

GRADUATE CERTIFICATE IN COMMUNICATIONS FOR CONSERVATION

The Graduate Certificate in Communications for Conservation is a 6-course, 12-credit offering covering concepts and strategies, research and case studies, and tools and skills for successful conservation communications. Focus is given to various methods of community and stakeholder outreach, and public and media relations as they relate to conservation and conservation planning.

[Students interested in graduate work should refer to the Graduate and Professional Bulletin.](#)

Learning Objectives

Upon successful completion of this graduate certificate, students will be able to:

1. Apply environmental communications theories and strategies to a wide range of conservation communications activities, including public relations campaigns, public planning and engagement on conservation projects, educational and interpretive opportunities, and crisis management when dealing with critical and diverse audiences to affect change for conservation management.
2. Identify different media and public relations channels and products, and analyze their coverage and portrayal of natural resources management and conservation issues.
3. Develop writing, speaking, and other communications skills to be able to deliver clear, relevant, and engaging conservation-related materials for interactions with different audiences.
4. Demonstrate familiarity and competency with a variety of social and digital media applications to share information and deliver messages for conservation programs and campaigns.
5. Respond appropriately to environmental crisis situations through competently explaining to, and interacting with, different audiences about causes, responses, risks, and actions.
6. Apply conservation communications skills towards decision-making and policy advisory opportunities, national media outreach, required public-planning and information situations, and other executive management responsibilities.
7. Demonstrate competency and familiarity with strategic communications planning and evaluation processes for conservation programs and campaigns.
8. Develop targeted conservation messages, activities, and strategies as part of broader communication efforts.