

✔ Congratulations! You passed!

Grade received 100% To pass 80% or higher

Go to next item

To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the following activity. You can learn more about graded and practice items in the [course overview](#).



Activity Overview

You have learned about the vital role of communication in meeting the needs of different stakeholders in the data professional career space. In this activity, you will write emails to two stakeholders in different roles at a government agency. This activity is based on a fictional workplace scenario.

To review tips for communicating effectively as a data professional, refer to the reading about [essential data professional communication practices](#).

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the following scenario. Then complete the step-by-step instructions.

You are a data professional working for the U.S. National Park Service (NPS). The NPS manages 63 National Parks, including the Grand Canyon, Great Smoky Mountains, Yellowstone, and Yosemite. The NPS' mission is to preserve the natural and cultural resources of the parks for the enjoyment, education, and inspiration of present and future generations. Your team analyzes data to improve visitor experiences and protect park resources.

One of the NPS' main concerns is the recent increase in visitation. In 2022, the NPS received about 312 million recreation visits, an increase of 15 million visits from 2021. 26 percent of total visits occurred in the top 8 most visited parks. While the NPS strives to serve as many people as possible, unexpected increases in visitation can stress the natural environments and wildlife within the parks. Further, overcrowding decreases the overall quality of visitor experiences.

NPS leadership has asked the data team to build a machine learning model to predict future visitation at the most visited parks. To develop the model, the data team will analyze historical data on recreation visits, and also consider other factors affecting visitation rates: weather, temperature, user fees, traffic conditions, and more. The proposed timeline for the project is 12 weeks. The goal is to build a model with at least 90% accuracy.

A powerful model can help park managers better understand trends in future visitation, and take proactive measures to protect the parks' natural and cultural resources. Managers can also use predictive data to make informed decisions about implementing changes in park operations or infrastructure. For example, increasing staffing, renovating facilities, or upgrading the visitors' reservation system.

Your team leader has asked you to email two new employees and give them an overview of the project:

- A data professional who will be part of your team. This person will need relevant information about the data team's workflow and project goals.
- A writer for NPS public relations. This person will need relevant information to create non-technical articles that promote the NPS' efforts to improve visitor experience.

Step-By-Step Instructions

Follow the instructions to complete each step of the activity. Then, answer the three questions at the end of the activity before going to the next course item to compare your work to a completed exemplar.

Step 1: Access the template

To use the template for this course item, click the following link and select *Use Template*.

Link to template: [Emails to different stakeholders](#)

OR

If you don't have a Google account, you can download the template directly from the following attachment.



Emails to different stakeholders
DOCX File

Step 2: Complete the email to the new data professional

Review the scenario and identify the needs of your audience (in this case, the new data professional joining your team):

- Why are you emailing this stakeholder?
- What does this stakeholder need from this interaction?
- What is important to them?

Consider what information would be most relevant to the data professional based on the scenario provided. Then complete **Email #1** with that information, and be sure to invite them to ask follow-up questions.

> **Step 3: Complete the email to the new public relations writer**

Pro Tip: Save the template

Finally, be sure to save a blank copy of the template you used to complete this activity. You can use it for further practice or in your professional projects. These templates will help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed emails to the new data professional and the new writer:

- Indicate why you are communicating with the recipient
- Address what they need from the interaction
- Identify what is important to them
- Invite them to ask follow-up questions

1. Did you complete this activity?

1 / 1 point

- ☒ Yes
- ☐ No

Correct

Thank you for completing this activity! Being able to identify your audience and determine what information you need to share is an essential part of professional communication. Review the quiz question feedback to find out how you did. Then go to the next course item to compare your work to a completed exemplar.

2. What information is most relevant to include in the email to the new data professional? Select all that apply.

1 / 1 point

- ☒ An overview of the data team's workflow

Correct

Providing an overview of the data team's workflow will give the new data professional insight into how the team shares their results and invites feedback from internal stakeholders. It will also be useful to include the accuracy goal for the visitation prediction model and an invitation to ask follow-up questions.

- ☒ The accuracy goal for the visitation prediction model

Correct

Sharing the accuracy goal for the visitation prediction model will help the new data professional understand the project objectives. It will also be useful to include an overview of the data team's workflow and an invitation to ask follow-up questions.

- ☒ An invitation to ask follow-up questions

Correct

Inviting follow-up questions will improve communication with the new data professional and help them learn more about the project. It will also be useful to include an overview of the data team's workflow and the accuracy goal for the visitation prediction model.

- ☐ A description of how machine learning models work

3. What information is most relevant to include in the email to the new writer? Select all that apply.

1 / 1 point

- ☒ The purpose and benefits of the visitation prediction project

Correct

Communicating the purpose and benefits of the visitation prediction project will help the new writer create articles promoting the NPS' work and mission. It will also be useful to describe the problem the project is addressing and include an invitation to ask follow-up questions.

- ☐ Technical details about the project

- ☒ The problem the project is addressing

Correct

Describing the problem the project is addressing will provide useful context for the new writer and help them understand the importance of the project. It will also be useful to describe the purpose and benefits of the visitation prediction project and include an invitation to ask follow-up questions.

- ☒ An invitation to ask follow-up questions

Correct

Inviting follow-up questions will improve communication with the new writer and help them learn more about the project. It will also be useful to describe the purpose and benefits of the visitation prediction project and the problem the project is addressing.