

Who is your audience?:

1. List the primary groups or individuals to whom you will be communicating.
Students who need a class representative.
2. If you had to narrow that down to a single person, who would it be?
The student who wants to make a positive change to the college environment.
3. What does your audience care about?
Workloads/lecture times/ teaching standards.
4. What action does your audience need to take?
Volunteer candidates to become class representative.

What is at stake?:

1. What are the benefits if your audience acts in the way you want them to?
They have someone to speak on their behalf when problems arise. The lecturers have a channel of communication to the students. The student union have a channel of communication to the students.
2. What are the risks if they do not?
A lack of communication with lecturers and student union. No one to speak on their behalf as a whole.

Form your big idea. It should:

1. Articulate your point of view.
2. Convey what's at stake.
3. Be a complete and single sentence

Background:

As a student union representative It is my goal to ensure that the student get value for money. I need to get across how the students may not receive the best education possible and how having a student representative can help them to make their voices heard. The audience may not be encouraged to take on their studies and another role. I need to encourage and motivate them to understand how beneficial it would be to volunteer for this role.

In as many words as possible:

In order to convey the queries, qualms, misgivings and struggles of the class, a class representative is required to step forward to take on this prestigious role and become the bridge of communication between their peers and the greater college administration.

In as few words as possible. As a 6-word story:

Students struggle. Miscommunication. Solution: Class Representative.

(On reflection comes across as cold and formal and too urgent "need" is pressurising less likely to gain a positive response. Use of "your" makes the speaker sound detached from the audience like 'your problem'):

In order to facilitate communication between your class, your lecturers and the student union, we need volunteers to become class representative.

(warmer and more positive, stronger however doesn't offer much for the student who wants to make a change. Suggests issues already occur which comes across as negative rather than supportive and encouraging):

A class representative acts as a bridge between student and lecture staff passing on any issues they may have; as such we require volunteers to take on this role.

(shows what can be achieved for the student who wants to make a positive change "equal and fair learning environment" states what is required "volunteer" names stakeholders "staff and students")

Final Answer:

A class representative promotes an equal and fair learning environment through open and frequent communication between staff and students, as such we require a volunteer to take on this role.