

ANIMAL IQ — EDUCATION AND RESEARCH DEPARTMENT

Annual Plan 2026

Department Overview

Department Name: Research and Education

Lead: Mercy Charles Yoere

Assistant: Gloria Chuchu

Reporting to: Executive Director / Management Team

Mandate

The Research and Education Department is responsible for developing, coordinating, and implementing all educational and research-related activities within Animal IQ. The department aims to promote awareness, knowledge, and evidence-based practices that enhance animal welfare, biodiversity conservation, and ecosystem sustainability.

Department Vision and Mission

Vision:

To be a leading source of knowledge and learning that inspires compassion, stewardship, and sustainable coexistence between people, animals, and the environment.

Mission:

To advance understanding and appreciation of animals and ecosystems through innovative education, participatory research, and collaboration with communities and partners.

Table 1: Summary of 2026 Goals

Goal Area	Strategic Goal	Key Outputs
Education	Develop and implement structured animal & ecosystem education programs	Curriculum, workshops, digital learning materials
Research	Conduct research that strengthens conservation awareness and informs programs	Publications, reports, data sets
Partnerships	Strengthen collaboration with schools, universities & conservation bodies	MOUs, joint activities
Digital Knowledge	Build a digital knowledge hub for resources, reports & learning	E-library, media content
Department Development	Improve systems, monitoring & internal capacity	SOPs, workplans, evaluation tools

Detailed 2026 Strategic Goals & KPIs

GOAL ONE: Deliver High-Impact Animal & Ecosystem Education

Objective: Expand and professionalize Animal IQ’s education programs for children, youth, communities, and online audiences.

Key Actions

- Develop 3 standardized education curriculums:
 - *Wildlife & Biodiversity*

- *Animal Welfare*
- *Ecosystems & Climate*
- Conduct 24 school/community outreach sessions.
- Produce 12 short educational videos with the Media Team.
- Train 30 volunteers as Education Ambassadors.

KPIs

KPI	2026 Target
Number of education frameworks developed	3
Number of schools reached	20+ schools
Community workshops delivered	10 events
Educational videos produced	12
Volunteers trained	30

Goal 2: Strengthen Research for Conservation & Welfare Insights

Objective: Generate high-quality, useful research that informs Animal IQ programs and supports public awareness.

Key Actions

- Publish **4 research briefs** (animal behaviour, biodiversity, climate impacts, ecosystems).
- Complete **2 major research projects**, e.g.:

- Urban wildlife and human-wildlife interactions
- Biodiversity trends in selected Kenyan habitats
- Establish a **data management system** for all research outputs.
- Present findings at **2 conferences or forums**.

KPIs

KPI	Target
Research briefs published	4
Major research projects completed	2
Data system developed	100% completion
Event presentations	2

Goal 3: Build Strategic Partnerships to Amplify Impact

Objective: Collaborate with institutions that strengthen learning, research, and outreach.

Key Actions

- Secure **5 institutional partnerships** (universities, schools, NGOs).
- Co-host **3 joint research or education projects**.
- Create a **mentorship/internship program** for students.
- Participate in **community & conservation forums**.

KPIs

KPI	Target
Partnerships established	5
Joint projects executed	3
Interns/mentees hosted	10
Public events participated in	6

Goal 4: Build a Digital Knowledge Hub (E–Library)

Objective: Create an accessible online library for documents, research findings, resources, infographics, and educational media.

Key Actions

- Upload all departmental materials into structured digital folders.
- Create an online repository for public education materials.
- Publish **monthly newsletters**.
- Develop **an online blog** for articles, case studies, and field stories.

KPIs

KPI	Target
Digital library completed	100%
Newsletters published	12
New articles posted	24
Resource downloads/views	5,000+

Goal 5: Strengthen Internal Capacity & Departmental Systems

Objective: Build efficient systems, improve workflows, and enhance team capacity.

Key Actions

- Create SOPs (Standard Operating Procedures) for education, research & reporting.
- Develop **quarterly workplans** & monitoring tools.
- Train volunteers and the assistant in:
 - Content development
 - Data handling
 - Program facilitation
- Budget planning and resource mobilization with Finance & Partnerships teams.

KPIs

KPI	Target
SOPs developed	3 SOPs
Workplans completed	4 workplans
Team/staff trained	10 volunteers + assistant
Budget execution rate	≥85%

Timeline Overview

Table: Annual Timeline 2026

Quarter	Major Activities
Q1	Develop curricula, start research projects, create SOPs, set up knowledge hub
Q2	Begin school/community programs, publish 1st research brief, launch blog
Q3	Partnerships expansion, volunteer training, produce educational videos
Q4	Complete research projects, publish annual reports, evaluate programs

Expected Outcomes for 2026

- Strong educational programs reaching thousands of learners.
- A respected research arm producing relevant local conservation knowledge.
- A well-organized digital knowledge center supporting national learning.
- Robust partnerships with schools, universities, and environmental bodies.
- A more structured, efficient department that drives impact across Animal IQ.

2026 DEPARTMENTAL WORKPLAN – EDUCATION & RESEARCH

2026 Annual Objectives

1. Build a functional research program with clear priorities and outputs.
2. Develop high-quality educational materials for public, schools, and partners.
3. Strengthen internal knowledge systems and department capacity.
4. Support organizational activities through expert input, monitoring & evaluation.
5. Expand collaborations with universities, conservation groups, and government agencies.

Quarterly Workplan Table (2026)

Q1: January – March 2026

Focus Area	Key Activities	Deliverables	Lead	Timeline
Research Program Setup	Identify 3–4 flagship research themes (urban wildlife, biodiversity loss, community attitudes, waste & wildlife interactions).	Research priority document	HoD + Research Officer	Jan
	Develop standardized data collection tools (survey forms, field sheets).	Toolkits		Feb
Education Materials	Draft national wildlife education curriculum for schools.	Curriculum outline	R&E	Feb–Mar
	Create 6 infographics on biodiversity, climate & wildlife conservation.	Infographics pack	Comms +	Jan–Mar

			Education	
Knowledge Management	Complete department filing system (Drive & Trello)	Structured KM system	HoD	Jan
Capacity Building	Training for volunteers on basic research methods.	Workshop report	HoD + Programs	Mar
Partnerships	Initiate collaborations with 2 universities.	MoU drafts	Partnerships Team	Mar

Q2: April- June 2026

Focus Area	Key Activities	Deliverables	Lead	Timeline
Research Execution	Launch at least 1 field-based study (e.g., urban wildlife survey).	Preliminary data report	Research Officer	Apr–Jun
	Develop animal welfare & rescue assessment checklist.	Approved checklist	HoD + Vet Team	May
Education	Produce 3 educational videos (ecosystems,	Video series	Edu Officer + Comms	Apr–Jun

	animal behaviour, conservation).			
	School outreach program rollout to 8 schools.	Outreach report	Education Team	Apr–Jun
Community Engagement	Develop community wildlife awareness manual.	Manual	Edu + Programs	May
Internal Systems	Start quarterly departmental newsletters.	Q2 Newsletter	HoD	Jun
Partnerships	Formalize at least 2 MoUs signed.	Signed MoUs	Partnerships	Apr–Jun

Q3: July – September 2026

Focus Area	Key Activities	Deliverables	Lead	Timeline
Research Output	Analyze data from field studies (biodiversity survey, attitudes survey).	Mid-year Research Report	Research Officer	Jul–Aug
	Present findings to management.	Presentation slides	HoD	Sept
Education Programs	Develop training modules for volunteers (wildlife ID, ethics, M&E).	Training modules	Education	Jul
	Deliver 2 major public talks/webinars.	Webinar recordings	Edu + Comms	Aug–Sept

Knowledge Management	Upload all mid-year reports, raw data, photos, and files.	Organized repository	KM Focal Person	Jul–Sept
Community & Schools	Implement wildlife clubs in 5 more schools.	Club activity reports	Education	Aug
Strategic Engagement	Participate in at least 2 national conservation events.	Event briefs	HoD	Jul–Sept

Q4: October – December 2026

Focus Area	Key Activities	Deliverables	Lead	Timeline
Research Output	Finalize full-year research paper/report for publication.	Annual Research Report	HoD + Research Officer	Oct–Dec
	Submit 1 article to a peer-reviewed journal.	Submitted manuscript	Research Team	Dec
Education & Awareness	Publish annual education magazine summarizing the year’s activities.	Education Magazine	Education + Comms	Dec

Impact Assessment	Conduct end-of-year monitoring of outreach and research impact.	Annual M&E Report	HoD	Nov
Knowledge Systems	Archive 2026 materials and develop 2027 KM plan.	KM Archive	HoD + Assistant	Dec
Partnership Strengthening	Hold partner appreciation & review meeting.	Partnership Report	Partnerships	Dec
Planning	Develop 2027 departmental priorities.	2027 Workplan Draft	HoD	Dec

Annual Work Distribution

Quarter	Research	Education	KM/ System	Outreach	Partnerships
Q1	High	Medium	High	Low	Medium
Q2	High	High	Medium	High	High
Q3	Medium	High	Medium	Medium	Medium
Q4	High	Medium	High	Medium	Medium