Assignment:

Now that you have collected data about conservation messaging at the zoo please write a report summarizing your findings and recommendations. Your report will include a summary discussing the importance of protecting endangered species in zoos and aquariums, your findings from the website, and your recommendations.

Rubric for report

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| **Introduction**: Why did you conduct this research? Why is this important? | The reason for the research is clearly stated and the reader can understand why the report was written. | There is some explanation about why the research was conducted but the reasons not very clear.  | There is no explanation and it is unclear why the research was conducted or why the report was written. |
| **Research**: Did you follow the template and answer all the questions? | The Exhibit Evaluation worksheet is completed and all relevant information was collected.  | Some information is missing from the Exhibit Evaluation worksheet but most of it is there. | There are many questions unanswered on the Exhibit Evaluation worksheet. |
| **Findings**: What information did you find on your website? | The findings are clearly explained in a logical manner. | The findings are listed but there is no logical order and some information is unclear. | There are few findings listed and there is no organization to the information. |
| **Recommendations**: What recommendations do you have for improving the website based on what we learned in class? | There are 3-5 recommendations for improving the conservation messaging based on the information learned in class. | There are only 1-2 recommendations for improving the conservation messaging or they are not connected to the information learned in class. | There is only 1 recommendation for improving the conservation messaging given and there is no connection to the information learned in class.  |
| **Spelling and Grammar**: Is your spelling and grammar correct? | There are only 0-2 grammar or spelling errors | There are 3-5 grammar or spelling errors.  | There are more than 5 grammar or spelling errors.  |