RMC WRITING STUDENTS PARTICIPATE IN SERVICE-LEARNING PROJECT FOR
AUDUBON CONSERVATION EDUCATION CENTER

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Billings, Montana – November 23, 2013 – Rocky Mountain College students have been busy learning about business and technical writing in Professor Precious McKenzie’s professional writing classes. As part of the coursework, students participated in a service-learning project with the Montana Audubon Conservation Education Center.

Working closely with Darcie Howard, the center director, RMC students visited the site, took photos, and met with Ms. Howard on campus to learn about the center’s many public and private science-based programs. Ms. Howard spoke to RMC students about branding, budgets, and the use of the Internet and social media to promote organizations.

Students then created two-sided rack cards to help the Audubon Conservation Education Center advertise their private programs, including birthday parties, weddings, and Scout badge programs.

Ms. Howard chose a rack card designed by RMC students Kelli Wieczorek, Mariah Gondeiro, Michael Eggen, Erin Repucci, Lindi Griffel, Nick Newberry, Price Miller, Carly Kuba, Shane Walk, Zachary Uskoski, and Tyler Fritz to use for advertising private programs in 2014.

The Audubon Conservation Education Center (Audubon Center) is a grassroots project located on 27 acres of land along the Yellowstone River in Billings, Mont. This site is a former gravel mine, which has been transformed by volunteers into habitat for wildlife and a year-round education facility. The Audubon Center serves to preserve and enrich wildlife habitat, connect people with nature, and provide important open space and public outdoor recreational opportunities within Billings.

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