

Focus: Communicating Science Ideas
Grade Level: 7-12
Session Length: 45-60 minutes or longer

Driving Questions

- How can we protect the Crystal Cove SMCA?
- How can we create our final social media piece that will raise awareness about the challenges that threaten the Crystal Cove SMCA

NGSS Links

- Communicating, Evaluating, & Sharing Information

In the tenth and final session of the MPA Exploration, student research teams execute their plan to create a social media piece that will help raise awareness of challenges related to the Crystal Cove SMCA.

Research teams use the pitch packet that they created in Session 9 to create their final social media piece, which can take the form of a post, video, or blog post.

Unlike previous sessions, this session is largely self-guided, giving students time to finalize their project. You can decide how much time to give students, and whether to give students another opportunity to give and get feedback on their final product.

Learning Outcomes & Assessments

<i>By the end of this module, students will be able to...</i>	<i>You can assess this using...</i>
1. Create the final draft of a social media piece that will address a challenge threatening the Crystal Cove SMCA.	Final social media pieces
2. Share their social media piece with Crystal Cove Conservancy.	Screenshots or reports of research team submissions
3. Reflect on the role that science communication plays in helping to protect places like the Crystal Cove State Marine Conservation Area.	Student reflections

Session Overview

Section	Description	Length	Format
Launch	Holly welcomes students to the final session of the MPA Exploration, where they will execute their plan to create a social media piece.	5 minutes	Whole class
Explore	<p>Research teams are given time to work on their final product.</p> <p>Optionally, if there is time, you can break halfway through to give students another opportunity to give and get feedback on their final product.</p>	<p>30+ minutes</p> <p>15-20 minutes</p>	<p>Research teams</p> <p>Research teams</p>
Share	Research teams present their final products to the class.	15-20 minutes	Whole class
Reflect	Students reflect on their experience during the MPA Exploration program.	5 minutes	Individual

Overview of the Social Media Final Product

During the final three sessions of the MPA Exploration, student research teams help to create a social media piece that raises awareness about some of the challenges that threaten the Crystal Cove State Marine Conservation Area. During this process, students will choose a challenge to address and identify the audience they need to reach, draft a call to action, choose a social media platform, create a pitch packet, draft an evaluation plan, swap feedback with another group, and execute their final product.

Before starting these last three sessions, we strongly recommend reviewing the *project rubric* and deciding on how you want to structure the project for your class. You may want to put limits on what platforms or approaches students use based on the time available.

Just like always, the work that students are doing on this project is real, and their creations can help us to really raise awareness about some of the challenges that put our underwater park at risk. If possible, Crystal Cove Conservancy and our partners at Newport Landing would love to be able to share students' final products on our social media.

If you'd like to share final products or have questions about this process, please contact Holly Fletcher by emailing holly@crystalcove.org.

Session 8		Session 9			Session 10
<i>Choosing a Challenge and an Audience</i>	<i>Drafting a Call to Action</i>	<i>Choosing a Platform & Creating a Pitch Packet</i>	<i>Drafting an Audience Engagement Plan</i>	<i>Giving & Getting Feedback</i>	<i>Executing the Final Product</i>

You are here!

Virtual Materials

- Session 10 Google Slides Presentation: <http://bit.ly/3rsFVo8>
- MPA Social Media Project Rubric: <http://bit.ly/34I7cJm>
- Session 10 Field Notebook Template (optional): <http://bit.ly/37MKOR9>
- Student Learning Post-Assessment: <http://bit.ly/2WWxNOJ>
- Share Final Products with Crystal Cove Conservancy: <http://bit.ly/34Lftwe>

Each student will need...

- A device with internet access (a computer, smartphone, or tablet will all work!)
- Field notebook and pencil
- Their pitch packet from Session 9
- Any other supplies or programs they listed in their pitch packet to create their final social media piece
- Social media stock photo gallery (optional): <http://bit.ly/2PDWbnT>

Before You Start Teaching

- Copy over the [Session 10 Slideshow](#) for your chosen platform to your own Google Drive account. Test to make sure that the videos work. (If not, you may have to check the permissions on the Crystal Cove Conservancy Youtube Account.)
- Decide how you want to structure the session as a class. Students will likely need time to complete their final products, so you may want to give them 1-2 class meetings.

Halfway through, if there is time, it is recommended that research teams have a chance to give and receive feedback with another team. If you will not have time for this, you can delete [Slide 5](#) from your slideshow.

At the end, we recommend hosting a final Share discussion so each research team can share their final project with the class, but if time does not allow, you can choose to do a gallery walk or cut this entirely.

- Decide how you want student research teams to share their final creations with Crystal Cove Conservancy. You can gather the posts and email them directly to Holly at holly@crystalcove.org or students can submit their projects online at <http://bit.ly/34Lftwe>.

Make sure to update [Slide 7](#) with any special instructions. If you decide to have students submit their own projects, decide what you will accept as evidence that they have completed this final step.

Learning Sequence

Launch

Getting Started (5 minutes)

1. Open the [Session 10 Slideshow](#) and play the video on [Slide 2](#) for your class, where Holly will introduce the last session of the MPA Exploration. During Session 10, students will complete their social media piece and share it with Crystal Cove Conservancy.
2. After watching the video, move on to [Slide 3](#), which gives an overview of what students will do and learn during Session 10.

Explore

Executing Your Plan (30+ minutes)

1. Open up [Slide 4](#), which will outline the task for the day. Session 10 is entirely self-driven, with research teams executing their plan to create a social media piece. The teams should largely be able to work independently, with you checking in on their progress.

If students need any stock photo or video materials for their project, you can provide them with a link to our social media content gallery on [Slide 5](#).

2. If here is time, move on to [Slide 6](#), break the research teams halfway through, and give them an opportunity to pair up with another team to share feedback. We recommend following the same process as you did in Session 9.

We recommend using the [3-2-1 Format](#):

- **First**, Team A spends three minutes making their initial pitch.
- **Next**, Team B spends two minutes giving feedback, highlighting parts they liked and parts that could be improved. While receiving feedback, Team A must listen silently in order to take it in and is not allowed to speak, aside from answering clarifying questions.
- **At the end**, Team A spends one minute describing the changes they want to make as a result of the feedback.
- **Finally**, the two teams switch places and repeat the process.

3. Give students additional time to continue adjusting and finalizing their social media pieces. At the end of the project time, ask them to submit their pitch packet and final piece to you for grading.

If possible, it would also be great to have students submit their final projects to Crystal Cove Conservancy so that we can share them on our social media, with optional instructions on [Slide 8!](#)

Share

Sharing Our Progress (Optional) (5-10 minutes)

1. Once students have completed their projects, as time allows, give them a chance to share their work with the whole class. If you don't have time to do presentations, you might use Google Slides to set up a virtual gallery walk, where each research team adds their creation to a different slide.
2. If there is time, we also recommend hosting one final class discussion to reflect on the project and the role that science communication plays in protecting places like the Crystal Cove State Marine Conservation Area. You can use the questions on [Slide 7](#) as a starting point for your discussion.

Reflect

Reflecting on the MPA Exploration (5 minutes)

1. At the end of the discussion, advance to [Slide 9](#) in the slideshow. Holly will thank the students for taking part in the program and frame one last moment of reflection for them.
2. Advance to [Slide 10](#), which will share reflection questions. Ask students to spend five minutes reflecting on their experiences throughout the program in their field notebook.
3. If possible, please end with having students complete the final post-assessment online!