**The Short Informative Report Outline**

EMLS 129R, Section 002

University of Waterloo

Word Count: 479 words

Similarity Percentage: 20 %

**The Short Informative Report Outline**

1. **Introduction**
2. **Context statement and definition sentence:** As the saying goes: “Birds of a feather flock together.” People nowadays are not able to succeed on their own. As a result, social media is invented. Social media is defined as “forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.” (Merriam-Webster, 2018)
3. **Background information:** Since there are a large number of clubs in the University of Waterloo (UW), students are not able to join all of them. As a result, students tend to search the Facebook page or the official website created by a specific club to retrieve more information about it. Hence, it is essential for a club to improve its social media presence.
4. **Purpose statement:** This report has been written in response to a request by Computer Science Club of the University of Waterloo (CSC) for advice on improvements on its social media presence.
5. **Driving Forces**
6. **Topic sentence:** According to the University of Waterloo, there are currently 2,539 students enrolled in Computer Science (CS) Program (University of Waterloo, 2018); however, there are only 348 members in CSC (CSC, 2018). Some CS students do not even know the presence of this club. Therefore…
7. **A list of reasons:**
8. CSC needs to build up its presence. Why?
9. CSC needs to attract more members so that it can have more funds to support activities.
10. CSC needs to have more people attending its events, regardless of whether participants are members or not. Why?
11. **Summary statement:** It is crucial for CSC to expand its influence and attract more people to join it.
12. **Description (paragraph one)**
13. **Topic sentence:** CSC should make improvements to its official website.
14. **Supporting details:**
15. The user interface (UI) of the official website of CSC is neither modern-looking nor attractive to students
16. The website is lack of a way to communicate with staffs of CSC.
17. The website does not provide any useful information and resource to students who are not members of CSC.
18. **Summary statement:** It is urgent for CSC to improve its social media presence by solving problems mentioned above.

**Description (paragraph two)**

1. **Topic sentence:** Comparing to CSC, the University of Toronto Computer Science Enrichment Club (CSEC) has a better social media presence ~~comparing to CSC.~~
2. **Supporting details:**
3. The website has a modern-looking (words first) UI, and it is also divided into multiple sections for a better navigation experience.
4. A “Contact Us” section is located at the bottom of the front page. Students can also subscribe to CSEC mailing list with a click.
5. The website provides slides of past events and also useful programming and algorithm resources for all students available to access.
6. **Summary statement:** Since CESC is also a Computer Science related club in a world-class university, ideas and values of CESC can be borrowed by CSC in order to improve the social media presence of CSC.
7. **Recommendations**
8. Consider a redesign of UI for the official website of CSC.
9. Create a section on the website for students to contact either staffs or members of CSC.
10. Provide more useful resources and materials to all students, such as programming and algorithm tutorials.
11. Post photos and slides of every event the CSC holds.

Reference(s)

Computer Science Club of the University of Waterloo (2018). *Members This Term*. Retrieved

from https://csclub.uwaterloo.ca/about/members

Merriam-Webster (2018). *Definition of social media*. Retrieved from https://www.merriam-

webster.com/dictionary/social%20media

University of Waterloo (2018). *Student Headcounts*. Retrieved from

https://uwaterloo.ca/institutional-analysis-planning/university-data-and-statistics/student-data/student-headcounts

You should also list U of T’s website

**Total number of errors (14) / Total number of words (479) = 2.92% Error average**

**Assignment 4a Informative Report Outline Rubric**

|  |  |
| --- | --- |
| The outline includes the following: | **Instructor Evaluation** |
| **In the introduction section**, a clear context sentence as a hook or grabber | 1/1 |
| **In the introduction section,** a clear definition sentence after the context sentence | 1/1 |
| **In the introduction section**, 2-3 point-form background information points (cited if necessary) | 1/1 |
| **In the introduction section**, a balanced purpose statement that specifies the audience, its request, and the report’s main idea/recommendation | .5/1 |
| **In the driving forces section**, a complete topic sentence that introduces the reasons that the club desires an improved social media presence. **Driving forces topic sentence must explicitly introduce WHY the club is motivated to make changes.** | .5/1 |
| **In the driving forces section**, 2-3 point-form specific details about these reasons (cited if necessary) | 1/1 |
| **In the driving forces section**, a summary statement to conclude this section | 1/1 |
| **In the description/discussion section (paragraph one)**, a complete topic sentence that introduces the current situation of the club | .5/1 |
| **In the description/discussion section (paragraph one)**, 2-4 point-form supporting details about the lack of social media presence | 1/1 |
| **In the description/discussion section (paragraph one)**, a summary statement | 1/1 |
| **In the description/discussion section (paragraph two**), a complete topic sentence that introduces the current situation of the exemplary university club | 1/1 |
| **In the description/discussion section (paragraph two)**, 2-4 point-form supporting details (cited if necessary) on the social media presence demonstrated by this exemplary club. **Refer to an outside source to prove that this social media presence is effective.** | .5/1 |
| **In the description/discussion section (paragraph two)**, a summary statement emphasizing what makes this club’s social media presence so successful. | 1/1 |
| **In the recommendations section**, a list of 3-4 “doable” recommendation sentences for the audience (your chosen group, club, or service) | 2/3 |
| **In the references section**, at least three outside sources presented in proper APA or another style form | 1/1 |
| Throughout the outline, the use of strong grammar, spelling, and punctuation | 2/2 |
| Correct APA or another style formatting (title page, running head, page numbers, word count, similarity percentage) | 1/1 |
| **Comments: Well done. Look at paragraph 2 again. To lend credibility to your report it is important to prove that the use of social media by your model reflects the presence experts suggest is “good” or effective. Then in the recommendations, make clear connections from your model to your weak group.** | 17/20 |