

# Human Impact on Water Security Campaign: Project Rubric

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Name

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Date

## Project Checklist

Your public education outreach campaign and evidence-based scientific argument should include the following:

### Public Education Campaign Proposal:

- \_\_\_\_\_ The goal or problem to be addressed (one to three sentences)
- \_\_\_\_\_ Objectives: The long-term outcome and short-term outcomes you wish to achieve
- \_\_\_\_\_ Target audience: The relevant individuals or groups you want to target with your message
- \_\_\_\_\_ Message: The main message you want to share to raise awareness and inspire action
- \_\_\_\_\_ Methods: A description of how you will raise awareness

### Evidence-based argument:

- \_\_\_\_\_ A claim about how increases in human population and consumption of resources in one location can impact another location's freshwater supply.
- \_\_\_\_\_ Three to five pieces of evidence that support your claim
- \_\_\_\_\_ Reasoning that connects each piece of evidence to the claim

### Scientific content of argument:

- \_\_\_\_\_ How humans use water
- \_\_\_\_\_ How increases in the human population impact water use
- \_\_\_\_\_ Some of the factors leading to changing global temperatures
- \_\_\_\_\_ How humans impact the factors leading to changing global temperatures
- \_\_\_\_\_ How changing global temperatures impact water security

# Project Rubric

Criteria	Proficient Scientific Outreach Specialist	Apprentice Scientific Outreach Specialist	Emerging Scientific Outreach Specialist	Feedback
<p><b>NGSS Crosscutting Concept: Cause and Effect</b></p> <p>Cause-and-effect relationships may be used to predict phenomena in natural or designed systems.</p> <p>You use a combination of text, visuals, and scientific argumentation to show the ripple effect that melting glaciers and snowpack have on water security, as well as the human actions that lead to the accelerated increase in melting.</p>	<p>Your campaign plan and argument show a clear cause-and-effect link between human impacts, melting glaciers and snowpack, and water security.</p>	<p>Your campaign plan and argument show a somewhat clear cause-and-effect link between human impacts, melting glaciers and snowpack, and water security.</p>	<p>Your campaign plan and argument do not show a clear cause-and-effect link between human impacts, melting glaciers and snowpack, and water security.</p>	
<p><b>NGSS Science and Engineering Practice</b></p> <p>Obtaining, Evaluating, and Communicating Information.</p> <p><a href="#">CCSS.ELA-Literacy.WHST.6-8.4:</a> Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p> <p>You effectively and accurately communicate the science behind humans' impact on water security.</p>	<p>Your products are easy for the audience to follow. The information about the content is accurate and engaging.</p>	<p>Your products are somewhat easy for the audience to follow. The information about the content is mostly accurate and engaging.</p>	<p>Your products are not easy for the audience to follow. The information about your content is not accurate and engaging.</p>	

<p><b>NGSS Science and Engineering Practice</b></p> <p>Engaging in Argument from Evidence</p> <p>You develop an evidence-based argument about how increases in the human population and consumption of resources have impacted the glaciers and snowpack of Mount Everest as well as the global water supply.</p>	<p>You provide four to five pieces of appropriate evidence. Evidence and reasoning are sufficient to support the claim.</p>	<p>You provide two to three pieces of appropriate evidence. Evidence and reasoning may not be sufficient to support the claim.</p>	<p>Your claim is not supported by evidence and/or reasoning.</p>	
<p><b>NGSS Performance Expectation <a href="#">MS-ESS3-4</a></b></p> <p>Construct an argument supported by evidence for how increases in the human population and per capita consumption of natural resources impact Earth's systems.</p>	<p>Your claim includes two to three ways that increases in human populations, and their consumption of natural resources impact Earth's systems.</p>	<p>Your claim includes one way that increases in human populations and their consumption of and natural resources impact Earth's systems.</p>	<p>Your claim does not address how increases in human populations and their consumption of and natural resources impact Earth's systems.</p>	
<p><b>NGSS Performance Expectation <a href="#">MS-ESS3-5</a></b></p> <p>Ask questions to clarify evidence of the factors that have caused the rise in global temperatures over the past century.</p>	<p>Your campaign plan includes at least one factor that has led to the recent rise in global temperatures and your argument includes at least one piece of evidence to support your claim.</p>	<p>Your campaign plan includes one factor leading to the recent rise in global temperatures OR your argument includes at least one piece of evidence to support your claim.</p>	<p>Your campaign plan is missing a factor about global temperatures and your argument does not include any evidence to support your claim.</p>	