Unit #3 Recommendation Report and Presentation (250 Pts)

Task:

Beginning with the information in your team's background research reports, you will imagine yourselves as employees for an organization, company, or group tasked with addressing a current issue (through planning, design, innovation, organization, etc.). The possibilities here are broad, and something that should evolve out of the problem setting memos you wrote earlier in the semester. Your research should help you further define and set a problem, then recommend a course of action for a specific audience.

Your recommendation report might include a plan for potential product development, a recommended action or implementation plan, a marketing campaign, an event or an awareness campaign, or a public relations response. These are just some possibilities. This work should evolve out of your research, your strengths and your professional imaginations. Your project must contain specific deliverables, and will need to be presented to me as a final written and visual presentation.

Each group will develop work in a google drive folder that you share with me. At minimum, the documents listed below should be kept and maintained in the google drive folder.

Process:

Submit a Group Scope of Work memo for (Instructor) approval: (40 Pts)
Due no later than Saturday July 27th at 11:59pm EDT. I recommend you turn it in early in order to get feedback early. You can use this [Project Proposal Guideline](#) to help you draft this document.

Drawing on your background reports, your problem setting memos, my feedback, your expertise, and your problem setting discussions as a team, develop a plan for what your team can accomplish over the last few weeks of the semester. This final assignment will be a culmination of your individual research efforts.

At a minimum all final projects must include the following:

- An action proposal or recommendation report (10-12 single spaced pages, with relevant graphics and design elements included)
- A Visual design (An infographic, video, or fact sheet are just some possibilities)
- An annotated slide-deck designed for professional presentation (8-10 slides **with complete presenter/speaker notes**)
- A 1-2 page letter of Transmittal that explains how your deliverables work together to address a specific audience of decision makers.
- A group self evaluation using the [unit rubric](#)

While it is tempting to take a "divide and conquer" approach to this work, please know that I will expect to see evidence of collaboration, both in your work proposal and your final documents. You should all contribute to all of the deliverables, even if one member of your team takes the lead on individual pieces.

How your group interprets or expands on these deliverables depends on the kind of problem setting you do and the audience you identify. For example, if you are interested in developing a public

information campaign, your recommendation report and presentation would be designed for the organization that would carry out the campaign, but your visual design might be an example of educational material created for the public to be distributed during the course of the information campaign.

Your recommendation reports could include proposals for further research, design timelines, example press releases, promotional or marketing plans, designs for products or policy drafts.. These are just examples. Much of this depends on you, and should evolve out of your research, your collective expertise and industry understanding.

Your group status memos should be directed to me. You should imagine me as a manager who must approve your plan of work. We will agree together that the scope of work you define is suitable for the timeframe of the class and number of team members assigned to your project.

MEET WITH INSTRUCTOR TO REVIEW PROPOSAL AND SET DELIVERABLES (OPTIONAL)
For this project, you should think of me as a supervising manager. At least one member of your team can schedule a meeting with me to review your scope of work proposal and clarify final deliverables in week seven. These meetings can take place in google hangouts or chat. While I am flexible about meeting times, including evenings if needed, you should write these meetings into your group planning and schedule them early. Our class is not my only obligation and my weeks fill up quickly.

CREATE AND SUBMIT DELIVERABLES
Based on what you commit to, and what I approve in your scope of work proposal, you will complete and submit all required deliverables via Google drive no later than **Saturday August 3rd at 11:59pm EDT.** Included with your final submission will be your groups' evaluation of the project based on the project rubric, and your evaluation of your group members' individual contributions via a Google form survey.

Grading
- Your group scope of work memo will be graded on both content and format on exceeds, meets, or falls below expectations (A,B,C, no credit)
- All other elements of the project will be graded holistically on a Exceeds, Meets, or falls below expectations basis.
- 40 points will come from completing your group scope of work memo
- 130 points will be based in your group performance overall on final deliverables.
- 80 points will come from your individual participation in the project. Grading of your individual participation points will come from how your team evaluates your overall contribution to the final project via the team evaluation Google survey

Remember that the overall goal with these final projects is a portfolio-worthy project-- a project that would be useful to you when you think about securing an internship or an interview later. The extent to which you take this work seriously is the extent to which it will be useful to you moving forward.