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| the BIG IDEA worksheet  Identify a project you are working on where you  need to communicate in a data-driven way.  Refect upon and fll out the following. |

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| PROJECT |

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| WHO IS YOUR AUDIENCE?  (1) List the primary groups or individuals to  whom you’ll be communicating. |

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| (3) What does your audience care about? |

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| (2) If you had to narrow that to a single person,  who would that be? |

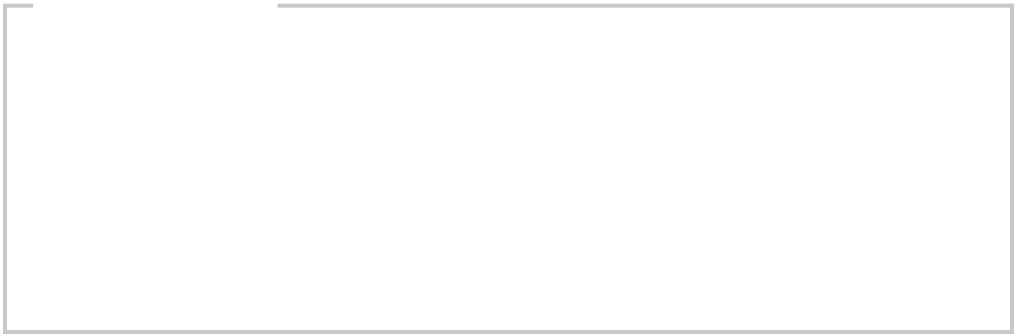
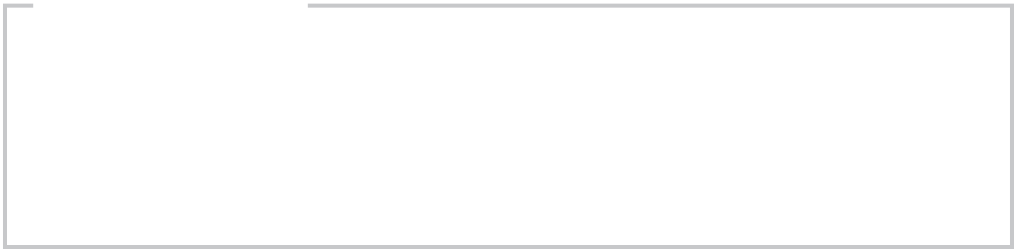
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| (4) What action does your audience need to take? |

Data Visualization 1

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| WHAT IS AT STAKE?  What are the benefts if your audience acts  in the way that you want them to? |

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| What are the risks if they do not? |

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| FORM YOUR BIG IDEA  It should:  (1) articulate your point of view,  (2) convey what’s at stake, and  (3) be a complete (and single!)  sentence. |



Many students may not realize the many negatives that come with insufficient sleep, such as added stress, so we recommend a media and Schiffert campaign to promote healthy sleep habits to improve student health.

Many students who are not aware of the additional issues besides tiredness that accompany insufficient sleep will likely continue to get poor sleep. This can continue to harm the daily life and success of many students on campus.

Many students will likely make sufficient sleep a higher priority. This will decrease stress and improve happiness across campus to the benefit of both students and the university.

My audience needs to educate students on the issues that come with insufficient sleep through media outlets and support student sleep by offering and/or suggesting melatonin at Schiffert.

They care about ensuring and improving student well-being both mentally and physically.

It would be the head of VT student health and wellness.

I will be communicating with the student health and wellness staff at Virginia Tech, which may include Schiffert staff and media outlets.