

The Chesapeake Bay Research Reserve Engages Educators in Virginia to Better Understand their Needs for Information and Resources

(CBNERRVA Education Market Analysis and Needs Assessment)

The Chesapeake Bay National Estuarine Research Reserve - Virginia's (CBNERRVA) Market Analysis and Needs Assessment (MA/NA) are tools to benefit the education program at CBNERRVA. The MA/NA will help address which programs or informational content to focus the education program on without duplicating the same services offered by other programs. A MA/NA has not been done in this area and will provide enormous information about the audiences and constituents that CBNERRVA works with. The MA/NA will be done in the Hampton Roads area with a focus on Gloucester, Mathews, and York Counties in Virginia. The target audience for the Needs Assessment is K-12 science teachers.

The proposed Market Analysis (MA) and Needs Assessment (NA) are tools that would benefit the education program at the Chesapeake Bay National Estuarine Research Reserve in Virginia. A MA would allow the Reserve to; 1) be better aware of other local and regional programs that offer a range of services – both similar and different, and 2) identify potential services, and/or informational products, that are not being offered or audience needs that are not being met. A NA would also be beneficial to CBNERRVA by collecting information about the needs of our target audience, which include local teachers, students, and community members. The NA would allow CBNERRVA to tailor programs to be most helpful and useful to the community. The main purpose of the NA is to understand teacher's current state of attitudes, knowledge, and skill levels on coastal topics as well as some specific topics including restrictions on field experiences and climate change.

For more information about this project, please contact:

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For more information about CBNERRVA, please visit:

www.vims.edu/cbnerr