

# Threatened/Endangered Species and Ecosystems Campaign & Mini-Presentation

## *Biodiversity & Conservation Standard 3 Assessment*

### **Task:**

You are part of a concerned group of citizens working to protect global biodiversity. Research a critically endangered, or threatened, species or habitat and create an conservation campaign poster to rally support for that species.

### **Directions:**

1. **Research one or more related species listed on the IUCN Red List or protected by the Endangered Species Act.**
2. **Fill in the background questions below.**
  1. Outline factors that are increasing the vulnerability of this species or habitat (think back to factors making species more prone to extinction).
  2. Describe what level of conservation would be most effective in preservation. (Species, Habitat, or Genetic.)
  3. Evaluate if the conservation approach you stated in b the most effective for rallying support.
  4. What organizations, governmental and non-governmental, could be effective in partnering with?
3. **Create a one page campaign poster or two minute viral video to educate the public on the need to protect this species. Include the following:**
  1. The species general and scientific name.
  2. A description or map of where the species can be found and estimates to population size.
  3. Factors increasing vulnerability (fragmentation, poaching, habitat loss, ect)
  4. Value of this animal in terms of economics or biodiversity.
  5. Human activities causing decline.
  6. Actions that need to be implemented to preserve the species or habitat.
  7. Resources for additional information

	Not Proficient (1)	Meets (4)	Exceeds (5)
Communication		<ul style="list-style-type: none"> <li>• Limited grammatical errors</li> <li>• All material is typed or very easy to read.</li> </ul>	Project is creative and exceptional at delivery a consistent message
Standard 3 - Summarizing current biodiversity health and conservation measures	Please correct and turn back in ASAP	<ul style="list-style-type: none"> <li>• Answers to direction 2 are thoughtful and consistent with class concepts.</li> <li>• 5 out of 7 of the answers to direction 3 are present and accurate.</li> </ul>	Answers to #2 and #3 connect class topics or use exceptional research and examples.