

As an introduction to environmental science, you will be responsible for developing a campaign, lesson, or service announcement on any environmental topic, agency, policy and nongovernment agency that relates to your course of study.

For example: you may want to choose is: what is the advantage of geothermal as an alternative energy source? How can corporations be leaders in environmental change? A very broad topic is not good as it may be considered too general information. **The topic should suit your interest.**

**Procedures:**

- 1) Choose a topic or organization's policy and develop a narrow question so that you could focus on a single question (or series of questions). Your goal is to give an **overview and clearly provide us with a campaign to get support.**
- 2) Gather information from credible sources to determine if you can answer the question(s). Internet sources are sometimes good, but they must be from a government source, aquarium or zoo, or respected non-government organization like Sierra Club, Audubon, Ocean Conservancy, Clean Ocean Action, etc...
- 3) Once you choose a topic, have your topic approved by me.
- 4) Find journals (peer reviewed) with scientific information as resources.
- 5) We will discuss this in class and you will have some opportunities to work on this at MATES if you do not have the resources (also, there will be some day times and nights available for you to come in and work on the project as scheduled with the instructor).
- 6) The format for the presentation is presented below, but you must prepare a general written outline of your presentation due on March 8 for review.
- 7) You and/or your team must turn in a **written campaign report** to me as part of the project.

**Presentation (campaign):**

- 1) The presentations will be on March 22, April 12, 19, and April 26 (all presentation must be ready as we will draw teams for the order on March 8).
- 2) Lessons should be no less than 10 minutes (individual) and no more than 18 minutes (depending on size of team).
- 3) You can produce a video, make public service announcements, You Tube videos, and/or lessons.
- 4) You can work by yourself or with one or two others.
- 5) Campaigns will be graded on completeness, length of time, relevance to the question(s), supporting details, originality and references (see attached grading policy)
- 6) This will be worth 25% of your overall grade so do the best that you can
- 7) Any problems, please let me know ASAP
- 8) No Procrastination as I am **Not Forgiving** at the last minute!
- 9) Remember, you may work with up to a team of three and the presentation must have all members present. Any resources are welcome!

**Timeline:**

- Topic due no later than **Thursday March 1, 2012**
- General outline due no later than **March 8, 2012**

## Presentation Grading Sheet

Name(s): \_\_\_\_\_ Date: \_\_\_\_\_

Topic (Question): \_\_\_\_\_

Time Started: \_\_\_\_\_

**Total Time:** \_\_\_\_\_

Time Finished: \_\_\_\_\_

Presentation Topic to be Evaluated	Points	Comments
Within proper timeframe? (15)		
Was the presentation question well defined? (9)		
Was the message clear with a good flow? (18)		
Was there a good introduction and outline? (9)		
Did the presenter(s) provide the learner with something to engage them in the topic (18)		
Was the presentation well referenced? (15)		
Did the layout and design suit the message? (15)		
Was there a good effort in the lesson design? (15)		
Did the presenter(s) have good knowledge of the topic? (15)		
Did the presenter(s) handle questions well? (6)		
Were the supporting references displayed that were used in the presentation? (6)		
What was the impression of the overall presentation? (9)		

**Total Number of Point** \_\_\_\_\_

The Total Score of 150 is based upon the rankings in each category.

Additional Comments: