

Kristen Kunkle

Vice President, Social Science and Impact



Expertise

- Strategic Planning
- Research: Social Science, Education, Systematic Review
- Evaluation: Front End, Formative, Summative
- Translating Research to Program Development + Practice
- Project Management
- Educator Training, Professional Development, Capacity Building
- Writing for Both Technical + Non-technical Audiences

Education

- University of Florida, M.S. Human Dimensions of Conservation, Environmental Education + Communication
- University of Florida, B.A. Modern Literature + Literary Eco-criticism (Minors in Environmental Science + Cultural Anthropology)

Bio

As DoGoodery's Director of Sustainability Impact Strategies, Kristen leads research, strategic development, and impact evaluation for clients interested in creative pathways toward a more sustainable future - from maneuvering conservation psychology to changing behavior, applying research to practice, or designing co-beneficial programs at the intersection of environmental and social issues. She also manages research and evaluation needs across DoGoodery's client portfolio.

Prior to joining DoGoodery, Kristen served as the Research Manager for the North American Association for Environmental Education (NAAEE), overseeing research projects, evaluation capacity building, and professional development initiatives with university and federal partners.

Kristen honed her commitment to strengthening connections between people and places working as a park ranger and Master Naturalist in coastal Florida, where she later helped lead community-based oyster reef and shoreline restoration projects, co-managed education and extension activities for a \$25 million climate change adaptation and mitigation project, and conducted research on engaging dismissive audiences in climate solutions.

With a foot in research, evaluation, and practice (if she had three feet), Kristen is passionate about understanding the complexities of social systems and human behavior to shape a more connected, equitable, and sustainable world.

Director of Sustainability Impact Strategies, DoGoodery

June 2019 - Present

- Lead research, strategic development, and impact evaluation for clients interested in sustainability initiatives.
- Compile comprehensive reports to translate findings of research and evaluations into practical applications and recommendations across DoGoodery's client portfolio.
- Provide strategic direction, programmatic oversight, project management, and content development for key partners.

Research Manager, North American Association for Environmental Education

September 2015 - June 2019

- Responsible for managing organization's research and evaluation efforts, including providing strategic direction and programmatic oversight for university and federal partners.
- Developed research-based content, evaluation plans, and professional development, including the award-winning Practitioner Guide to Assessing Connection to Nature.
- Co-managed multi-million dollar projects to build capacity for high quality environmental education research, implementation, evaluation, and network building.
- Co-managed grant writing and reporting that led to over \$8M awarded to NAAEE.

Research Assistant, University of Florida

August 2013 - August 2015

- Co-managed education and outreach activities for PINEMAP, a \$25M USDA NIFA coordinated project among 11 universities and 8 research cooperatives integrating climate change research, extension and education. Priorities included development, evaluation, and revision of the award-winning curriculum Southeastern Forests and Climate Change.
- Conducted independent research to test methods for effectively engaging dismissive audiences in climate solutions.
- Translated scientific findings for technical and non-technical audiences in published book chapters and academic articles, presentations, and workshops.
- Coordinated and facilitated professional development and training workshops for environmental educators, using empirical methods to measure and improve effectiveness.

Master Naturalist & Education Specialist, GTM National Estuarine Research Reserve

September 2010 - August 2013

- Supported community-based coastal restoration projects, building local partnerships and providing place-based environmental education and citizen science programs to restore oyster reefs and shorelines in Northeast Florida.
- Co-designed and facilitated environmental education and community outreach programs, working with biologists to translate research findings.
- Received 120-hour Master Naturalist certification through UF IFAS, providing guided nature hikes and field-based activities for schools and visiting researchers.