

## **Partner Agreement**

**Project:** Major Project 2 – Equifax 2017 Data Breach and Consumer Communication Failures

**Partners:** Aritra and Jasper

## **Purpose**

Our partnership exists to research and present the Equifax 2017 data breach as a technical communication crisis. Our purpose is to analyze how poor consumer communication worsened the impact of the breach and to recommend best practices for future crisis communication.

**Values:** clarity, accountability, fairness, respect.

## **Goals**

- Produce a visual poster that clearly explains the crisis and lessons learned.
- Ensure the final product meets all class requirements and demonstrates strong technical communication analysis.
- **Deliverables:** research summary, visual poster, presentation.
- Goals align with SMART criteria: finish research by mid-project, draft poster two weeks before deadline, rehearse presentation one week before deadline.
- Measure outcomes by quality of poster (clarity, visuals, accuracy) and presentation effectiveness.

## **Roles**

- **Aritra:** lead on technical and cybersecurity research, draft text content.
- **Jasper:** lead on design and visuals, organize references and editing.
- **Both:** contribute equally to research, review drafts, share responsibility for presentation.

## **Work Processes**

- Meet twice a week (class time plus one check-in outside).
- Use shared Google Doc for research and poster draft.
- Divide tasks weekly and review progress at each meeting.
- Rotate agenda management.
- Check in with Dr. Mericle during our scheduled feedback sessions.

## **Decision-Making**

- Decisions on research direction, poster layout, and presentation style made jointly.
- Major changes require agreement from both partners.
- Minor edits can be made individually but flagged for review.
- Communicate through text and email, respond within 24 hours.

## **Norms**

- Respect deadlines, complete assigned work before check-ins.
- If conflicts arise, discuss directly and respectfully. If unresolved, involve Dr. Mericle.
- If one partner is not contributing, first address it privately, then escalate if needed.
- Communication expectation: quick acknowledgment within 24 hours, full response within 48 hours.