

# RhinoCrash

Dr. Diana DeBlanc, DVM  
Subject Area Expert Consultant, Council of Contributors

## Rhino Conservation Team Project Response Rubric

Team # 4

- 1. How well do these team information products fulfill the vision & goals of the team proposal?** The poster is eye catching and at a glance provides a lot of good information. I think it fulfills the vision and goals set out by the team
- 2. How effective are these products for you as a user & stakeholder?** Since I have a relationship with CFW I could use it but the Council of Contributors typically doesn't use the branding of other organizations unless we are doing a project specifically for them
- 3. What improvements do you recommend?** I like the visual appeal of the poster. The overlay of information on the image of the rhino is super attractive. The information given is concise and to the point. My concern is that unless I or the UNM rhino group are doing a fundraiser SPECIFICALLY for Care for Wild that we should not be using

their brand or information...and if we want to use it more then they need to give authorization.

Comments: CFW, just like the CoC, is protective of their image and with good reason....you don't get to be the world's largest Rhino Sanctuary without a lot of hard work...so again...I think we need to be respectful. Also...the vision is to raise awareness, education and funds for all the orphanages, antipoaching units and veterinarians in the fight so as much as I love and admire CFW, I don't think the poster should be focused on them specifically.