are trying to reach?
- Are you “unintentionally exclusive”?
- Will it be a part of the strategy, culture and function of the organization?



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