

FINAL REPORT

As Required by

THE ENDANGERED SPECIES PROGRAM

TEXAS

Grant No. E-1-13

Endangered and Threatened Species Conservation

Project WER59 -- Rare Texas Wildlife CD ROM

Prepared by: Ann Miller



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March 31st, 2002

FINAL REPORT

STATE: Texas

GRANT NO: E - 1 - 13

PROGRAM TITLE: Endangered and Threatened Species Conservation

PERIOD COVERED: September 1, 1999 - August 31, 2001

PROJECT NUMBER: WER59

PROJECT TITLE: Rare Texas Wildlife CD-ROM

PROJECT OBJECTIVES:

To develop an interactive CD-ROM and the supplemental written materials to address rare Texas wildlife using specific grade levels in order to meet the needs of target audiences. To introduce teachers to the *Rare Texas Wildlife* CD-ROM through venues such as the Conference for the Advancement of Science Teaching, the Texas Association of Environmental Educators Conference, and Rare and WILD Texas teachers' workshops.

PREPARED BY: Ann Miller

26 July 2001

APPROVED BY: _____

Neill E. Carter
Federal Aid Coordinator
Texas Parks & Wildlife Department

Date

Significant Deviation

The Rare Texas Wildlife CD project met with several obstacles that prevented staff from being able to make significant progress. Our first obstacle had to do with our relationship with Will Cohen of the Texas Agricultural Extension Service. In a preliminary meeting, our staff and Will talked very generally about doing the project in a cooperative effort, extension service staff providing technical expertise and our staff planning the project and providing all the script, audio, visual, graphics, and support materials. But, as we began to discuss specifics, we realized that the technology Will proposed using did not meet our objectives for the project. Plus, Will's office was in Corpus and his very busy schedule made it difficult to meet to discuss the project. Finally, when some progress had been made, Will left his position with the Extension Service and no one else was ready to take it over. The second obstacle had to do with problems working with consultants. The consultants were very eager to discuss the project, made wonderful suggestions for the project, but finally decided they could not work on it. Finally, our staff member, Ann Miller, who was in charge of the project, accepted another job with the department. This left no one else to continue working on the project.

I. Need

The Wildlife Diversity Program (WDP) of Texas Parks and Wildlife continues to receive an average of 20 to 30 requests for educational materials each month. Schools across the state are stressing the importance of using new technologies in the classroom as a means of motivating students and preparing them for the future. The well-documented success of the Texas Agricultural Extension Service's (TAEX) educational CD-ROMs (*Wildlife Success Stories* and *Something Fishy*) have provided a template for developing a new outreach program, the *Rare Texas Wildlife* CD-ROM. The goal of this project was to give Texas teachers up-to-date information about Texas' rare plants and animals using a technology that has proven to be a popular and effective tool to motivate students.

II. Objective

To develop an interactive CD-ROM and the supplemental written materials to address rare Texas wildlife using specific grade levels in order to meet the needs of target audiences. To introduce teachers to the *Rare Texas Wildlife* CD-ROM through venues such as the Conference for the Advancement of Science Teaching, the Texas Association of Environmental Educators Conference, and Rare and WILD Texas teachers' workshops.

III. Approach

1. WDP outreach specialists will review various CD-ROM programs to determine strengths and weaknesses of those programs.
2. WDP specialists will consult with teachers and students at the intended grade levels to solicit input about pedagogical objectives and high interest approaches to the CD's content.
3. WDP outreach specialists will create the script and storyboard for the CD involving biologists as well as educators and students at the intended grade levels.
4. Audio, video, graphics, and color photos needed for the CD program will be collected or created as needed, then sent to TAEX specialists.
5. TAEX specialists under the direction of Dr. Will Cohen will convert materials into the electronic form necessary to create the *Rare Texas Wildlife* CD.
6. Biologists and outreach specialists with the WDP will create resource materials to introduce, extend, and evaluate the learning.
7. Students and teachers will be asked to pretest all resource and evaluation materials. Modifications will be made to the materials as needed.
8. Distribution of the CD will begin as soon as the CD and support materials are ready.

IV. Summary of Work Completed

October 6, 1999 – TPW Wildlife Diversity outreach employee Ann Miller met with Will Cohen (Texas Agricultural Extension Service) and one of his employees at his office in Corpus Christi to discuss the CD project and view work he has done on another CD project.

November 3, 1999 – Ann Miller met with TP&W employees, Pat Morton, Paul Robertson, and Julie Coombes, to establish learning objectives and to brainstorm ideas for the project.

January 5, 2000 – Ann Miller met with Julie Coombes to view other educational CD software and discuss different approaches for this project.

January 20, 2000 – Ann Miller met with Will Cohen and others in Austin to continue planning the CD project and to view progress Will had made on his other CD project as a possible approach to our project.

January 27th, 2000 – Ann Miller met with TP&W media services employees to discuss the roles they will play in helping design the CD.

February, 2000 – Ann Miller created an outline of ideas for the CD project, developing a story line and projected resource needs.

June, 2000 – Ann Miller had 2 meetings with TPW media personnel to discuss ideas for the project, then met with Will Cohen and Gareth Rowell again to discuss the project. Will Cohen expressed concern that he and his staff might not be able to meet our objectives for the project with the technology they wanted to use.

July, 2000 – Will Cohen contacted us with the news that he had accepted a new job and would not be able to continue working with us on the CD project.

August 10, 2000 – Ann Miller met with Pat Morton and others from our department to discuss possible alternatives since we could not work with Will Cohen. Our media services suggested we work with an outside consultant who might be interested in doing the project.

September 28th, 2000 – Ann Miller met with a consultant who offered to bid on the project and send examples of his work.

Dec. 15th, 2000 – During this meeting with the consultant, the consultant decided he did not have time to work on the project and referred TP&W to a colleague who he thought would be interested in the project.

January, 2001 – Ann Miller met with another consultant to discuss the CD project and determine how it could be modified to fit within the budget we had. This consultant came up with several game ideas and said he would e-mail Ann with examples of his work.

February, 2001 – Ann Miller finally got an e-mail from this consultant in which he stated that he did not have time to do the project and that he could not do the project with the budget we had allotted.

June, 2001 – Ann Miller accepted another job at TP&W and was not able to complete the project.

V. Statement of Project Outcome

In summary, the Rare Texas Wildlife CD project met with several obstacles that prevented staff from being able to make significant progress. Our first obstacle had to do with our relationship with Will Cohen of the Texas Agricultural Extension Service. In a preliminary meeting, our staff and Will talked very generally about doing the project in a cooperative effort, extension service staff providing technical expertise and our staff planning the project and providing all the script, audio, visual, graphics, and support materials. But, as we began to discuss specifics, we realized that the technology Will proposed using did not meet our objectives for the project. Plus, Will's office was in Corpus and his very busy schedule made it difficult to meet to discuss the project. Finally, when some progress had been made, Will left his position with the Extension Service and no one else was ready to take it over. The second obstacle had to do with problems working with consultants. The consultants were very eager to discuss the project, made wonderful suggestions for the project, but finally decided they could not work on it. Finally, our staff member, Ann Miller, who was in charge of the project, accepted another job with the department.