



RU Compost Product Portfolio

Rutgers Compost Club

ESN Solutions:

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Technical Writing Section 03

May 1st, 2019



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Letter of Transmittal – Professor Howland

ESN Solutions
89 George St,
New Brunswick, NJ 08901
April 30th, 2019



Dave Howland
135 George St.
New Brunswick, NJ 08901

Dear Professor Howland,

Having completed our group collaboration project with RU Compost, I will briefly summarize and reflect on how the collaboration went overall. My teammates and I had originally hoped to collaborate with the Puerto Rican Action Board but were unable to after failing to get a follow-up response from them after their initial agreement. Thankfully, due to the connections of one team member, Siena Carnevale, ESN Solutions quickly redirected its efforts to collaborating with RU Compost and finding out what were some of the things they could use help with. Between an exchange of emails and text messages, we discovered that they had been in the process of creating a website but had not made much progress beyond the creation of their home page. It was evident to us that launching a website was not an immediate goal or task for RU Compost. Nevertheless, we thought to ourselves that further developing or creating their website would most likely be the best route to take moving forward.

After our phone call with Dorothy, our communications manager took note of numerous things that were highlighted and thought to be important to the progress of our client. We then drafted a needs analysis and proposal document and shared it with our client, ultimately agreeing that the website with a timeline and a map was really the most appropriate and suitable task that ESN Solutions could take on. From that point forward, the collaboration went very smoothly and no difficulties or disagreements were encountered. We assigned amongst ourselves who would work on each component of the website, that is, who would construct the history page, the blog page, home page and so forth. The rest of our collaboration was simply a matter of meeting deadlines and putting together drafts and presentations while working on the website.

The ESN Solutions team members took away a few lessons from this project about teamwork and group tasks. One lesson that we learned early on is the importance of networking and contributing to the same goal. Upon realizing that we would not be working the Puerto Rican Action Board, all three of us began to send emails and phone calls in search of another non-profit. Ultimately, our client was a close acquaintance of our communications manager which made for very comfortable communication between ESN Solutions and our client. Had it not been for the previously formed relationship with one of the leaders of RU Compost, our team would have most likely delayed in landing a client and would have consequently faced a shortage of time to produce some product.

One other lesson that we took from the project was the importance of trusting one another with our respective responsibilities. We had not known each other prior to being paired up for this project and therefore did not know if we would each carry out our tasks and produce our individual work, accordingly. It turned out that we were in fact responsible enough to meet our individual deadlines and communicate with one another whenever we were slightly behind. However, in spite of the very valuable lessons, it was the experience which was most noteworthy and memorable for the ESN Solutions team. We are all very satisfied with our final product and very glad to have met one another work together on this project.

Sincerely,



Siena C.



Nikhil C.



Edmond S.

Client Letter

Dorothy Lee, President of Rutgers Compost
14 College Farm Road
New Brunswick, NJ 08901

April 8th, 2019

ESN Solutions
89 George Street
New Brunswick, NJ 08901



Dear Ms. Lee,

My name is Siena Carnevale and I am a student in Professor Howland's Technical Writing Essentials class at Rutgers University. Two of my peers and I are currently working on a group-assignment in which we are to collaborate with a non-profit organization and provide some service or product that will be of use to it as it pertains to technical writing. The goal of our assignment is to ultimately apply our technical writing skills and create or improve some product for the non-profit with which we are working. This can involve anything from revising and changing a pamphlet that the organization may use, to creating a poster or a website. My team has much ambition and intends for this product to be useful and beneficial to the Rutgers Compost club and not simply something decorative or supplementary to what you already use to advertise and communicate. I am confident that we can achieve the goals of this assignment as well as our own goals and would be delighted if you gave us the opportunity to do so.

Seeing that Rutgers Compost is devoted to minimizing waste and putting it to better use, my team is eager to help an organization leave its imprint at Rutgers and promote environmental health. We've realized that Rutgers Compost has accepted the responsibility of informing and educating the Rutgers community about food waste and composting. I believe it would be best for my teammates and I to familiarize ourselves with your general operations and have a greater understanding of the importance that food waste and composting have within Rutgers.

In the event that we should end up collaborating with the Rutgers Compost club, it will require that my team and I meet with you periodically and/or communicate via phone and email. Ideally, we would like our first meeting to be in person so that all members of the team may introduce themselves to you and to also see and discuss where we could best collaborate. We would want to learn what are the means of communication and advertisement that you utilize the most and then decide as a team which project may be most reasonable for us to work on, given our time constraints. Once that has been agreed upon, all other meetings will simply be to keep you updated and show you whatever progress has been made since the start of the collaboration.

Please feel free to contact me at sc1626@scarletmail.rutgers.edu or at the following number: 973-294-2265. If you have any questions or concerns about the assignment, please feel free to contact our professor, Dave Howland, at dave.howland@rutgers.edu or (603)-969-3634.

Sincerely,



Siena C.



Nikhil C.



Edmond S.

Team Organizational Memo

To: Professor Dave Howland

From: ESN Solutions

Date: 4/1/19

Subject: Team Organizational Memo

This memo serves as an overview of our team's organizational set-up, how we will handle team disagreements, an outline of our meeting plan schedule, as well as our logo design.

Team Organization:

Communications/Task Manager: Siena already has a relationship with our potential client, and because of this will serve as our communications manager. She will serve as our liaison between the team and our client and be responsible for ensuring final drafts of all major documents are thoroughly edited and delivered properly and on time. This team member's Sakai Dropbox will be the one used for submitting work.

Meetings Minutes/ Progress Report Writer: Nikhil will record meeting minutes - making drafts available to the entire team for review. Having good time management and organizational skills, he will be responsible for making sure our team remains on track with our goals. This team member keeps close track of what was said and agreed upon, helping everyone with accountability. He will also help proofread and edit major documents.

Principle Writer: Edmond will draft and edit major assignment memos: Team organization memo, needs analysis and project proposal, usability testing memo, and revisions memo. He is a strong writer with proficient skills in technical writing. Edmond has strengths in organization, drafting, and editing. Because of this, he will service as the principal writer for our group.

While each member is designated a specific responsibility, all group members will also be involved in final edits on documents, remaining in communication with our client and group members. Everyone will share equally in oral presentations, product development and testing and finalization. In addition, we will be using Google Docs to allow for the smooth sharing and editing of documents.

Disagreements:

Group projects can lend themselves to both positive and negative experiences. However, working on an intense, creative project can increase the chances of turmoil within a group. In an attempt to minimize the occurrence of disagreements, we have developed a set of rules to keep in mind. Teammates should:

- Communicate clearly and openly

- Listen well to each other
- Remain on track with deadlines and due dates per the calendar
- Ask for help
- Check in with your team before submitting anything
- Be respectful of all team members' work ethics, ideas, and products.
- Attempt to solve issues calmly and politely; if the issue cannot be resolved between the three members, seek out mediation from Professor Howland.

Meeting Plans:

We will be meeting once a week on Wednesdays at 3:45 pm at the Douglass Student Center immediately following class time. This works for all group members and will allow us to regroup on project deadlines as well as progress reports. In addition, all members will remain in contact via a text message group chat and every individual will have access to all documents through the use of file sharing on google docs.

Project IV Work Calendar:

M	T	W	Th	F	Sa	Su
1 April Team Organizational Memo	2	3 Introduction email sent to client	4	5 Week 1 Minutes and Progress Report Submitted by midnight	6	7
8	9	10 Tentative 6- minute group presentation on client and project progress	11	12 - Needs Analysis/ Proposal by 5 p.m. - Week 2 Minutes and Progress Report Submitted by midnight	13	14
15 Tentative 6- minute group presentation on client and project progress	16	17	18	19 Week 3 Minutes and Progress Report submitted by midnight	20	21

22	23	24 Submit latests drafts of client products by class time (single pdf)	25	26 Week 4 Minutes and Progress Report submitted by midnight	27	28
29 Round 1 of Team Presentations	30	1 May Final Products sent to client with a letter of transmittal by 5 p.m. Final Project uploaded to Sakai by 5 p.m.	2	3	4	5

Logo:

Our team name, ESN Solutions, was developed by combining the three letters of our group members' initials. Our logo is a simple design created using befunky.com, a free graphic-design website. It includes the three letters in grey and white on top of a green diamond background. All future correspondence will include our team name and/or logo.

Needs Analysis

To: Dorothy Lee, President of Rutgers Compost

From: Siena Carnevale, ESN Solutions

Date: April 14, 2019

Subject: Needs Analysis and Proposal



This memo serves to summarize our discussion with you about your writing needs and to provide a proposal for some products we could create for Rutgers Compost between now and the end of the semester. We are grateful for the opportunity to collaborate with you and to help increase the impact that Rutgers Compost can have on the greater Rutgers Community. This document opens with a brief summary of our understanding of Rutgers Compost's goals. It includes an overview of our discussion about how we could help you with your writing needs and a concrete proposal describing specific products we could create: a website with various sections, a map, and an updated flyer. We conclude with an explanation of our next steps together and a timeline for the development, testing and delivery of our products.

RU Compost's Mission

For 3 years, Rutgers Compost has made it a goal to establish a larger importance of composting and food waste on the Rutgers campus. With the goal to educate the Rutgers community and larger New Brunswick community, RU Compost has worked toward creating a more sustainable environment in the area.

Needs Summary

As discussed during our phone conference, we are very excited to be working with your organization. You mentioned to us the need for a functional website that includes a timeline that highlights the past 3 years of your club, as well as a usable map, and information about how to compost effectively. We also discussed a website platform that could be used to have a custom domain and paid on an annual basis instead of monthly with the club funding.

Proposal

We have a few things that we think are achievable to produce by the end of the semester. The main product will be creating a website that can further customized with content pertinent to your club. It is important to us that we increase outreach of your club using Search Engine Optimization which can be achieved through the implementation of a blog section. The total cost we are looking at up front will be approximately \$148 on a yearly basis, which will be further broken down later in this proposal. We also would be interested in implementing a history

section of your organization, creating some form of a map that can be downloaded, and possibly updating your flyer to a more minimalist approach.

Website Platform – After doing some research, we recommend switching over to Weebly.com as a platform for website building. They charge \$12 a month for using their “pro” service that can be paid on an annual basis. Included in this price is access to creating a free custom domain, typically something that would have to be paid for separately. We can begin building on the free service to allow for discussion with your e-board on whether this cost is manageable.

Additionally, the domain “rucompost.com” is available to allow you to remain consistent across all platforms. This platform is easy to use and will allow for upkeep by your organization once we have created it.

Website Components – Our idea is to break the website down into a few main components. The home page will include a description of the club, a calendar with upcoming events, links to other social media platforms, and scroll through photos, similar to what Brigitte has included. The four other sections will be broken down into “Blog,” “History,” “Resources,” and “Join.” The blog sections will allow for enhanced Search Engine Optimization (SEO) for increased outreach. The History Section will include a scroll through timeline with links to photo albums and news articles. The Resources page will include a form of a map, a flyer that can be downloaded, and possibly a link to how to create your own compost bin. Finally, the Join page will simply be a version of a contact us page with an email address and further information regarding meeting times.

Blog – We will be writing content for the website; however the blog will be one component that will need to be updated. We can write three posts: one highlighting the first “Composter of the Month”, a second titled, “Does Rutgers Compost?” to increase website traffic via SEO, and maybe a third with information about the current e-board.

Flyer - Our final suggestion is to possibly update your current flyer, simply because there are quite a bit of words on it. Our plan is to include a more minimal version of the flyer that is easily read, with a QR code that will allow readers to access all of the information on the current flyer.

Next Steps

With the okay of this proposal, we can begin working on the items outlined above. An outline of the important dates that we will keep you aware of. In addition, we can add you to a google document in order to have more access to the products we are creating.

April 16/17th: Touch base regarding website platform and budgeting.

April 19th: We will have the majority of the written information that will go on the website finished, including the three blog posts, a map, and an updated flyer.

April 22nd: Basic structure of the website will be finished

April 22nd - 26th: We should plan to meet in person to go over what we have created thus far and get feedback to include in our final project.

May 2nd: Final Product will be handed to you and presented during class time.

Rough Draft

Previous Unlaunched RU Compost Website Homepage

The screenshot shows the homepage of the RU Compost Club website. At the top, there is a navigation bar with five items: HOME, HISTORY, GALLERY, RESOURCES, and JOIN. The HOME item is highlighted with a green background. Below the navigation bar is a large photograph of several students outdoors, working together at a composting station. To the right of the photo is a yellow sidebar with the text "TACKLING FOOD WASTE AT RUTGERS UNIVERSITY" and a description: "The goal of RU Compost is to reduce food waste on campus and to empower students to care about composting." A green "JOIN" button is located at the bottom right of the sidebar. At the very bottom of the page, there is a horizontal navigation bar with three items: ABOUT US, GET INVOLVED, and CONNECT.

RU COMPOST CLUB

HOME | HISTORY | GALLERY | RESOURCES | JOIN

TACKLING FOOD WASTE AT RUTGERS UNIVERSITY

The goal of RU Compost is to reduce food waste on campus and to empower students to care about composting.

JOIN

ABOUT US GET INVOLVED CONNECT

Letter of Transmittal - Client

ESN Solutions
89 George St,
New Brunswick, NJ 08901
April 30th, 2019

Dorothy Lee, President of Rutgers Compost
14 College Farm Road
New Brunswick, NJ 08901



Dear Ms. Lee,

I would first like to inform you that ESN Solutions has officially completed the product which we decided to create for RU Compost. Your website has been made and has been submitted to the designated person within RU Compost to decide when your organization will officially launch the new website. Now that the access has been transferred to your team members, you are encouraged to make any edits that you please, as well as add any additional content that you feel may best meet the needs of your organization. Essentially, the only components of our final product that have been submitted are the link to the website, and the access information that grants you full ownership of the site. Both components of our final submission have been submitted electronically, via email.

Lastly, and most importantly, we would like to thank you and all the members of RU Compost for being willing to collaborate with ESN Solutions. We are grateful for the opportunity that you have given us and hope that our product will serve its purpose to the best of its ability. After learning the history and accomplishments of RU Compost, my teammates and I were delighted to be of use to such an organization. We hope that in the future RU Compost may continue to be successful in achieving its three main goals: educating the Rutgers community on composting and food waste, establishing greater importance of compost and food waste, and working with other organizations to make composting available beyond Rutgers. Surely my teammates and I can attest to the fact that we have each learned a great deal about composting and food waste that we did not previously know. Once again, we wish you all the best moving forward as an organization and will mention that if you should ever wish to collaborate with another group of students on any future tasks, Professor Howland will continue to teach his Technical Writing Essentials course.

Sincerely,

A handwritten signature in black ink, appearing to read "Siena C."

Siena C.

A handwritten signature in black ink, appearing to read "Nikhil C."

Nikhil C.

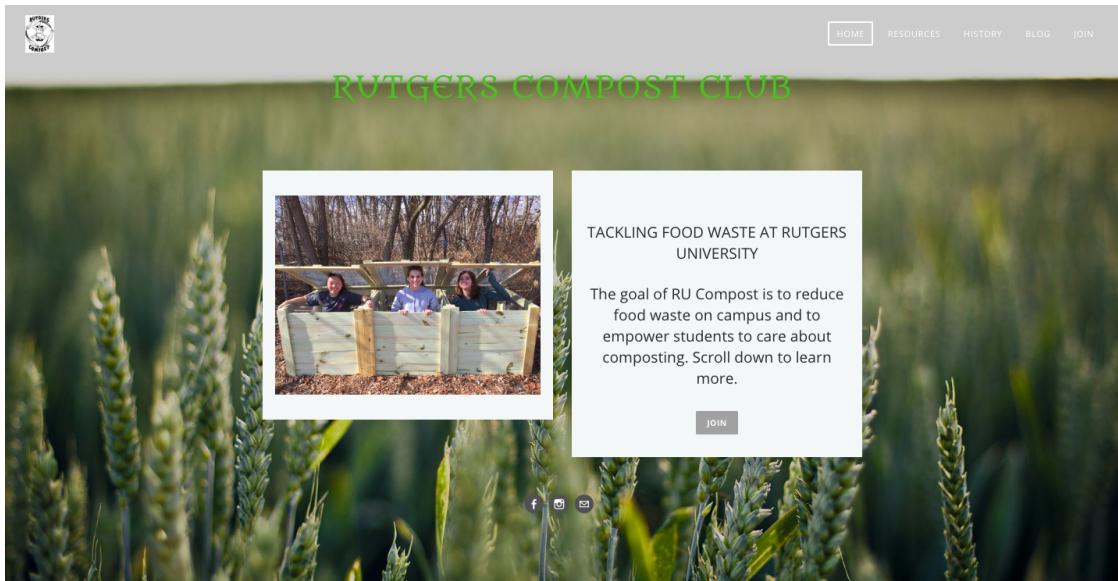
A handwritten signature in black ink, appearing to read "Edmond S."

Edmond S.

Final Drafts

rucompost.weebly.com

Home Page



Upcoming Meeting Schedule

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

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COLLEGE AVE **COMPOSTING**

WHAT: The RU Compost Club is collecting your veggie scraps! Store your food scraps in a recycled brown paper bag that can be tied up or your favorite container. Please bring the entire bag to us at a scheduled time and place. Food items will be added to our compost bin. Please add and replace our large buckets on collection days. Please chop up your veggie/fruit scraps before starting them.

WHEN: Every Sunday 10-11AM for collection starting February 26th
In front of the HUB Annex

Thank you for your interest and please email incrcpc@gmail.com with any questions/comments

Acceptable Items:	Not Acceptable Items:
Fruit peels/cores	-Meat
Vegetable scraps	-Fats/oil
Uncooked/Cooked Bread, pasta, etc.	-Produce stickers
Egg shells	-Styrofoam
Coffee grounds and filters	-Plastic
Tea leaves	-Staples/plastic tag from tea bags
Shredded newspaper/cardboard	-Plastic shells

Map, flyers, and other resources

[CLICK HERE](#)

RECIPE

Our Club's History

~

[CLICK HERE](#)

RECIPE

Stay up-to-date with our blog

~

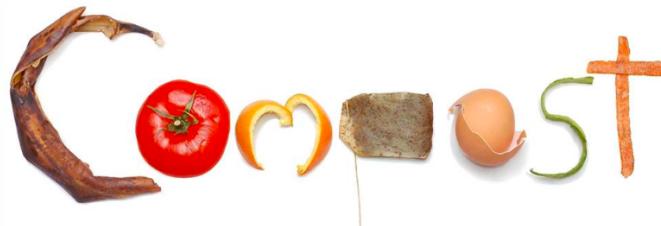
[CLICK HERE](#)

[JOIN OUR MAILING LIST](#)

Resources Page

[HOME](#) [RESOURCES](#) [HISTORY](#) [BLOG](#) [JOIN](#)

RU Compost Club



Rutgers University- New Brunswick- Douglass Campus

Who Are We?

This group is for anyone interested in establishing a larger importance on composting/food waste at Rutgers! Our overall goals are to educate our peers and the community about food waste and compost and work with other organizations to create a more sustainable community!

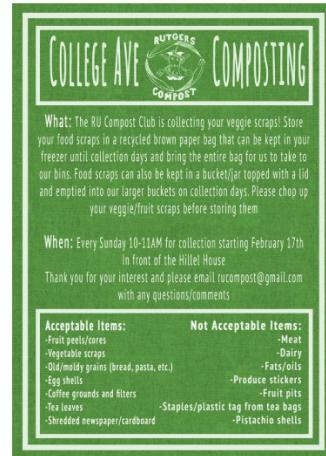
We volunteer often at different community gardens in New Brunswick. We have even built our own three bin compost system in March 2017, where students bring their food scraps to. It was incorporated into a Food Waste Management class in Fall 2017 taught by Dr. Jill Lipoli and Dr. Xenia Morin as a hands on demonstration. We also visit other farms and gardens to learn about what they are doing and to enjoy nature more :). Lastly, we collaborate with Elijah's Promise and Harmony Family Success Center, both in New Brunswick, to plan fun and educational events for the local community!

Contact us through facebook or email: rucompost@gmail.com, for more information on how you can get involved.

Contact us through our email or our website for more information on how you can get involved.

HOME **RESOURCES** HISTORY BLOG JOIN

Flyers



RU Compost Spring 2019

We are a group of environmentally minded students looking to reduce our food waste and overall footprint on the environment. This spring we will be working to advocate for composting on College Ave, advocate for better composting practices on campus, and encourage more people to compost through education and advocacy!

Join us at our general body meetings!

- Where:** George H. Cook room at the Cook Student Center
- When:** Tuesdays from 9:15pm-10:30pm
 - 1/29, 2/12, 3/5, 3/12, 4/2, 4/16, 4/30
 - Other events are TBA

Follow us on Instagram: @rucocompost
Join our mailing list for updates and more information!
Send us an email at rucocompost@gmail.com

Map - Coming Soon

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HOME **RESOURCES** HISTORY BLOG JOIN

Instagram Resources

Emptying our koups for our Rutgers Day event so people can plant seeds in them! #SpotTheMold and another steamy compost turning pile day on 5...

We Learned so much today on our trip to Fernbrook Farm!! YES those huge piles in the second picture are all compost! The farm has the towns...

Pictured is our ~50 lbs of food scraps collected today!! We also took the bus to and from the collection site to our bins instead of driving...

Our newest updates for our compost bins!!! Bin 1 says "add to pile", bin 2 is "resting", bin 3 says "finished compost" Thank you to @eatothe...

PRESENTING OUR NEW TABLECLOTH PAINTED BY THE COMPOST CLUB!! Today we collected 92.91 LBS OF FOOD, weighing the food scraps and compacting the...

Happy Birthday to our "squad leader" (as @mattkruse_ put it)!! Your hard work and dedication to the compost club keeps us running smooth...

POWr
Free website tools

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History Page - Drop down timeline



Timeline

- [FOUNDING](#)
- [BEGINNING STEPS](#)
- [COMPOST](#)
- [GROWTH](#)
- [NOW](#)



Blog Page



Meet Our E-Board...

5/1/2019

0 Comments

RU Compost

Keep up to date with our newest posts!



Top row, left to right: Colin Marx, Dorothy Lee, Kristin Terez, Cheyenne Harrington.
Bottoms row, left to right: Gabby Kha, Brigitte Schackerman, Leo Lubarsky, Morgan mark

Archives

[May 2019](#)

[April 2019](#)

Categories

All

[RSS Feed](#)



- **Dorothy Lee**, Founder/President (2016-2019)
 - Major: Ecology, Evolution, and Natural Resources
- **Cheyenne Harrington**, Secretary (2016-2017); VP (2018-2019).

 [HOME](#) [RESOURCES](#) [HISTORY](#) [BLOG](#) [JOIN](#)

Some things to keep in mind while composting at RU

4/29/2019

0 Comments

- if placing tea bags in the bins, be sure to remove all staples from the bags and any plastic lined paper tags if your tea bags have strings (try buying loose leaf or string-less bags instead)
- chop up all uneaten produce into smaller pieces so they can decompose easily (try to finish all your fruits and veggies in the first place)
- add food scraps to the **RIGHT-MOST BIN** and **COVER WITH WOOD CHIPS** (found to the right of the bins)
- remove all stickers from produce peels before putting them in the compost (choose produce without stickers if possible)-no avocado pits or other large seeds
- egg shells and peels are fine, but please crush or rip up into smaller pieces (the shovel can be used to stab your food scraps to break it up)
- not too many citrus fruit peels! high acidity levels will not make our piles efficient and worms don't like it
- please no trash or other miscellaneous items like Keurig cups (although some items may say 'compostable', they can only be composted in commercial facilities)
- if you've told anyone about the bins or encourage composting within your



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 [HOME](#) [RESOURCES](#) [HISTORY](#) [BLOG](#) [JOIN](#)

0 Comments

What are some things that I can compost?

4/22/2019

0 Comments

Here are some items that can be composted:

- Fruit peels/ cores
- Vegetable scraps
- Old/moldy grains (bread, pasta, etc.)
- Egg shells
- Coffee grounds and filters
- Tea leaves
- Shredded newspaper/cardboard



Here are some items that **CANNOT** be composted:

- Meat
- Dairy
- Fats/oils
- Produce stickers
- Fruit pits

[Like 0](#) [Tweet](#)

0 Comments

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Join Page



HOME RESOURCES HISTORY BLOG **JOIN**

Interested in Joining?

Want to become a member of RU Compost? Have questions about our club?

Here is how many Facebook members we have and that number is growing by the day!

220

So why not join us?

Email us here!

* Indicates required field

Name *

First

Last

Email *

Comment *

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SEND



ESN Solutions Minutes Week 1

March 27th & April 1st, 3rd

Hickman Hall

During & After Wednesday Class

Members Present: Edmond, Siena, Nikhil

I. Meeting Time and Place

- A. Team members Edmond, Sienna, and Nikhil met during class time for Technical Writing and right after class on Wednesday at Hickman Hall.

II. Topics Discussed

A. **Meeting 1:** We introduced ourselves to our got to know each other. Based on our strengths and backgrounds we divided up responsibility and set up a specific meeting time outside of class which would be every Wednesday after class. We decided that Communications/Task Manager would be Edmond, Meetings Minutes/Progress Report Writer would be Nikhil and Principle Writer would be Siena. We also determined that at the very least we would get on a group FaceTime and keep each other on the same page along with creating a group chat where we keep tabs on what needs to be done and where we could ask questions. We determined the primary agenda for the next meeting is to determine a specific client and how to divide the Team Organizational Memo.

B. **Post Class Meeting:** We were unable to meeting in person due to schedule conflict however were able to divide up tasks via group chat regarding creating our Team Organization Memo and reaching out to our potential Client PRAB. Through the group chat we were able to keep tabs on each other and ask any necessary questions and keep each other on the same page

C. **Meeting 2:** We replied to our client who had gotten back to us and scheduled a specific time we would like to call and discuss what value we can provide to their organization and what needs we can fulfill. We also discussed who would be on this specific call by aligning our schedules throughout the week and submitted our Team Organizational Memo. We also then did some research on PRAB as an organization and the specific client we are working with by viewing her involvement in the organization and her past experiences. We learned various things ranging from the fact she was educated here to Rutgers to her involvement in many other Non-Profits in the past.

D. **Meeting 3:** Our client did not reply to the email regarding us setting up time to call so we shot them a follow up email and gave various available times to call and discuss their needs and the value we can provide. After collaborating on this email and sending it to the client we found where our schedules aligned again.

We then reflected on the past week and discussed our current progress and recorded it.

III. Client

A. We reached out to a contact at PRAB and set up a conference time with the client. Furthermore, we researched the organization and brainstormed potential services that we could provide. However, with no response as of yet we sent a follow up and we are still waiting for a response. To diversify our approach we have reached out to several other organizations including the Rutgers Blockchain organization who has shown interest in our project.

IV. Goals of this Week

- A. Set up a follow up call with our client at PRAB to check if they are interested
- B. Set up a formal meeting with RU BIT
- C. Reach out to other organizations as backup

Progress Report Week 1

Memorandum

To: Dave Howland

From: ESN Solutions

Subject: Week 1 Progress Report



Goals of this week:

1. Set up Team Organizational Memo to designate roles within group members.
2. Create a team name and logo design.
3. Begin contact with a client.
4. Set up a communication stream with said client to connect on possible projects.

Progress Complete:

We focused on getting to know each other and team building in order to determine each other's strengths and preferences along with building team morale. We then created a schedule for the team of when all of our availabilities aligned. We then worked on who would be responsible for what tasks in the project and put together our Team Organization Memo and our first email to our prospective client.

During the week we did some background research on the Non-Profit and the prospective client in order to project potential needs of the organization and get a feeling of what PRAB was all about. We also got written back from our client, so we collaborated and crafted an email displaying our availabilities and requesting to set up a call.

Work In Progress:

We were unable to collaborate on a time that worked for both us and the client. In addition, the client stopped responding to emails from our team. After reaching out to several organizations we got a hold of RU Bit whom appears to be interested with our project and vision. As a backup we are now currently in the process of reaching out to numerous other organizations in the hopes that we can find a potential new client.

Work to Be Done:

Within the next week, we will follow up with our previous client to double check their interest and hopefully be able to get in contact with a new client and begin communication. With that, we will be able to produce the Needs Based Analysis with ideas for their organization.

Complications:

Like stated earlier, our group had a major setback with communication with our client. We were not able to create a solid communication line and we are entering Week 2 of the project without a client.

ESN Solutions Minutes Week 2
March 8th & April 10th, 3rd
Hickman Hall
During & After Wednesday Class



Members Present: Edmond, Siena, Nikhil

I. Meeting Time and Place

- A. Team members Edmond, Sienna, and Nikhil met during class time for Technical Writing and right after class on Wednesday at Hickman Hall.

II. Topics Discussed

- A. **Meeting 1:** We focused on following up to our potential client at PRAB who seemed to be busy and unable to reschedule our prior scheduled call. After that most of our time was focused on reaching out to other clients. Specifically, other clubs on campus and cold emailing or calling them and giving our value proposition.
- B. **Post Class Meeting:** After much emailing and calling we received three prospective clients that wanted to meet with us and discuss what needs we can provide for them. One of them was Rutgers Blockchain Hub, the second was an organization called Vey and the last one was Rutgers Real Estate Club. We still continued to reach out to more clients as backups as we learned from our mistake with PRAB which was putting all of our eggs in one basket.
- C. **Meeting 2:** After discussing needs with some of the other organizations we dropped two of them as one of them had certain profit-oriented intentions and the other ones needs did not align with our project. One of Sienna's contacts who is the President of RU Composting reached out for a call which she scheduled for later in the week. The call went extremely well, and ESN Solutions officially has partnered with RU Composting to help germinate their organization.

III. Client

- A. PRAB has not been cooperating with our efforts so after a final attempt in following up we have shifted our energy to reaching out to other clients. Rutgers Blockchain Hub has shown promise however RU Composting has appeared to align with our interests and therefore we have finally partnered with them. After a thorough phone call with them they have laid out their needs and we intend to begin working on them shortly after compiling the needs into a formal document.

IV. Goals of this Week

- A. Perform a formal needs analysis
- B. Begin work for RU Composting
- C. Set up a proper stream of communication with RU Composting such as a group chat or Slack
- D. Create our Team Presentation

Progress Report Week 2

Memorandum

To: Dave Howland
From: ESN Solutions
Subject: Week 2 Progress Report



Goals of this week:

1. Create a needs analysis/proposal
2. Create our Presentation
3. Begin work on our client's specific needs
- a. Setting up a website

Progress Complete:

We sent our final follow up to a prospective client on PRAB and reached out to many other organizations specifically on Rutgers Campus. Several replied interested however we narrowed it down to two organizations, Rutgers Blockchain Hub and RU Composting. Our interests aligned far more with RU Composting and we set up a call. From the call Sienna compiled a list of all the specific needs for the organization amongst that was setting up a well-functioning website with various features the organization requires. Furthermore, increasing the organization's presence on the internet and on social media through SEO and Social Media Marketing.

Work in Progress:

We are currently working on a Needs Analysis/Proposal and the 6-minute presentation for our current progress. Furthermore, we are compiling a plan as to how we will complete the needs for RU Composting and what ways we can do it to set them ahead of other organizations.

Work to Be Done:

Within the next week, we will have completed the needs analysis and proposal along with having already given the 6-minute presentation. We will register a domain name for RU Composting begin developing the website. After beginning work on the website, we will be setting up another call with RU Composting to discuss the specifics of what they want on the website and what is their vision so we can market accordingly.

Complications:

A mild complication was our prospective client not getting back to us from PRAB however we have moved past that and foresee a successful relationship with our new client RU Composting.

ESN Solutions Minutes Week 3

**April 15th & April 17th
Hickman Hall
During & After Wednesday Class**



Members Present: Edmond, Siena, Nikhil

I. Meeting Time and Place

- A. Team members Edmond, Siena, and Nikhil met during class time for Technical Writing and right after class on Wednesday at Hickman Hall.

II. Topics Discussed

- A. **Meeting 1:** In class, we reviewed as a group the outcome of the weekend meeting. As a group we highlighted the different tasks that our client had asked of us and divided up the work between each member. Regarding website development we decided on utilizing Weebly and obtained the domain name rucompost.weebly.com. Furthermore, we began by creating a theme for the website along with creating a mental map on what the website will look like and how it will be organized.
- B. **Post Class Meeting:** We met virtually via group chat and remained in contact to coordinate work and keep tabs on one another.
- C. **Meeting 2:** One group member was absent; however, the remaining two members were able to brainstorm and outline a roadmap for the writing that needs to take place. In addition, we were able to put together a list of questions to ask our client for more clarifications regarding our writing.

III. Client:

- A. RU Composting has been officially made our client and after Siena discussing specific needs our work has been cut out for us. Both ESN Solutions and RU Composting remain in contact via text message at all times and phone call. Furthermore, they have been frequently and clearly been spelling out their needs and requirements out of the relationship and vice versa.

III. Goals of this Week

- A. Add Calendar with events on website
- B. Obtain videos and pictures from RU Composting
- C. Create a timeline and map on website
- D. Create a twitter for the organization

Progress Report Week 3

Memorandum

To: Dave Howland
From: ESN Solutions
Subject: Week 3 Progress Report



Goals of this week:

1. Add Calendar, Map, and Timeline on the Website
2. Begin writing blog posts
3. Create and link Twitter

Progress Complete:

So far, the website has gotten up and running with a reserved domain name or Ru Compost. Furthermore, we have spoken to the clients again and received a more tailored and specific description of their needs. Furthermore, an outline of what will need to be done was created allocating work to specific people along with what would be needed to be written.

Work in Progress:

We are currently working on organizing the website and implementing the media content the organization has created along with placing an interactive timeline and calendar as well. Furthermore, we are reaching out to the organization and requesting for any specific content they want to be on the website and the map that they want.

Work to Be Done:

Within the coming week we want to have written several blog posts and written content to post on twitter, Facebook and potentially a LinkedIn that we setup for them. Lastly, we want to create a schedule of content for them to create and post using services like Hootsuite.

Complications:

A mild complication was schedule conflict amongst our group as one was absent from class and at an internship related event. Aside from that we are continuing moving forward.

ESN Solutions Minutes Week 4
April 22nd & April 24th, 3rd
Hickman Hall
During & After Wednesday Class



Members Present: Edmond, Siena, Nikhil

I. Meeting Time and Place

- A. Team members Edmond, Sienna, and Nikhil met during class time for Technical Writing and right after class on Wednesday at Hickman Hall.

II. Topics Discussed

A. Meeting 1: We focused on further working on our clients' project by updating the website and creating a game plan for the rest of the week. We continued to organize the homepage and add to the dynamic timeline. Furthermore, continued creating blog posts. Lastly, we requested our client to send further information and pictures that we needed for the site and asked if they still wanted a map.

B. Post Class Meeting: We got word that our client wanted to create the map and implement it on the website on their own therefore we continued to work on blog posts and add to the website. We shared a preview of the website to our clients and got very positive feedback.

C. Meeting 2: We began working on the final presentation and dividing the necessary work. We summarized and reflected upon the week to determine what was the final work necessary to do. Blog posts needed to be finished up and as did the dynamic timeline along with final portions of the project such as the letters.

III. Client

A. We received positive feedback from RU Composting as they enjoyed the layout and design of the website. They mentioned that they no longer require a map as they will implement that later on. Lastly, we requested a photograph of their executive board and are awaiting that.

IV. Goals of this Week

- A. Create Final Presentation**
- B. Finish Blog Posts**
- C. Put finishing touches on the website**
- D. Finish project**

Progress Report Week 4

Memorandum

To: Dave Howland

From: ESN Solutions

Subject: Week 3 Progress Report



Goals of this week:

1. Finish Homepage of Website
2. Finish at least one blog post
3. Begin dynamic timeline
4. Begin final presentation

Progress Complete:

We completed the homepage of the website and the first blog post. Furthermore, we began the timeline and worked and finished off the final presentation. Overall, we are working on the finishing touches of the projects and have requested feedback from our clients who have stated enthusiastically that they appreciate the work done thus far.

Work In Progress:

We are currently working on finishing the blog posts, incorporating a profile on the executive board, and finishing up the dynamic timeline. Furthermore, we are working on finishing the website up.

Work To Be Done:

We are currently finishing up edits with the website along but what is required is to complete the remaining components of the project such as the letter. Final touches will be made on the website contingent on receiving resources from our client.

Complications:

A mild complication was waiting for the executive board photograph, but we have sorted that out and moved past that.

Final Presentation

ESN Solutions

Edmond Salmerón
Siena Carnevale
Nikhil Chaturvedi

Team Members

I. Edmond A. Principal Writer
II. Nikhil A. Meeting Minutes and Progress Report Writer
III. Siena A. Communications Manager

FSolutions

Our Client

RUTGERS

COMPOST

Who is RU Compost?

Goals:

- Establishing a larger importance on composting/food waste at Rutgers!
- Educate our peers and community about food waste and compost
- Community Outreach

RU COMPOST CLUB

Current Website
Unlaunched

TACKLING FOOD WASTE AT RUTGERS UNIVERSITY

The goal of RU Compost is to reduce food waste on campus and to empower students to care about composting.

JOIN

Needs Analysis Proposal

- * Create an more user friendly website layout with a custom domain to keep branding consistent across socials.
- * Website will include: Blog, Resource, and History Sections
- * Calendar on the homepage with dates for upcoming events
- * Blog will be used to enhance SEO targeting as well as highlight a "composter of the month"

Feedback and Changes

Feedback

Positive Feedback
General Format worked for them

Changes in proposal

Originally planned on creating a map, but they were not ready for our stage of implementation.

