

# Lauren Watkins, Ph.d. | Environmental Psychologist



I have over 15 years of experience understanding the relationship between people and nature, fostering conservation outcomes that meet the needs of both communities and clients. **I have consulted for over 30 organizations, with 55% of them being repeat clients.**

- ✓ **Social Science:** Large and small-scale target audience research.
- ✓ **Community-centered Design:** Create with others, not for them. Challenge our assumptions as we learn and grow along the way.
- ✓ **Behavior Change & Social Marketing:** Foster systems and situations that lead to change and meet people where they are.
- ✓ **Communications Expert:** Develop messages that resonate by framing them around people's values, experiences, and needs.
- ✓ **Known for skills** in project management, facilitation, and storytelling with data, producing high-quality work with real impact.

## Experience

### EcoChallenge (Fractional role)

**BEHAVIORAL SCIENTIST - PROGRAMS & LEARNING MANAGER**

Behavior change expert, campaign support, client engagement

### Impact by Design, Inc. (2019-2025)

**PRINCIPAL - SOCIAL SCIENCE, RESEARCH & BEHAVIOR CHANGE**

Social science research, environmental psychology, campaigns

### White Oak Conservation Foundation (2014-2018)

**DIRECTOR - CONSERVATION EDUCATION**

Environmental education, interpretation, communications, strategy

### Florida Department of Environmental Protection (2010-2014)

**BIOLOGIST I; PARK SERVICES SPECIALIST**

Environmental education, interpretation, and resource management

## Education

### Ph.D. Environmental Psychology

**UNIVERSITY OF FLORIDA (2020)**

Dissertation of the Year Winner

**Advisor:** Dr. Martha Monroe

**Focus:** Fostering conservation ethic, community co-creation, environmental education

### M.S. Natural Resource Management & Environmental Science

**UNIVERSITY OF ILLINOIS**

### B.A. Psychology

**FLAGLER COLLEGE**

## Current Community & Professional Service

American Psychological Assoc.,  
Division 34 (Treasurer)

Social Marketing Assoc. of  
North America (Treasurer)

National Assoc. for Interpretation  
(Region 3 Treasurer)

National Network for Ocean and  
Climate Change Interpretation  
(Past-president)

St. Johns County, FL Recreation  
Advisory Board (Chair)

## Select Projects



### World Wildlife Fund & Aquarium of the Pacific

Seaweed Farming and Messaging Toolkit, Mixed-methods Target Audience Research, Message Testing, Project Management



Jane  
Goodall  
Institute

### Jane Goodall Institute

Large-scale Composting Campaign in Western Tanzania, Target Audience Research, Behavior Change Training, Monitoring and Evaluation, Book Writing



### Okefenokee Swamp Park & Adventures

Visitor Assessment, Master Interpretive Planning, Oral History, and Communications Training (to support World Heritage Site bid)



### Pan African Sanctuary Alliance

Target Audience Research, Behavior Change Campaign Design and Implementation Support (Guinea, DR Congo), Behavior Change Training