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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? |

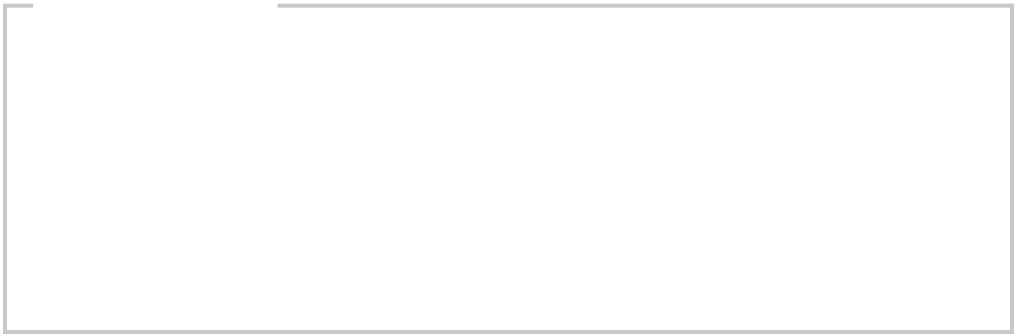
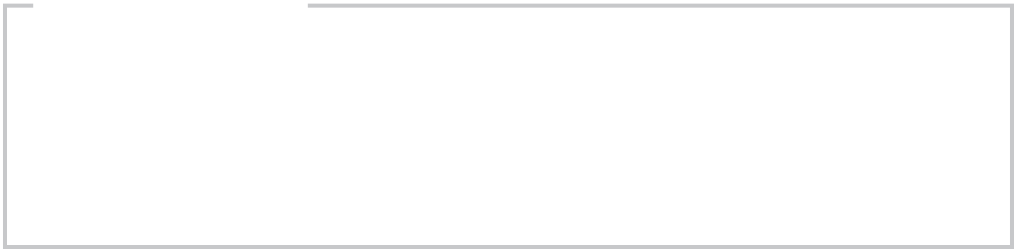
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| (2) If you had to narrow that to a single person,  who would that be? |

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

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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. |



Now that COVID is less of a threat, United States unemployment rates have returned to normal levels, warranting a shift from unemployment assistance to job stability legislation, to protect Americans from future crises.

If my audience does not act on this, there may be citizens who are still collecting unemployment benefits but are fully able to work. In addition, economic downturn and national or global issues would likely create the same unemployment issues, harming Americans and costing the U.S. government money.

If my audience works to promote job stability, there will be less layoffs in the future. This could mean that even in times of crisis the workforce and economy are still very active, and there would be less need for things like the stimulus checks that were distributed during COVID.

My audience needs to shift their focus and some resources from sustaining the unemployed to helping citizens keep their jobs, potentially by trying to limit companies’ layoffs through legislation.

My audience is concerned with the state of the U.S. economy. They want to know about unemployment rates to help make decisions on economic legislation.

If I had to narrow it down to one person, it would be the Director of the National Economic Council in the U.S

I would primarily be communicating with United States government officials whose area of focus is the U.S. economy.

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