



"If all the beasts were gone,  
men would die from great loneliness of spirit,  
for whatever happens to the beasts also happens to the man.  
All things are connected.  
Whatever befalls the earth befalls the sons of earth."

-Author unknown

### Global Wildlife Zoological Park

You have been chosen by your country to design a new zoo that will house the more well known and a few of the lesser known animals in appropriate habitats for your country. Your mission is to design a zoo that includes the habitats for these animals. Each habitat will need to include at least two large animals, two birds, two reptiles and two amphibians. If your habitat is the ocean, you will need to design an aquarium portion to the zoo. Your final product will need to include: an educational sign to be posted outside your display, a tour guide's script and fact list, and a model of the habitat.

There are four jobs within each group within this task: zoologist/zookeeper, architect, financial advisor and publicist. If you are younger classes designing the zoo, then adjust the jobs to fit your grade level. For example, you probably won't need the financial person's job.

#### **JOB Descriptions:**

##### **Zookeeper/ Zoologist:**

As a zookeeper, it is your job to decide which animals will have a home in the new zoo. For example, with a zoo in North Carolina, a Black Bear is necessary. For each one, you'll need to learn about its life needs. Once you've done so, you'll be able to make an informed decision about whether or not it should be included; your decision must be backed up with scientific facts. You must have no fewer than 8 animals in all. You must also create safety rules for both zoo employees and visitors to create a safe environment for all concerned.

##### **Architect:**

As the architect you will be required to do most of the design work for this new Zoo. But before you get started you will need to explore and understand what an Architect does. Research a variety of resources first in order to gain a better understanding.

In order to create a Zoo, you will need to work closely with the Zookeeper to create the proper enclosures that are suitable for the chosen animals. It is up to you to design a Zoo that is pleasing and accessible to the public, which will provide a wonderful experience.

As the Architect you will be required to create a general overview of the entire park, which reflects the landscape of the chosen Zoo site. In this general design, do not forget to include exhibits, stages, enclosures, transportation, restaurants, restrooms, maintenance areas, parking, etc. You get the point!

You will also need to create a detailed example of a particular exhibit showcasing certain animals. For example you may wish to highlight the African exhibit of your Zoo. Include details of how this exhibit will look. Show locations of trails, plants, and animals within enclosures, viewpoints and behind the scene areas. Again include as much detail as possible.

##### **Financial Advisor:**

As the financial advisor for the new zoo, you will be required to make some decisions as to how the money on the zoo will be spent. You have an immense amount of power, as each decision you make will greatly affect the outlook of the zoo. You will need to work with the Zookeeper to determine the best enclosures and animal care. You have been given a budget of \$500,000 dollars. You must decide how much will be spent on each of the areas listed below. You need to pick one level of spending for each area. You will be required to make a full report and pie chart for presentation detailing where all of the zoo's money is going. You cannot go over your budget!

##### ➤ **Location:** (TBD as a class)

**1. Downtown \$75,000** -A downtown zoo makes commuting easy for your visitors, but it is very costly for you.

**2. Suburbs \$50,000-** A location in the suburbs is not so expensive for you. Commuting is not much of a problem for your visitors.

**3. Countryside \$25,000 -** A location in the country is very cheap, but you will have fewer visitors, as commuting to the zoo is a problem.

##### ➤

##### **Promotion:**

**1. Extensive \$75,000** - Extensive promotion allows you to run television advertisements. This will attract people to your zoo from other cities.

**2. Moderate \$50,000** - Moderate promotion will allow you to run radio advertisements. This is not as effective as television ads, but is still a good way to promote your zoo.

**3. Minimal \$25,000** -Minimal promotion includes advertising on the sides of buses.

- **Staffing:**
  1. Extensive \$75,000 - This level of staffing will put you in the same league as Disneyland. You will have employees that enjoy coming to work.
  2. Moderate \$50,000 - Moderate staffing is sufficient to run a good zoo. Your employees won't mind coming to work; most of them might actually like it.
  3. Minimal \$25,000 - This level of staffing will produce employees that dislike coming to work. Your zoo might build a reputation for being sub par.
  
- **Animal Enclosures:**
  1. Elaborate \$75,000 - Elaborate funding will provide your animals with the very best enclosures. This funding will provide your customers with the best views, and your animals with the most space.
  2. Average \$50,000 - This level of funding will provide a good balance between space for the animals and views for your customers.
  3. Minimal \$25,000 - This level of funding will provide small enclosures and poor sight lines of the animals for your customers.
  
- **Animal Care:**
  1. Superb \$75,000 - Your animals will be very happy and active. They will be well fed and have the best healthcare.
  2. Average \$50,000 - This level of funding will provide your animals with decent healthcare and moderate feeding.
  3. Minimal \$25,000 - Minimal funding will provide your animals with the bare essentials.
  
- **Entertainment (shows and educational programs) :**
  1. Elaborate \$75,000 - This level of funding will make Las Vegas jealous. You will be able to have numerous animal shows and spectacular dinner shows.
  2. Moderate \$50,000 - This level of funding will allow for a good amount of animal shows.
  3. Minimal \$25,000 - Your zoo will only offer a few shows.
  
- **Lighting and Decor :**
  1. Elaborate \$75,000 - This level of funding will give your zoo a superb appearance. The lighting and architecture will be of top quality.
  2. Moderate \$50,000 - Moderate funding on lights and décor will allow you to have a fairly well lit establishment.
  3. Minimal \$25,000 - This level of funding will allow you to put lights in only the most essential areas. Very little effort will be put into your décor.
  
- **Zoologists:**
  1. The Best \$75,000 - This level of funding will allow you to hire the very best zoologists in the world.
  2. Average \$50,000 - Average funding will allow you to employ capable zoologists.
  3. Below Average \$25,000 - Zoologists in this price range are not very reliable.
  
- **Money for future expansion (investment capital) :**
  1. Extensive \$75,000 - Extensive savings will allow you to greatly expand your zoo in the future.
  2. Moderate \$50,000 - Moderate savings will keep you at the same level as the average zoo.
  3. Minimal \$25,000 - Minimal savings allow you to spend everything you have now.
  
- **Internal transportation :**
  1. Elaborate \$75,000 - This level of internal transportation will allow customers to view your entire zoo without laying a foot on the ground.

2. Moderate \$50,000 -Moderate funding will provide decent transportation within the park for your quests.
3. Minimal \$25,000 -Your guests should be encouraged to bring their walking shoes.

**Publicist:**

- How will the public know when the Global Wildlife Zoo is opening? Why would they want to come? How will you get them there? This is your task. The local news and newspapers can only cover so much. You need to make sure the new and improved zoo is well received with the citizens of the world. You will need to work closely with the other members of the group to advertise properly.
- You have a few tasks:
- Who will be your target audience? Are there people out there who will not be happy with the new zoo? What questions do you need to answer for the public? Cover everything you can think of that will benefit the new zoo's image. Will you concentrate on one aspect, or many?
- First, be sure on how much money you have in your budget. Will you be able to buy television ads if you want them? Billboards? Radio? Newspaper? Buses? Flyers? Free give-a-ways? Will you have a spokesman? Will you be able to get sponsors? How much will each of these cost? Where would your money be most well spent?
- You also need to come up with a slogan and a logo. The more creative and true to the new zoo these are, the better. When you present to the city council you will need at least one sample poster to showcase your slogan and logo. Make sure you also have at least one advertising script as an example. This can be either a radio, TV, or print script. The council needs to be convinced that your advertising campaign will attract droves of people to the new zoo. You will need to be able to explain how you intend to advertise the park's location, ticket prices, and hours.

**As a group:**

- You must create the tour guide script, which includes information about the animal in its natural habitat and the human impact on the natural habitat. Write a fact list for the tour guide to refer to as questions are asked during a tour. You must also create an educational sign for display outside your habitat area that includes a life cycle diagram (animal shown at each stage of life), food chain diagram, and information about unique adaptations.