

TO: Dr. Michelle Kells

FROM: Team 5: Holly, Isabel, Miranda, and Alexandra

DATE: 28 April 2020

SUBJECT: English 413 Team 5 Project Transmittal Memo

### **Self- Assessment**

The completion of this final project helped us to work as a group via long distance due to Covid-19 restrictions. We created a group chat via our cell phones and had a conference call in which we discussed how we wanted the website to look and what rhetorical message we wanted it to convey. We closely followed the proposed layout which allows us to maintain the site as a work in progress which is meant to be passed on to new UNM wildlife conservationists.

We initially discussed creating a blog where we would each create a post, but due to lack of time we decided to delegate our blog to another team. This allowed us the opportunity to cohesively represent the other teams' projects. We also incorporated logos and social media handles produced by other teams throughout the website. During our group call, we decided that we each would design a page and bring our proposed ideas to life. We also included a page designated for Dr. DeBlanc to illustrate how she impacts the Rhino Conservation world as our subject matter expert.

The website is designed and functions as a platform for the UNM Rhino Conservation Club which is a supporting cooperative for already established non-profit organizations. By establishing this narrative, we can continue adding to each page as new projects arise. Not only can the prospective club take over, but also future classes hosted at UNM. This is clearly illustrated in the efforts section of the website. We used each team's proposal in order to write a description about what each team has done, which can be mirrored in the future. We can garner potential conservationists to join efforts already presented or spearhead new ventures.

In an effort to constitute an ever evolving all-inclusive UNM rhino conservation group, we gave each team login access to edit their own project descriptions so that they may practice their own creative freedom which results in effectively representing each team. This technique also promotes transparency within the whole class. Each group was responsible for producing a certain feature of a greater project which was to raise awareness towards rhino conservation, our page cohesively braids together all team projects in a visually aesthetic efficient format.

## **The Contents of Website:**

1. Home
  - a. 'Who We Are'
  - b. 'Activities'
  - c. 'Contact info'
  - d. 'Location info'
2. Dr. Deblanc
  - a. Biography
  - b. Photos of Dr. Deblanc
3. Efforts
  - a. Social Media
  - b. Funding and Awareness
  - c. Appreciative Inquiry
  - d. Poster
  - e. Abq Zoo and BioPark Campaign
4. Wanna Crash?
  - a. Book Contest
  - b. Volunteer
  - c. Donate
5. Blog