

2024 Impact Report



Summary of Accomplishments

In 2024, Project WET launched *Foundations of Water Education*, an educator guide with 12 popular Project WET activities for teaching water literacy. “*Foundations*” was the first of four guides to replace the award-winning *Guide 2.0*—the second guide, *Water in Earth Systems*, releases in 2025. Project WET also launched WET Academy in 2024, a new interactive, virtual training platform.

For the first time in 30 years, Projects WET, WILD, and Learning Tree united for a joint conference in San Antonio. We also began strategic planning for 2025–2028. Data from our audiences was crucial in shaping this plan and helping us to understand who we serve. We refined our mission, vision, and core values to more accurately reflect Project WET’s identity and spirit.



photo by Lily Anne Phibian (UGA)

Mission

Project WET empowers educators to engage youth to understand water and solve local and global challenges.

Vision

Inspiring communities around the world to value and protect water.

Impact Numbers



4.75
million
educated
worldwide



3.6
million
students
educated



9,598
educators
trained in
Project WET

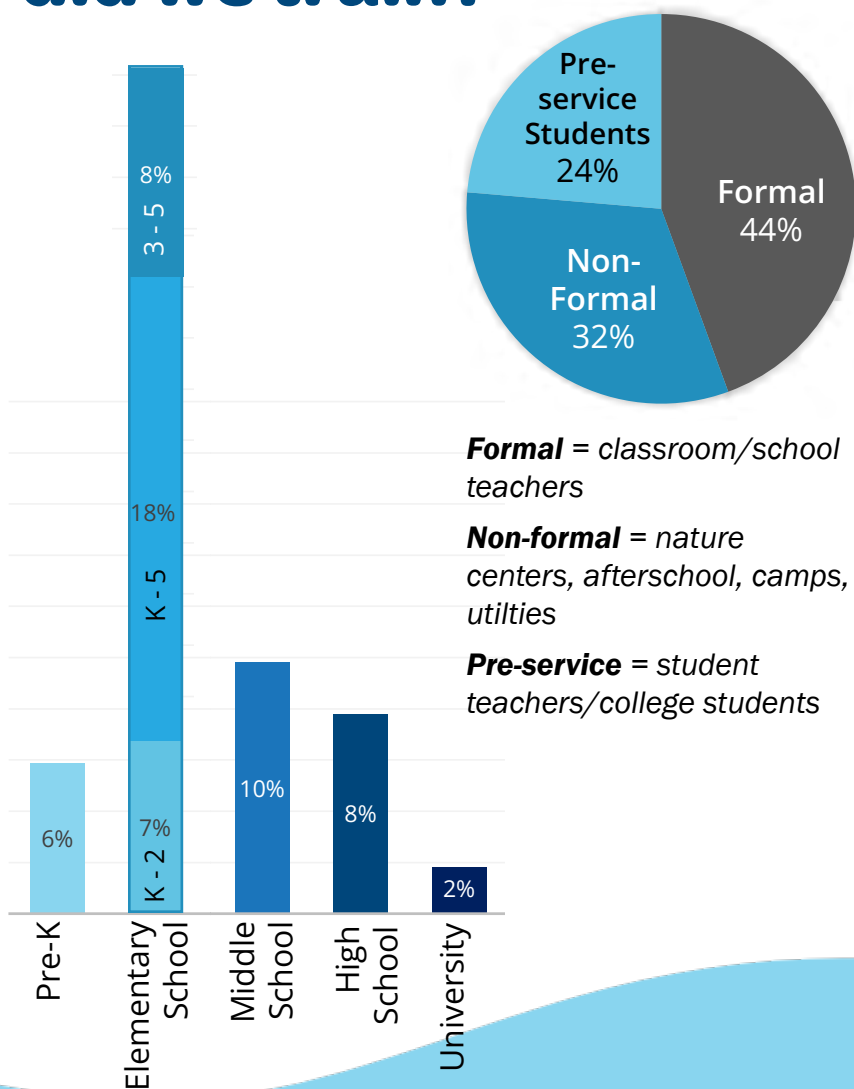


2,769
educators
trained in
NEW guide

96%

of educators increased their knowledge of how to teach about water resources.

What types of educators did we train?



Introducing WET Academy 314 people educated

Project WET launched WET Academy, a new online platform for virtual trainings. It is available to Coordinators, facilitators, educators attending in-person workshops, and River Members. "Foundations of Water Education" and "Climate, Water, and Resilience" trainings were available in 2024.

"Making science relevant to students is so important in helping make learning fun. Thank you!"

- Illinois educator after attending a Project WET training

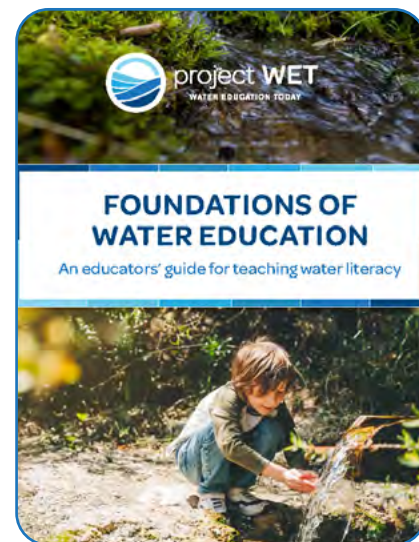


Highlights

Foundations of Water Education

After 13 years, Project WET is updating its flagship, award-winning curriculum—the *Project WET Curriculum and Activity Guide 2.0*. *Guide 2.0* (as it is known) will be updated and presented in four separate educator guides. The first of this series of guides—*Foundations of Water Education*—was published in early 2024.

Foundations of Water Education contains 12 of Project WET's most popular activities, which lay the groundwork for teaching water literacy to K-12 youth. With our local partners, we trained 2,769 educators using the *Foundations* guide in 2024.



PLT-WET-WILD Joint Conference

For the first time in 30 years, Project WET, Project WILD, and Project Learning Tree (PLT) teamed up to offer a joint conference in place of our independent annual conferences. Coordinators and facilitators of all three projects came together for a week of networking, training, and learning in San Antonio, Texas in May of 2024.

Project WET Membership

Project WET successfully launched memberships in 2024, offering three different levels of engagement for any educator. Rain drop memberships get access to exclusive newsletters and webinars. Stream memberships get additional access to digital resources through the WELL. Finally, River memberships access an online training and an educator guide on top of the other benefits.



photo by IL Sea Grant

95% of educators intend to become a better water steward as a result of a workshop.

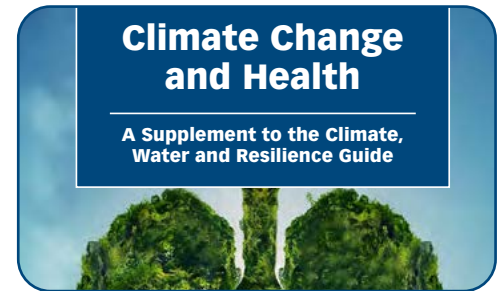


photo by WWDEP

Highlights

Climate Change and Health

The “Climate Change and Health” supplement is a new publication that works with the existing Climate, Water and Resilience educator guide. It delves into the critical intersections between climate change and public health.

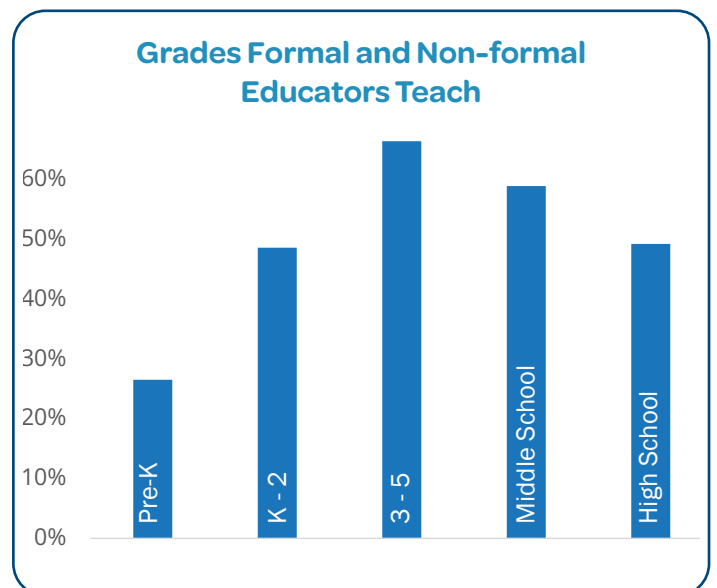
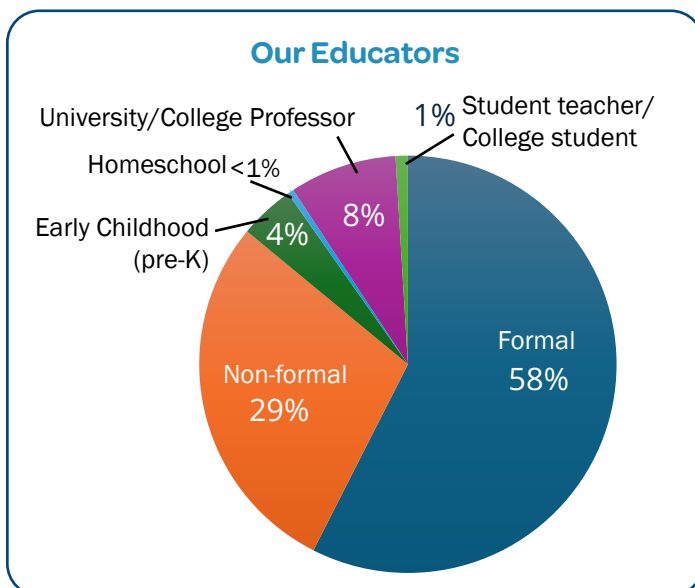


DiscoverWater.org |
141,532 people educated

DiscoverWater.org is a free, interactive website developed for youth ages 8-12. It has nine modules on various topics of water, and is available in English, Spanish, and Mandarin.

Getting to Know our Audiences

As part of developing our 2025–2028 strategic plan, we surveyed key audiences to better understand who we serve, how they use Project WET, and what they need.



Getting to Know our Audiences

Data analysis showed distinct differences in the needs between formal (classroom), non-formal (e.g., nature centers, utilities, aquariums, guest programs, etc.), early childhood, and university educators. However our educators are homogenous in demographics.

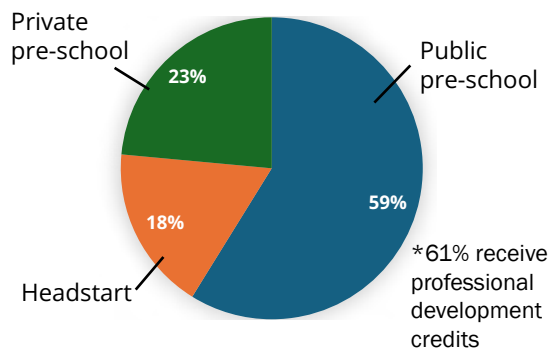
Project WET Partners' and Educators' Demographics

Age—Generally, over age 50 (>50%)

Gender—Mostly female (85%)

Race—Mostly white (75%)

Pre-K Childhood Settings



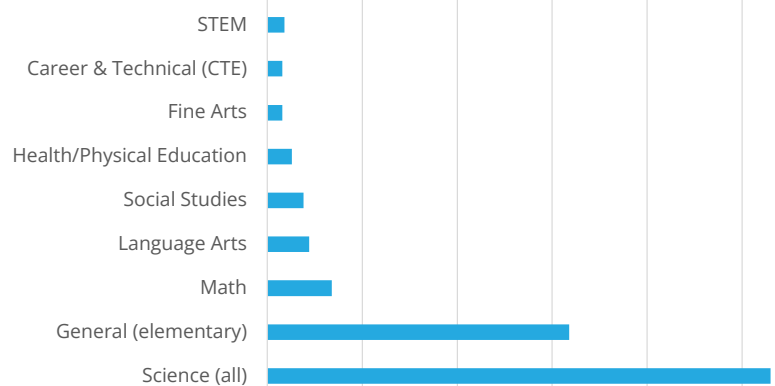
Why University Professors Use Project WET

1. Engaging and hands-on curricula.
2. Effectively teaches environmental and earth science topics.
3. Provides credentials and tools for resumes and future teaching.

Educator Comparison

Formal	vs.	Non-formal
- pays for professional development themselves or receives it at school - uses WET lessons in larger units - teaches a single grade or grade band - spends less than 25% of time teaching about water		- employers pay for professional development - uses individual WET lessons for special days or school visits - teaches multiple grades: pre-K to 12 - spends more than 25% of time teaching about water

Teacher Subject Use of Project WET



"I look forward to learning more about the Essential Understandings of the American Indian through the book and incorporating that information into my teaching."

- Georgia educator after attending a Project WET training



photo by WWDEP

94%

of educators reported the workshop taught them how to use Project WET to teach about environmental justice topics.

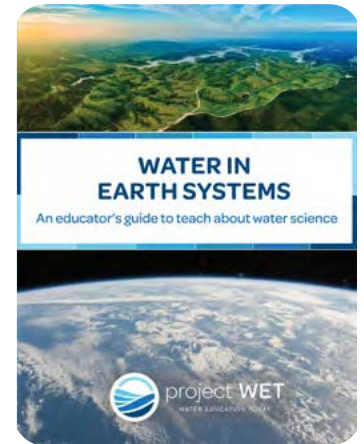


Looking to the Future: 2025-2028

Strategic Planning

At the end of 2024, we began our strategic planning process for the next three years. We adopted our strategic plan early in 2025. This included an updated mission, vision, and core values.

Project WET has six areas of focus for the next three years with SMART objectives for each priority goal.



Water in Earth Systems coming in March of 2025.

Priority Goals:

Reorganize resources for each audience that Project WET serves.



Create and implement products that are more accessible and aligned with current trends.



To be recognized by our brand as the leader in water education.



Expand the Board and staff to represent the audience that we aim to serve.



Develop and implement clear systems and processes for knowledge management.



Diversify, increase, and secure funding through multiple sources of revenue.

