

The Schuylkill Center for Environmental Education

Deni, Kelly and Katie



About the Center

- + **Founded in 1965**
- + **One of the first urban environmental education centers in the country**
- + **Offers four core services:** environmental education, environmental art, land stewardship, wildlife clinic



Mission

“We inspire meaningful connections between people and nature. We engage with our forests and fields to foster appreciation, deepen understanding, and encourage stewardship of the environment.”



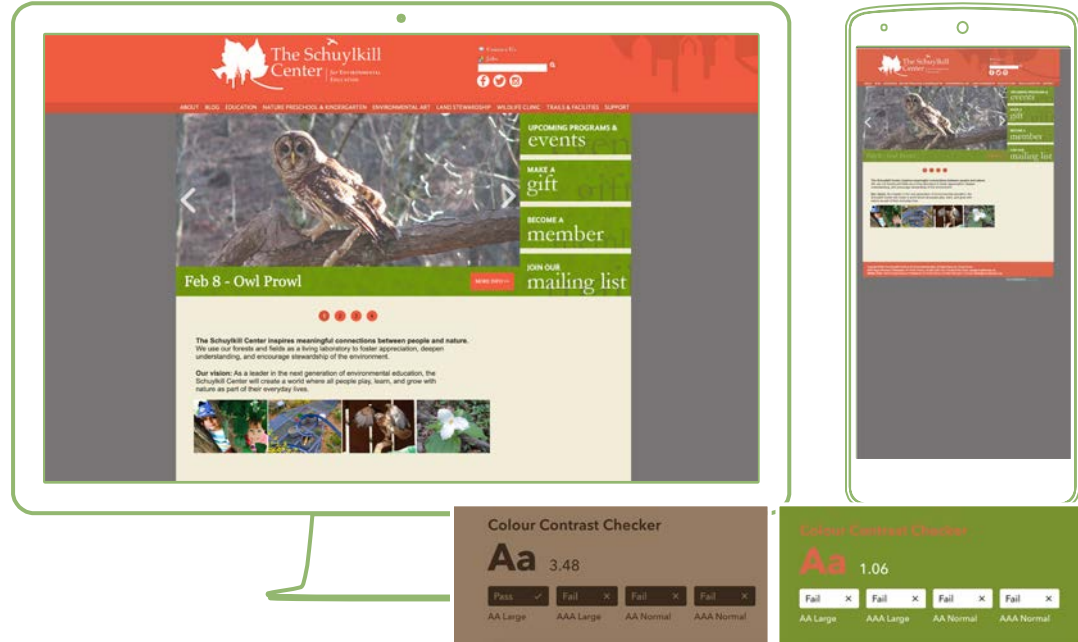


Heuristic Evaluation



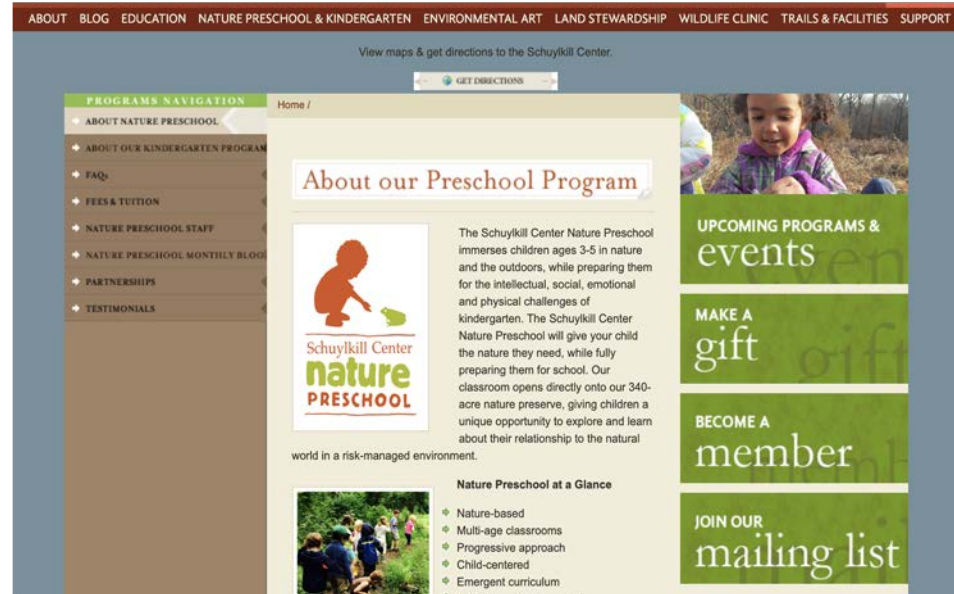
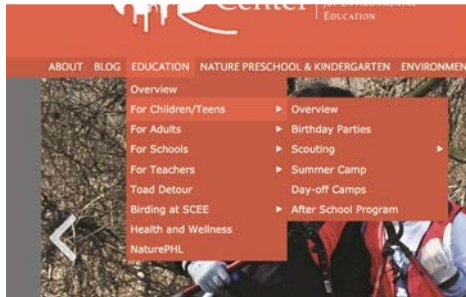
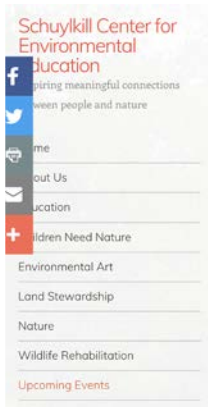
Lack of Accessibility Considerations

- + Not responsive
- + Not ADA compliant: failed color contrast, 11px body text, no Alt descriptions on images, H1 as images



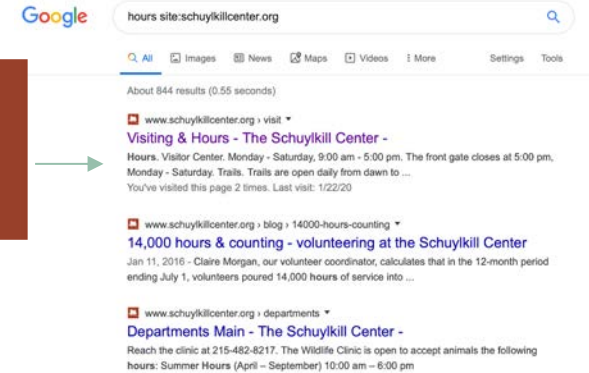
✦ Navigational and Content Issues

- ✦ Three levels of navigation
- ✦ Birthday party booking in Education
- ✦ Events & Blog as one page

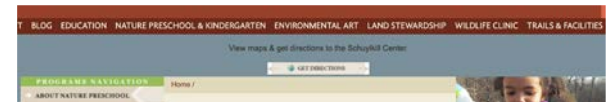


✿ Navigational and Content Issues

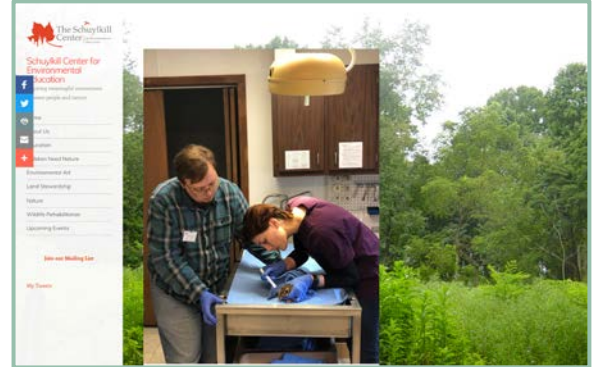
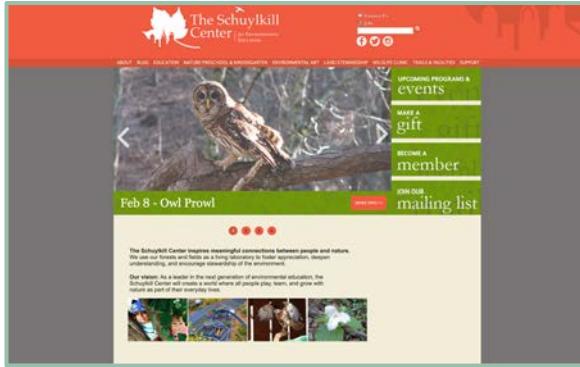
- + Search bar takes you to Google
- + Basic footer
- + No registration forms
- + No information on the safety of kids and people with disabilities
- + Only a credit card donation method



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8480 Hagy's Mill Road | Philadelphia, PA 19128 | Phone: 215-482-7300 | Fax: 215-482-8158 | Email: scee@schuykillcenter.org
Wildlife Clinic: 304 Port Royal Avenue | Philadelphia, PA 19128 | Phone: 215-482-7300 option 2 | Email: wildlife@schuykillcenter.org



Inconsistent Visual Design





Additional Research



efile GRAPHIC print - DO NOT PROCESS As Filed Data -

Form **990** Return of Organization Exempt From Income
 Under section 501(c)(3), 527, or 4947(a)(1) of the Internal Revenue Code (except foundations)
 Department of the Treasury Internal Revenue Service
 ▶ Do not enter social security numbers on this form as it may be made public
 ▶ Information about Form 990 and its instructions is at www.irs.gov/form990

A For the 2017 calendar year, or tax year beginning 07-01-2017, and ending 06-30-2018

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C Name of organization: THE SCHUYLKILL CENTER FOR ENVIRONMENTAL EDUCATION
 Doing business as:
 Number and street (or P.O. box if mail is not delivered to street address): 8480 HAGYS MILL ROAD
 Room/suite:
 City or town, state or province, country, and ZIP or foreign post office: PHILADELPHIA, PA 19128

F Name and address of principal officer:
 MICHAEL G WEILBACHER
 8480 HAGYS MILL ROAD
 PHILADELPHIA, PA 19128

I Tax-exempt status: 501(c)(3) 501(c) () (insert no) 4947

J Website: WWW SCHUYLKILLCENTER ORG

K Form of organization: Corporation Trust Association Other

Part I Summary

1 Briefly describe the organization's mission or most significant activity:
 TO INSPIRE MEANINGFUL CONNECTIONS BETWEEN PEOPLE AND

12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	2,108,463	2,000,225
13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	0	0
14 Benefits paid to or for members (Part IX, column (A), line 4)	0	0
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	1,357,688	1,562,283
16a Professional fundraising fees (Part IX, column (A), line 11e)	0	0
b Total fundraising expenses (Part IX, column (D), line 25) ▶ 182,386		
17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	799,041	791,943
18 Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)	2,156,729	2,354,228
19 Revenue less expenses Subtract line 18 from line 12	-48,266	-354,003

+ Form 990 shows a major deficit: - \$48,226 in FY18 vs - \$354,003 in FY19

+ Scandals

Hello Deni, I'll be happy to help you but the schuylkill is a terrible place, it's mismanaged by the executive director.

: (

Animals 'stolen' from Schuylkill Center's wildlife clinic, exec director says

by Barbara Boyer, Posted: January 31, 2018

Dozens of animals have been removed – and reported stolen – from Philadelphia's Schuylkill Center for Environmental Education in between the organization's executive director and the former head of rehabilitation.



-48,266



Dianne Wetherbee Dorn reviewed The Schuylkill Center for Environmental Education.

January 24, 2019 · 🌐

There are lots of **great programs,** birthday parties!



Like Follow + Create

4.9

4.9 out of 5 Ⓛ



Maura Viola recommends The Schuylkill Center for Environmental Education.

July 15, 2019 · 🌐

My son and I went wine berry picking at the center, there was a guide who led us to the best berry picking areas, she was very knowledgeable about the education center, birds we were hearing while picking, and plants we were encountering. My son loved how she would point out bugs and things for the kids, and he loved exploring inside the center while waiting to begin and before we headed home.

One tip, make sure you spray yourself thoroughly with bug spray, he had a deer tick under his shirt, and I found one in my house where I had removed clothes before throwing straight into the washer, we had forgotten to spray ourselves before going on the trails.



Donna Weksel Stasiorowski reviewed The Schuylkill Center for Environmental Education — 5★

May 25, 2017 · 🌐

excellent exhibit! Thanks Marian Stasiorowski-



Gavin W. Burris reviewed The Schuylkill Center for Environmental Education — 5★

July 25, 2016 · 🌐

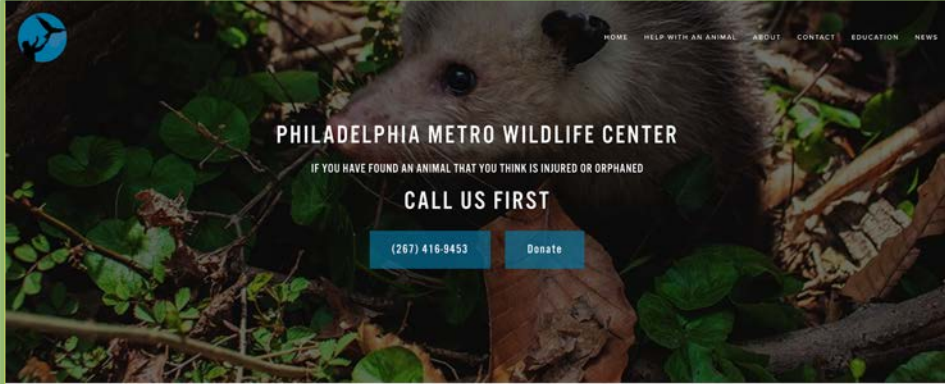
What **a great place for a trail run.** The new map along with the signage was very welcoming. Thanks. I'll be back for more!





Competition



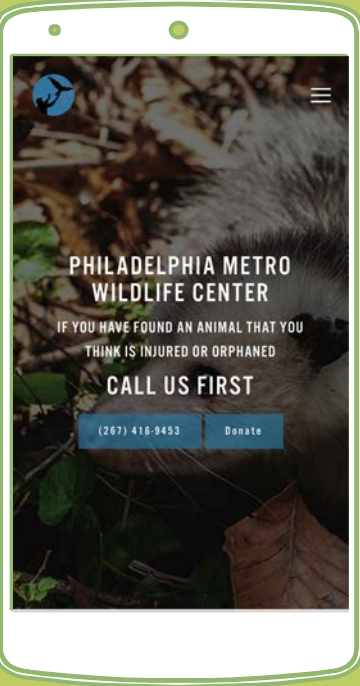


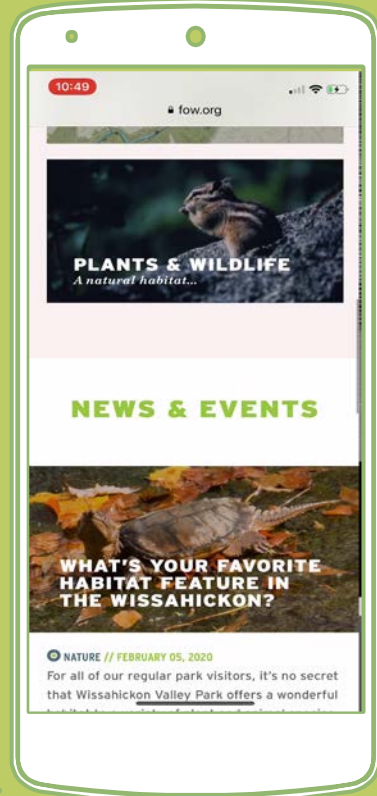
Preserving a future for Pennsylvania's wildlife through rehabilitation and education.

Open every day 10 am to 5 pm

PLEASE CALL US BEFORE BRINGING AN ANIMAL

NEED ASSISTANCE WITH WILDLIFE?





Organizational Challenges

- + **Fundraising**
- + **Disordered existing structure**
- + **Outdated document types and content**
- + **Volunteer management**
- + **Unclear information seeking**
- + **Unfriendly UI/UX design**



1. Heuristic Evaluation

Task 1 by Kelly: Book for A Birthday Party	
Heuristic 1: Findable	
Finding: "Birthday Party website page is not easily located unless use search bar."	Medium
Finding: "Information such as price is not available when the number of children over 15."	Severe
Finding: "Birthday Party package such as theme, educators, facilities and food is not clear."	Severe
Heuristic 2: Accessible	
Finding: "Birthday Party website page even the whole website has tiny size words when used on mobile."	Severe
Finding: "The color of texts that are selected is hard to read."	Medium
Finding: "Website is lack of description of images when people with a visual impairment."	Medium
Heuristic 3: Useful	
Finding: "Users are not able to complete the tasks with frustration that birthday party website page offered."	Low
Finding: "It does not show clear information with new users and membership users."	Severe
Finding: "There is no registration forms or more details information offered."	Severe
Heuristic 4: Credible	
Finding: "The context is lack of describing offer time such as 2-hour party time."	Medium
Finding: "It is easy to contact a real person."	Severe
Finding: "Information does not show safety caution."	Severe
Heuristic 5: Delightful	
Finding: "Context and images are not clear comparing with Please touch museum and Longwood Garden."	Low
Finding: "Users expectation is not met."	Medium
Finding: "Through browse the website, the birthday party information in Schuylkill is ordinary rather than excited."	Medium
Task 2 by Deni: Donations Page	
Heuristic 1: Accessible	
Finding Description	Rating (Low, Medium, Severe)
Since almost the entire website is not responsive, locating and clicking the donation button on the homepage and on the navigation menu when viewed on mobile devices is very difficult. Users have to zoom in the page so that the links and buttons become readable.	Severe
No "Alt" descriptions on buttons, images and logos.	Medium

Heuristic 2: Findable	
Finding Description	Rating (Low, Medium, Severe)
The donation button "Make a Gift" does not stand out on the homepage. It's visually identical to the other three CTA buttons, which are not of such high importance. This is a missed opportunity to bring optimal attention to the donations page.	Severe
The alternative path to reach the donations page (<i>Nav menu > Support > Donate > Make a Gift > Donations Page</i>) is lengthy and opens up in a new tab. In this case, you can't use the browser's Back button to return to the center's website.	Medium
There's no presence of the donation button in the footer.	Low
When the user clicks on the donation button, he/she is not immediately taken to the start of the donation process. Instead, the user is presented with another page to click on, then with a lengthy "Why donate" statement, and only then the user can fill out the donation form. All these steps can affect conversion rates.	Medium
The link in the navigation menu, which leads to the donation page, is called "Support". This is a misleading name as it does not intuitively suggest donating, and it can be read by users as "technical support".	Low
Heuristic 3: Useful	
Finding Description	Rating (Low, Medium, Severe)
The page does not offer different methods of payment other than a credit card. There are no options to pay with PayPal, online deposits or check. By not providing payment alternatives, the center is missing out on additional donations revenue.	Severe
There's no highlighted default suggested amount.	Low
The donation form does not automatically generate city and state based on zip code entered.	Low
The donations form does not provide automatic inline validation of information.	Low
Heuristic 4: Communicative	
Finding Description	Rating (Low, Medium, Severe)
There's no information on whether a donation can be done in-person or over the phone. The page gives the impression that the only way to donate is online.	Severe
After you make a donation, the email that you receive from the center is just a receipt of your donation. There's no thank you note and a bit more information on how your donation will be used.	Medium
"Why donate" is lengthy. A more concise compelling "Why" statement can be more effective at motivating users to donate.	Low
The donation button is labeled differently throughout the site. "Make a Gift", "Donate", "Support".	Medium
The donations page of the Schuylkill Center does not show donors the impact they will have depending on the specific amounts they give. The Wildlife Clinic shows this. Keeping consistency improves the user experience.	Low
Heuristic 5: Delightful	
Finding Description	Rating (Low, Medium, Severe)
The design and layout of the donations page is inconsistent with the design of the overall website. It feels like a different website.	Severe
The overall look and feel of the donations page is very plain and lacks proper formatting of body text.	Severe
The layout of the donations form can be improved with a multi-step donation process that shows the progress towards completing the form.	Low
Different visual treatment of images (some images are in a circular form, others in a rectangular form).	Low

Task 3 by Katie: Search website for center hours & location	
Heuristic 1: Clear	
The path to completing the task has many distractions - you're taken off the Schuykill Center page to a list of results from Google, which could easily distract users	Medium
Information is disrupted by blocks of text instead of highlighting the relevant information - so hours, address, and directions are scattered throughout the page instead of being the only items on the "Visiting & Hours" page	Severe
Users may not find the information easy to describe, depending on what type of learner they are - location is explained with language, no images or maps are provided	Low
Heuristic 2: Communicative	
Once a user clicks the search button, they are redirected to google - so the user location is not at all clear	Medium
There is no messaging used at all. Search results rely on Google - no autofill, suggestions, or customized results.	Severe
No sense of place is established, since results and links go to pages that look different.	Medium
Heuristic 3: Credible	
It's hard to say if the content is updated - there's no indication of when the page was last updated	Low
There is no information available about how to contact a real person, except for the catch-all email address and phone number listed in the page footer	Medium
No help or support page is available	Severe
Heuristic 4: Accessible	
Page is not responsive, so when viewing on a mobile device it is definitely not accessible	Severe
Page is not at all consistent across channels.	Medium
The website itself does not appear to meet minimum accessibility compliance guidelines, NOR does the visitation page have any mention of accessibility for those with disabilities. Is the building ADA compliant? Can wheelchair users go on trails? Etc.	Severe
Heuristic 5: Valuable	
The information itself is desirable to the target user, though perhaps the format could be improved	Low
Does not maintain conformity with expectations - you have to leave the site to find your search results	Severe
Not clear how success is measured, though there is a membership solicitation on the "Visiting & Hours" page, which could help contribute to the bottom line	Medium

Thanks!

