Juneteenth Celebration

* Required

1. How often do you spend time outdoors in nature (parks, lakes, gardens, etc.)? *

- ◯ Often
- ◯ Sometimes
- ◯ Rarely
- ◯ Never

2. Have you ever visited a zoo or aquarium? *

- ◯ Yes
- ◯ No
- ◯ Maybe/Don't remember

3. How do you feel about nature and animals? *

- ◯ I like it alot
- ◯ I like it a little
- ◯ I am neutral
- ◯ I don't really like it
- ◯ I don't like it at all

4. Do you feel connected to nature? *

- ◯ Yes, very connected
- ◯ Somewhat connected
- ◯ Not very connected
- ◯ Not connected at all

5. Which of these have you done in the past year? (Check all that apply.) *

- [ ] Visited a Zoo
- [ ] Visited an aquarium
- [ ] Visited a park
- [ ] Watched birds or other wildlife
- [ ] Went fishing, hiking, camping, or another outdoor activity
- [ ] None of these

6. What would make you more likely to go to a zoo or nature event? (Pick 3) *

- [ ] Lower cost
- [ ] More family activities
- [ ] Events closer to where I live
- [ ] More people who look like me
- [ ] More chances to learn about animals
- [ ] Nothing would change my mind
- [ ] Other

7. Have you ever participated in a MN Zoo program like events, camps, educational programs, etc.? *

- ◯ Yes
- ◯ No

8. What kinds of things would you be most interested in? Select all that apply: *

- [ ] Places to be with family
- [ ] Walking in trails or nature
- [ ] Learning about animals/wildlife
- [ ] Community or Cultural events
- [ ] Picnics
- [ ] Events like Wanderlight or Music in the Trees
- [ ] Summer Camps
- [ ] Daytime experience like the Bird or Sea Lion Show
- [ ] Nature Preschool
- [ ] Volunteering at the zoo
- [ ] Not interested

9. What is your Zip Code *

10. Which language(s) do you speak *

- [ ] English
- [ ] Spanish
- [ ] Somali
- [ ] Hmong
- [ ] Other

11. Can you participate in a community listening session in July or August? As a thank you for participating you will ***receive 4-free MN Zoo tickets***--If interested, please provide your name and contact information (email or phone number)?

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Juneteenth Celebration!

* Required

1. How do you feel about animals or wildlife? *

- ◯ Positive
- ◯ Neutral
- ◯ Negative
- ◯ Don't know/No opinion

2. Which of these have you done in the past 12 months? (Select all that apply) *

- ☐ Visited a Zoo
- ☐ Visited an aquarium
- ☐ Visited a nature center or wildlife refuge
- ☐ Visited a park or nature area
- ☐ None of these

3. Have you ever participated in a Minnesota Zoo program like nature walks or guided tours? *

- ◯ Yes
- ◯ No

4. What would make you more likely to visit a zoo? (Select all that apply) *

- [ ] Places to be with family
- [ ] Walking the trails or nature
- [ ] Staff or guides who reflect my community
- [ ] Learning about animals/wildlife
- [ ] Cultural events
- [ ] Adult Programming
- [ ] Bird or Sea Lion Show
- [ ] Special Events like Wanderlight
- [ ] Volunteering at the zoo
- [ ] Not interested

5. What is your Zip Code *

6. Which language(s) do you speak *

- [ ] English
- [ ] Spanish
- [ ] Somali
- [ ] Hmong
- [ ] Other

7. Would you be willing to participate in a follow-up conversation about community engagement? As a thank you for participating you will ***receive FREE MN Zoo tickets.*** ***Please provide your name and contact information:***

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Microsoft Forms

Listening Session Facilitation Guide

Alejandra Champions Cohort Project for Advancing Conservation through Empathy (ACE) for Wildlife
Community Listening Session
Length: 60 minutes
Audience: Juneteenth survey participants
Format: In-person & Virtual

Purpose

To better understand how community members connect with wildlife and nature, what experiences have shaped those connections, and how community engagement at the Zoo can continue to create welcoming, culturally relevant experiences that foster empathy for wildlife and encourage lifelong conservation behaviors.

Objectives

By the end of the session participants will have:

- Shared personal experiences with animals and nature.
- Reflected on what builds empathy toward wildlife.
- Identified barriers that prevent deeper engagement.
- Co-created ideas for making community engagement Zoo experiences more welcoming and meaningful using ACE for Wildlife frameworks.
- To gain insights to inform future community engagement strategies

Anticipated Outcomes

At the end of the session, I hope to have a deeper understanding of:

- Insights on how empathy for wildlife develops within Black and African American communities.
- The role of culture, family, and community in shaping connections to nature.
- Barriers that prevent participation in Zoo experiences and/or empathy for Wildlife.
- What makes messaging feel authentic and relevant.
- Community-generated ideas for improving outreach, programming, and engagement.

ACE empathy definition: Empathy is a stimulated emotional state that relies on the ability to perceive, understand, and care about the experiences or perspectives of another person or animal. Empathy is an ability that can be strengthened or diminished based on setting and context.

In Person-Facilitation plan

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Agenda (60 Minutes)

Welcome

Introduction

- *Purpose*
- *Discuss expectations.*
  - *Be Present*
  - *Want to hear your voice*
  - *Be respectful of others*

Activity 1 Connection to Wildlife
Tell me about a memorable experience you've had with an animal or in nature.

Activity 2 Empathy for Wildlife
Show photos and share their story-will *use Ume-Malayan Tapir & Haines-Brown Bear*:
Question for participants:

- *What emotions do you feel looking at this animal?*
- *What do you think this animal needs to survive?*
- *What challenges do you think this animal faces?*
- *What similarities do you see between people and this animal?*

Activity 3 Dive into Survey
Share a summary of the survey findings:
"I heard that families enjoy nature, cost can be a barrier, many people haven't participated in Zoo programs, and people value cultural and community events."
Question 1
What makes you feel welcomed in outdoor spaces?

Question 2
What makes you feel like those spaces are not meant for you?

Question 3
What kinds of stories about animals would you want your friends, family, or children to hear?

Question 4
If the Zoo came into your community, what would you want them to bring?
Examples:

- *family activities*

- *cultural celebrations*
- *conservation projects*
- *art*
- *music*
- *storytelling*

Question 5
"Imagine it is five years from now. Minnesota Zoo has become one of your favorite places. ***What changed?"***

Closing Reflection Question
What is one thing you took away from today's conversation?

****

Virtual Only Facilitation plan

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Format: Virtual (Zoom)
Length: 60 Minutes
Participants: 5–7 community members
Tools: Zoom & Mentimeter & Powerpoint

- **Welcome**
  - "Good evening! Thank you so much for joining us today…"
- **Purpose**
- **Meeting Guidelines**
  - Everyone's voice matters.
  - Listen respectfully.
  - There are no right or wrong answers.
  - Feel free to use chat if you prefer typing.
  - Cameras are welcome but optional.

Activity 1 Connection to Wildlife
Tell me about a memorable experience you've had with an animal or in nature.

Activity 2 – Empathy for Wildlife
Show photos and share their story-will *use Ume-Malayan Tapir & Haines-Brown Bear*:
Question for participants:
- *What emotions do you feel looking at this animal?*
- *What do you think this animal needs to survive?*
- *What challenges do you think this animal faces?*
- *What similarities do you see between people and this animal?*

Activity 3 – Dive into Survey
Share a summary of survey findings.
““I heard that families enjoy nature, cost can be a barrier, many people haven't participated in Zoo programs, and people value cultural and community events."
**Use Mentimeter*

Question 1
What helps you feel welcomed in places like parks, nature centers, or the Zoo?

Question 2
What can make outdoor spaces feel less welcoming or harder to enjoy?

Question 3
What kinds of stories about animals would you want children and families in your community to hear?

Question 4
If the Zoo came into your community, what would you most want them to bring?
Examples:

- *family activities*
- *cultural celebrations*
- *conservation projects*
- *art*
- *music*
- *storytelling*

Question 5
Imagine it's five years from now, and visiting the Zoo has become one of your family's favorite traditions. *What changed?*

Closing Reflection Question
In one word, what are you taking away from today's conversation?