**SSP Highlights**

Sample template

SSP Highlights is a “member view” feature in AZA’s CONNECT magazine that provides an opportunity to highlight and share efforts SSP Programs have made to increase population sustainability in zoos and aquariums and share their successes with the general AZA membership.

This feature provides a way for SSPs to share their creative approaches to overcoming population sustainability challenges. Examples are: engaging in innovative research, advancing management practices, and developing partnerships to enhance SSP sustainability. SSP Highlights made its debut in August 2016.

The brief parameters for SSP Highlights:
- 300-500 words
- “Catchy” title
- Author/SSP Coordinator (with job title)
- Photo (5*7 300dpi)
- Appropriate for the broad audience that receive CONNECT magazine

Introduction should include one or more:
- General species information
- Conservation status
- What is their role in AZA zoos and aquariums?
- Why are they cool/interesting/important animals?
- General SSP information (population size, number of organizations in the SSP)

Body should include one or more:
- Sample challenges to SSP population sustainability that will be discussed in the highlight (e.g., low gene diversity, small population size, need for husbandry/management enhancements, etc.).
- New, innovative, and/or creative ways that the SSP is engaging in to address the challenge identified (e.g., international collaborations, research projects, artificial reproductive technologies, new husbandry and management practices, etc.).
- While there may be more than one sustainability challenge and more than one initiative in place, given the limited space it is recommended to focus on only one initiative in the SSP Highlight.

Conclusion should include:
- The results and impacts of the initiative on the SSP population in lay terms
- Lessons learned. Sharing the SSP’s story is important as it may inspire other SSPs with similar challenges to try something new or think about their situation in a new light.
- Future plans to further enhance sustainability, if necessary

Please submit draft SSP Highlights to conservation@aza.org.