

Careers in Conservation

Grade: 9-12

Subject: Career and Personal Planning

Duration: One - three lessons

Objectives

It is expected that students will:

- Explore careers in science and conservation

Overview and Background

Careers in conservation include a wide range of disciplines including science, education and communication. The *Conservation in Action* website introduces students to three professionals working in science and conservation at the Vancouver Aquarium.

Background information is available on the *Conservation in Action* website.
<http://www.vanaqua.org/conservationinaction>

This lesson encourages students to explore careers in science and challenges them to create a conservation communication strategy.

Procedures

Part 1 – Careers in Science

Students:

1. Visit the *Conservation in Action* website and watch the three video interviews with researchers at the Vancouver Aquarium. Complete the “Careers in Conservation” worksheet.

<http://www.vanaqua.org/conservationinaction/rockfish/protecting.htm>

<http://www.vanaqua.org/conservationinaction/sealions/clues.htm>

http://www.vanaqua.org/conservationinaction/killerwhales/how_it_works.htm

Part 2 – Communication Assignment

Students:

1. Choose one of the three animals featured on the *Conservation in Action* website. Research the threats facing your species in Canada using a number of online sources.

2. Work with a team to find and research a communication campaign about any issue that is either asking the public to do something or to stop doing something (e.g. quitting smoking, recycling, cutting greenhouse gas emissions, etc.). Discuss the following:
 - Who is the target audience of this campaign?
 - What is the main message? What exactly is the campaign asking the audience to do?
 - What tools are being used to communicate the message?
 - Do you think this campaign is effective? Will it work? Will people pay attention and change their behaviour? Why or why not?
3. Create a campaign to protect killer whales, Steller sea lions or rockfish in Pacific Canada that meets the criteria outlined in the *Conservation Communication Strategy* worksheet.

Materials and Resources

- Computer and Internet connection
- Blackline master: *Careers in Conservation*
- *Conservation Communication Strategy* worksheet

Extensions

Research options of other careers involved in the conservation and recovery of species at risk (e.g., fine arts, education, park warden, writer, trainer, photographer, veterinarian, lab technician, , SCUBA diver, engineer, etc.)

Evaluation

Use the following criteria to assess student work during the lesson.

To what extent does the student:	
1. Provide logical reasons for his/her interest (or of lack of interest) in the careers described in the <i>Conservation in Action</i> website.	5 4 3 2 1 0
2. Meet the criteria outlined in the <i>Communication</i> assignment:	
• Identifies an audience that has a role to play in conserving the species at risk featured in the campaign	5 4 3 2 1 0
• Effectively describes how the chosen medium is expected to reach the target audience	5 4 3 2 1 0
• Demonstrates effort and creativity	5 4 3 2 1 0
• Identifies actions that will lead to the recovery the species featured in their campaign	5 4 3 2 1 0

Conservation Communication Strategy

Name: _____

All three animals featured in the *Conservation in Action* website face threats that put them at risk in Canada. In many cases, there are actions Canadians can take to help protect our species at risk. Communicating the threats facing these animals to the public and encouraging people to take action to protect them is often an important part of recovery planning.

Conservation organizations are working to find new and creative ways to communicate positive and engaging information to Canadians about species at risk.

Develop a conservation communication strategy for one of the three animals featured in the *Conservation in Action* website that meets the criteria listed below. Imagine a generous budget. Be creative!

Design a conservation communication campaign that:

- Targets a specific audience (e.g. commercial fisheries, recreational fisheries, other businesses, homeowners, tourists, families, the general public, etc.)
- Uses an appropriate medium to reach that audience (e.g. websites, television commercials, brochures, posters, school programs, letters, public forums, etc.)
- Engages the audience (e.g. relevant, uses appropriate language, makes a compelling case for action, encourages participation)
- Identifies specific, reasonable actions your audience can take to protect the animal