Creating Educational Posters

Purpose:
Connecticut’s Beardsley Zoo has zoo literature and informational graphics throughout the park. Within the zoo’s Research Station, which houses the zoo’s small educational animals, signage is lacking. In order to amend this poster, images with the animals, critical information, and possible conservation information were created. The goal of these posters was to provide a fun and attractive way for zoo visitors to learn about the research station animals, and provide ideas for visitors to partake in conservation.

Planning and Executing Youth Summit

Goal & Premise:
In order to provide 4th grade students in the Fairfield County area with practical and fun ways to partake in conservation efforts, an educational conservation workshop was organized.

The Plan:

Water Conservation:
- A worksheet that allows the kids to estimate how much water they use in a daily town.

Trash or Cash:
- A group game that educates kids on the basics of recycling in a fun way.

Deforestation:
- A group game that can start conversation about deforestation and its detrimental effects.

Wildlife Conservation:
- The zoo has various animal ambassadors which can be shown to the kids to connect with bigger animal conservation ideas.

Plant Conservation:
- Uses a recycled can for the kids to plant a plant, (below)

General Conservation Knowledge:
- A fun where group activity that goes over some mixed conservation topics in order to further students’ knowledge and understanding of some conservation issues.

What does the public know about conservation?

Interpretation of Data

Based on the responses of the zoo guests, the zoo is adequately informing guests on conservation issues, but needs improvement on educating them with applicable ways to contribute to conservation efforts. As such, the youth summit could help meet this need. The source that is best educating guests is adult zoo volunteers (see supplemental material). Due to the season, students were the least helpful, but if the surveys had been filled during the summer, the number would most likely significantly change, as students are unable to volunteer during the school year.

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