Welcome to BIO/BUS/ECON/EDUC 342

The Zoo: Conservation, Education and Recreation

Instructors-
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Course Description and Learning Objectives-
During this course, we will examine zoos and zoological gardens from scientific, managerial, business, recreational and educational perspectives. Analyzes how these perspectives are linked within zoo practices. The course is being offered in partnership with the Santa Barbara Zoological Gardens.

Upon completion of this course, students will be able to:
- Describe the roles of biology, business, economics and education within the zoo.
- Analyze the interactions of biology, business, economics and education in a zoo. This analysis will include the ways that these disciplines complement and conflict with one another.
- Reflect in written and oral form on the zoo as a social institution and the role of the zoo in contemporary society.
- Describe the processes of collecting and displaying flora and fauna in zoos.
- Analyze the development of a zoo collection.
- Describe the effects of the macroeconomy on a zoo.
- Describe microeconomic issues facing zoos.
- Evaluate the business and management practices of zoos including marketing and public relations.
- Analyze ethical issues in managing a zoo.
- Analyze current trends in zoos.
- Analyze the educational services offered by zoos and reflect on possibilities for new projects.
- Analyze how the educational projects of zoos are connected to what children learn in schools.
- Synthesize knowledge and information by developing a proposal for a new zoo exhibition.

Prerequisites and other Information-
There are no prerequisites for this course. It is an upper division category D general education course.
Textbooks and other Materials-
There is no textbook for this course.

Course Format-

Weekly Journal-
A weekly journal is required for each of the 12 weeks in which there is a presentation. Each week’s journal entry will be based on the presentation(s) from that week’s class session and must contain the following three components. The first component is a one to two paragraph description of which (if any) of the course’s learning outcomes were addressed by the presentation. The second component is a one to two paragraph description describing how the class session will influence (if at all) your term project. The third component is multiple choice question based on the class session. Each week’s journal entry must be submitted via blackboard not later than the class session the following week. You may not submit a journal entry if you have not attended the class session. Satisfactory journal entries will earn one point.

Examination-
There will be a one-hour, 40-question multiple choice examination on Friday, December 10. Students will need a Scantron Form 882. Questions for the examination will be taken from questions prepared and submitted by students in their weekly journal entries, questions prepared and submitted by guest speakers, and questions prepared the instructors. The examination will focus on the learning outcomes for the course, and the main topics from the class presentations. Students will be allowed to bring one, 8.5” by 11” page of notes to the examination.

Term Project-

Course Grading-

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<th>Points</th>
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<tr>
<td>Weekly Journal</td>
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<tr>
<td>Examination</td>
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<td>Term Project</td>
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<tr>
<td>Group Presentation</td>
<td>40</td>
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<td>Individual Paper</td>
<td>10</td>
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<td>Total</td>
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Plus/Minus grading will not be used for this course.

Incompletes and Late Withdrawal-
Incompletes will only be granted under extraordinary circumstances. Not doing well in the course does not constitute extraordinary circumstances. To avoid being assigned failing grades, students who decide not to complete the class must withdraw themselves from the class.
Academic Dishonesty-
All work that students submit as their own work must, in fact, be their own work. For example, if a paper presents ideas of others, it must clearly indicate the source. Word-for-word language taken from other sources – books, papers, web sites, people, etc. – must be placed in quotation marks and the source identified. Likewise, work on tests and exams must be the student’s own work, not copied or taken from other students’ work, and students must comply with instructions regarding use of books, notes, and other materials.

In accordance with the CSU Channel Islands policy on academic dishonesty, students in this course who submit the work of others as their own (plagiarize), cheat on tests and examinations, help other students cheat or plagiarize, or commit other acts of academic dishonesty will receive appropriate academic penalties, up to and including failing the course.

Papers with plagiarized ideas or language will be graded “F” and must be rewritten with proper use of quotations and referencing. The grade of “F” will remain the recorded grade on that assignment.

Plagiarism or cheating on tests and exams will result in an “F” on the test or exam, very likely resulting in a lower or possibly a failing final grade in the course. To complete course requirements, students must retake the test or exam during the instructor’s scheduled office hours.

In cases where the cheating or plagiarism was premeditated or planned, students may receive an “F” for the course.

Students are encouraged to consult with the instructor on when and how to document sources if they have questions about what might constitute an act of plagiarism or cheating.

Course Schedule-
This is a tentative course schedule. Please note that it is subject to change. All guest speakers, except where otherwise noted, are from the Santa Barbara Zoo.

Week 1, September 3, 2004
Class Location: CSUCI
Class Topic: Introduction and Orientation to Course, Introduction to Zoos and their Mission
Guest Speaker(s): Ms. Kirsten Friar, Education Curator
Activity: Contact Information and Initial Student Survey

Week 2, September 10, 2004
Class Location: CSUCI
Class Topic: Conservation Education
Guest Speakers: Ms. Kirsten Friar, Education Curator, and Ms. Heather Johnson, Assistant Education Curator

Week 3, September 17, 2004
Class Location: CSUCI
Class Topic: Managing and Master Planning a Zoo
Guest Speaker(s): Mr. Rich Block, Director and CEO, Mr. Paul Franz, Chair of the Board of Directors, and Mr. Chip Turner, Vice-Chair of the Board of Directors
Activity: Term Project Teams submitted

Week 4, September 24, 2004
Class Location: Santa Barbara Zoo
Class Topic: Collection Planning and Conservation Partnerships
Guest Speaker(s): Mr. Alan Varsik, General Curator, and Ms. Wendy Stanford, TITLE NEEDED

Week 5, October 1, 2004
Class Location: Santa Barbara Zoo
Class Topic: Exhibit Design
Guest Speaker(s): Ms. Kirsten Friar, Education Curator, and Mr. Alan Varsik, General Curator
Activity: Term Project Proposal Due

Week 6, October 8, 2004
Class Location: CSUCI
Class Topic: History of Zoos and Conservation Centers
Guest Speaker(s): Dr. Rory Browne, Lecturer and Associate Dean of Freshman, Harvard University

Week 7, October 15, 2004
No Class Meeting, Term Project Teams work on projects

Week 8, October 22, 2004
Class Location: Santa Barbara Zoo
Class Topic: Marketing, Public Relations and Special Events
Guest Speaker(s): Ms. Wendy Campbell, Director of Marketing, and Ms. Julia McHugh, Special Events Coordinator
Activity: Term Project Status Report Due

Week 9, October 29, 2004
Class Location: CSUCI
Class Topic: Community Outreach, Working with Volunteers, and Development
Guest Speaker(s): Ms. Nancy McToldridge, COO, Ms. Tiffani Seifert, Volunteer Coordinator, and Ms. Jill Rode, Director of Development, and Mr. Pieter Van Meuwen, TITLE NEEDED

Week 10, November 5, 2004
Class Location: Santa Barbara Zoo
Class Topic: Retail Outlets, Safety and Security, and Horticulture
Guest Speaker(s): Ms. Laura Romano, Retail Manager, Mr. Hylan Joseph, Food Services Manager, Mr. Rob Enright, Guest Services Manager, Mr. Chris Briggs, Safety and Security Manager, and Mr. Abel Landeros, Facilities and Horticulture Manager
Week 11, November 12, 2004
Class Location: CSUCI
Class Topic: Micro- and Macroeconomic Influences on Zoos

Week 12, November 19, 2004
Class Location: Santa Barbara Zoo
Class Topic: Animal Care, Behavioral Enrichment, and Veterinary Care
Guest Speaker(s): Ms. Ingrid Russell, Assistant Curator, Dr. Karl Hill, Veterinarian, and Ms. Gina Nichols, Behavioral Husbandry Coordinator
Activity: Term Project Status Report Due

Week 13, November 26, 2004
No class, Thanksgiving Holiday

Week 14, December 3, 2004
Class Location: CSUCI
Class Topic: The Future of Zoos
Guest Speaker(s): Mr. Rich Block, Director and CEO, Ms. Nancy McToldridge, COO, and Ms. Kirsten Friar, Education Curator
Activity: Final Student Survey and Course Evaluation

Week 15, December 10, 2004
Class Location: CSUCI
Activity: Exam and Practice Presentation of Term Projects

Week 16, December 17, 2004
Class Location: Santa Barbara Zoo
Activity: Presentation of Term Projects