Show Us Your Mussels
Digital Media Campaign Project

Due Date: January 31, 2019   Voting Window: Feb. 1-28, 2019

> Students will work as research analysts, content creators, and marketing strategists on a digital media campaign for native freshwater mussels in Minnesota.

Overview
- Research local water quality issues and the role native mussels play in improving water quality.
- Develop and deliver digital media campaign to promote mussel conservation, water quality awareness and personal or community action.
- Stress critical role that native mussels play in maintaining health of aquatic ecosystems and highlight positive actions and simple behavioral changes community members can make to benefit water quality

Collaboration with the MN Zoo and DNR
The Minnesota Zoo is joining the Minnesota DNR's efforts to restore native mussel populations in Minnesota. In our main lake and in the neighboring cabin, we are rearing mussel species including fat muckets, muckets (a state-threatened species), and the Higgins' eye pearly mussel (a federally endangered species). The plan is to rear juvenile mussels on-site at the Zoo for eventual release by the DNR into Minnesota rivers and streams.

Why are they endangered?
In Minnesota, 25 of our 48 remaining native mussel species are listed as endangered, threatened, or of special concern by the Minnesota DNR. Physical changes to rivers, such dredging, channelization and the construction of dams can alter water flow and quality, and negatively impact mussels. Runoff from chemicals and silt also threatens mussel populations. More recently, mussels have been threatened by the introduction of zebra mussels, an invasive mussel species that was introduced from another part of the world.

MN Zoo's Goal
The MN Zoo has a three year goal to educate 60,000 people about the incredible importance of freshwater mussels to our ecological and human communities. What makes the MN Zoo's goal unique, is that they are looking to recruit Minnesota high school students to get the message out!

The Digital Media Product

Student groups will be assessed by a Digital Media Product Rubric (below) which guides the expanse and parameters of all the projects, but each product may vary greatly in terms of format. Types of products include: videos, blogs, podcasts, digital games, simulations, interactive maps, and animated presentations. (Other options must be cleared by an instructor). Students have until January 31st to work on digital products before launching them for voting February 1-28th.

Student Groups

Student groups of 3-4 works well. Every group member will use their skill sets to contribute to planning, organizing, interviewing, researching, and creating the digital campaign product. This product is what teachers will assess on the rubric below.

The Campaign Contest

Starting February 1st, launch your digital campaign. Students will use face to face, social media, presentations, and a variety of formats to share their digital products.

Each student campaign must include a link to the Zoo's website and the hashtag for voting. Once someone views the campaign they click on the link and are brought to a page where they can vote for that school. The schools with the most votes will be declared the winners.

As part of the project, students will be responsible for keeping track of how many people they reach through the campaign. This will mean counting likes, follows, shares, etc. and reporting them back through to the Zoo. Each student group will complete a reflection form which describes their project and its reach. Reflections forms must be emailed to digitalmussel@mnzoo.org by the end of the day on March 7, 2018.

Contest Winners

Winners will be selected based on two criteria: 1) number of votes received online and 2) number of people reached by the campaign.

Participants from the schools with the most votes will receive a FREE field trip to the Minnesota Zoo!

Resources

Follow guidelines for citing paraphrased material, and use the OWL APA Reference List Guidelines to include a list of all resources
http://owl.english.purdue.edu/owl/resource/560/05/

Ideas for Collaborative Job Roles - Plan to Work Multiple Roles!

- **Facilitator** - Helps create goals. Oversees main idea and time management. Advocates for goals of the group.
- **Environmental Researcher** - Collect evidence of environmental factors. Properly records resource citations.
- **Social Researcher** - Collect evidence of social factors. Properly records resource citations.
- **Economic Researcher** - Collect evidence of economic factors. Properly records resource citations.
- **Content Creator** - Creates media content such as: photos, video, imagery, audio, text,
- **Editor** - Organizes content. Edits text, images, footage. Incorporates text, sound, transitions, etc.

Product Checkpoints - 10 points

Due Date	Task	Points
	Group Member Lists / Strategic Plan / Group Project Plan	2
	Rough Draft of Scripts, Text & Research Citations (Turn-it-in)	2
	Rough Draft Digital Product	2
	Final Digital Product and Final Scripts, Text, & Research Citations (Turn-it-in)	2
	Campaign Begins!!!	N/A

Digital Media Project Rubric - 20 points

Freshwater Mussels Context - 4 pts

Category	Score	Notes
Introduce Species Include: Organism traits, habitat, ecological relationships, population graphs, etc..	2 1 0	
Relationships w/ Humans - 2 Include: Laws and protection choices, stakeholders (who sees value), and causes for endangerment.	2 1 0	

Impacts on Triple Bottom Line - 3 pts

Category	Score	Notes
Environment - 1 How does the species affect the environment? How does the environment affect the species?	1 0	
Social - 1 How do the cultural beliefs of the region influence your species?	1 0	
Economic - 1 What is the economic value for your species and/or aspects of the habitat the species lives in?	1 0	

Actions Humans Can Take - 3 pts

Category	Score	Notes
Environment - 1 How can humans improve the habitat or niche of the species?	1 0	
Social - 1 How can humans influence social behavior for the benefit of the species? (Yao Ming shark ad)	1 0	
Economic - 1 How can specific economic factors cause a shift in supply or demand to support your species?	1 0	

TAKE THE CHALLENGE TODAY!
MNZOO.ORG/DIGITALMUSSELS

ENVIRONMENT
AND NATURAL RESOURCES
TRUST FUND

Production Value - 8 pts

Category	Score	Notes
Literary Tools - 2 Implements two literary devices of your choice to persuade the audience of your species' significance.	2 1 0	
Structure - 2 Digital product has a clear and organized structure and flows logically.	2 1 0	
Visuals - 2 Product contains professional-looking images, graphs, models, etc. to connect with audience.	2 1 0	
Sources - 2 All resources and interviews are cited at the end of your digital product.	2 1 0	