W241 - Final Project Peer Evaluation

Walt Burge

Our project, involving a comparison of two different messages as treatments in a donor fundraising drive with the Pennsylvania Governor’s School for the Sciences (PGSS), is on target to execute and complete as per our plan. The actual fundraising drive will be one week long, and will start tomorrow (7/25), ending on 8/1. Working with the (PGSS) team, we have created two messages presenting compelling narrative content with supporting pictures and images. The PGSS team has been very pleased with our creativity and consider this work as a significant step ahead over what they have produced in the past. They have also commented that they would like to take this further in continued research and have implied that Subha and I would be invited to continue this work with them.

Subha and I were very lucky to start off on the same page about the general category of project we wanted to initiate, one to use data to produce a meaningful measurement and/or impact on social good. While her project idea was quite different from mine, there were commonalities. She and I bring complementary skills and talents to this project, and I’m glad she and I can work together. There are things that we could do better, and there are things we each needed to learn from this course. I think the single thing that would benefit Subha most is gaining greater confidence interfacing with external parties. While she has the knowledge, ability and discipline to execute on her goals, she doesn’t sell her ideas or herself as well as she might. I’m sure this is a common weakness among many women and particularly those from foreign cultures with a strongly patriarchal tradition.