



# Arrest That Pest!

## EMERALD ASH BORER in Indiana

### **Day Five: Getting the EAB Message Out** *Complete your outreach campaigns*

*Approximate time* One to two class periods

#### ***Learning Objectives***

Students will be able to:

- Work cooperatively to finish designing an effective campaign
- Make oral campaign presentations to the class
- Assess individual student performance

#### ***Preparation***

*Students:*

- Finish work necessary for completion of campaigns.

*Teacher:*

- Display Emerald Ash Borer in Your Neighborhood

#### ***Teaching Tips***

- Since campaign presentations require a student-made handout, you may want to dedicate one additional period for the campaign teams to complete this; or assign it as homework.

### ***Part One***

#### ***Arrest That Pest! Campaign Completion***

##### ***Introduction***

Today teams will work to complete their campaigns. Before the students begin, remind them about the importance of including the information they learned about identifying the EAB, and surveying and reporting evidence of this pest. Tell students that they should refer to the Campaign Rubric to be sure they have included each Performance Element.

##### ***Activity***

- Reassemble students into their campaign teams. Try to give them most of the period to complete their campaigns. As they work, you should circulate among the groups to assist as needed.

- Once students have finished their campaigns, come together as a class to discuss what the next steps should be in implementing their campaigns in the community:
  - Will the class choose one project and implement it as a group?
  - Will each group implement its own project?
  - How will the students extend information about evidence of the EAB and how to slow the spread to protect ash trees?
- As a class, brainstorm the next steps required to present the campaigns to an outside group. Assign tasks to individual students where appropriate. Students who belong to clubs and other organizations could ask for permission to present their campaigns.

# **Extension Activity**

## ***From the Classroom to the Community***

### ***Activity***

- Each team can plan a short presentation of its campaign for the class. As the other students watch the presentations, they should think about the following Presentation Critique Questions and be prepared to make constructive suggestions about how their campaigns can be improved.
  - Is the presentation appropriate for the target audience?
  - Will it be effective? Why or why not?
  - What about the campaign is good?
  - What can be improved?
  - Are all the Campaign Rubric's requirements met? (Does the campaign address how to survey, identify, and report?)

### ***Assessment***

- Encourage students to seek more publicity for their campaigns by approaching local media outlets such as newspapers, radio, and television. Teachers will need students to gain the appropriate permissions and materials needed. You may want to offer extra credit to students who seek out groups and community organizations that will receive a presentation.

### ***Wrap Up***

- Upon completion of the project, encourage students to take time to reflect upon what they have done and learned. Have them assess their individual performance on the *Arrest That Pest!* Outreach Campaign Rubric and then turn it in. This may be done as homework or as an in class activity.