



DRAFT WORX

Writing Excellence

Making a Difference, One Cup at a Time



Members:

Jeffery Scott

Daniel Lamkin

Christopher Chin

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Introduction

Draft Worx is a technical writing group composed of Jeffery Scott, Daniel Lamkin, and Christopher Chin. The group was established to help a local non-profit organization with any writing needs they may have.

We learned about a local organization called The Freedom Café in March of 2017. The café is located at 10 Mill Road in Durham, New Hampshire. They sell fair trade coffee and tea, with the goal of fighting human trafficking and economic exploitation. The café's volunteers, many of them undergrads at UNH, raise money, create awareness, and do critical research. We began communication with the owner of the café, Mr. Bryan Bessette, shortly after receiving our assignment. After talking with Bryan, we decided that his organization was a worthy cause, and he would be a great stakeholder to work with. We conducted a needs analysis, and soon after we drafted our project proposal.

After speaking with Bryan our group identified several ways we could help the Freedom Café with our technical writing skills. The Freedom Café hosts events around the University of New Hampshire that help raise awareness for the problem of modern slavery. Bryan frequently passes out informational postcards to students and locals at these events. These postcards usually have a specific topic with information that helps the reader make informed decisions about the products they buy. One of the tasks Bryan gave us was to design a coffee postcard that would act as a buyers' guide for readers. Using a 2014 report by Free2Work called the "Coffee Industry Trends Report" we designed an eye-catching postcard detailing "ethical sourcing grades" for major coffee producers.

Additionally, Bryan wanted us to draft introductions for some of the research his team had compiled over the years. Bryan was aware that many people do not have the time or desire to read dozens of pages from a government report, so wanted us to write short one page introductions that any layperson could use to begin to educate themselves about the issue of human trafficking. We identified four introductions that we could write for Bryan. The first was an introduction to the Department of Labor's List of Goods Produced with Child and Forced Labor. The second was an introduction to a coffee report written by Free2Work.

The third introduction was for the Freedom Café's Ethical Consumer Guide. The Ethical Consumer Guide is a book of research compiled by Bryan's team that identifies which major companies are ethically sourced and which are not. Bryan wanted us to write an introduction to the book to help explain why it exists, and how readers can use it to become ethical consumers. Finally, Bryan wanted us to write an introduction for one of the Ethical Consumer Guide's sections, the cotton section. The cotton section of the guide details which fabric producers are ethically sourced, and which are not. Our goal was to introduce the section, to make it look as professional as possible.

This document contains both the rough draft and final versions of all the documents that we created for Bryan. Also enclosed are our completed meeting minutes and progress reports, the various memos we have written throughout the semester, and several other miscellaneous documents we have written.

Dan Lamkin
Communication Manager
Draft Worx
26 Park Court, Apt. 15
Durham, NH 03824



Bryan Bessette
President/Program Director
The Freedom Café
10 Mill Road
Durham, NH 03824

Dear Bryan,

Enclosed you will find Draft Worx's final documents. This includes the introduction to the Ethical Consumer Guide, the introduction to the cotton section of the guide, the introduction for the coffee report, the introduction and summary of the Department of Labor's 2016 Report on Human Trafficking, a coffee postcard, and style-revised company data.

You can find the enclosed documents in the Google Drive we share. They are placed in the FinalDocuments folder in our project folder. The introductions should be ready to be included in the Ethical Consumer Guide with minimal edits. The coffee postcard is ready to be handed out at any events you may need to use them at. We are proud of the work we have provided and hope you will be satisfied with the product. If there is anything more you would like to know about these documents, feel free to contact Draft Worx.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Chin", written in a cursive style.

Christopher Chin

A handwritten signature in black ink, appearing to read "Dan Lamkin", written in a cursive style.

Daniel Lamkin

A handwritten signature in black ink, appearing to read "Jeff Scott", written in a cursive style.

Jeffrey Scott

Dan Lamkin
Communication Manager
Draft Worx
26 Park Court, Apt. 15
Durham, NH 03824



Bryan Bessette
President/Program Director
Freedom Cafe
10 Mill Rd
Durham, NH 03824

Dear Mr. Bessette,

My name is Dan Lamkin and I am the communication manager of a student project team called Draft Worx. The Draft Worx team consists of our principal writer, Chris Chin, our progress reporter, Jeff Scott, and myself. We are currently taking a professional and technical writing course at The University of New Hampshire and our professor, Dave Howland, has assigned a project that requests we utilize our technical writing skills to help a non-profit client. I am writing you today to inquire whether the Draft Worx team could help your organization with your technical writing needs.

Our project is scheduled to last six weeks and is designed to help us apply the skills we have learned at UNH to a professional and real world environment. If you were to work with us, our team would develop several written documents to help improve your organization. In past semesters, groups have created posters, pamphlets, booklets, and even websites. To ensure open dialogue and a productive experience, we would require you to meet with us weekly for the duration of the project. These meetings would allow us to discuss design choices and receive your feedback at each stage of development. The project will be completed by May 1st, and will be presented in class on either May 1st or May 3rd. If you choose to work with us, we highly encourage you to attend our in-class presentation. After the final presentation, all our completed work will be yours and you are free to use it as your organization sees fit.

Please do contact me with questions and concerns. We look forward to hearing from you and scheduling a meeting. I can be reached at (774) 217-1951 or dtl2000@wildcats.unh.edu. Thank you for your time.

Sincerely,

A handwritten signature in black ink, which appears to read 'Dan Lamkin', is placed below the word 'Sincerely,'.

Dan Lamkin

Memorandum

To: Professor Howland

From: Draft Worx

Date: March 7th, 2017

Subject: Team Organizational Memo



Overview

The purpose of this memo is to detail the organization of our team, layout meeting plans, and establish work schedules. After discussing our strengths and weaknesses, we have laid out each team member's role and set of responsibilities. Additionally, we have agreed on which parts of the project require the participation of all three team members. We have established several forms of communication, and have set up a plan to meet weekly to stay on track. The work schedule has been detailed in a calendar to give each member a visual idea our deadlines.

Team Organization

We've organized our team so that each person is in a role that plays to his own strengths.

Christopher Chin will act as Principal Writer. He will draft major documents such as technical memos, usability testing memos, and project proposals. Chris is a strong writer and an enthusiastic teammate. In addition to writing the team memo, Chris will provide feedback on progress reports and meetings minutes before Jeff does a final edit.

Daniel Lamkin will act as Communication Manager. He will act as the communicator between the team and clients. Dan is a good verbal communicator. During meetings with our client, Dan will oversee identifying exactly what our client needs, and how our team can address those needs. During the week if anything arises that requires the attention of the stakeholder, Dan will oversee contacting the client.

Jeffrey Scott will act as the team Report Writer. He will write weekly meeting minutes and progress reports. In addition, he will submit the final draft of documents. Jeff is organized and good at meeting deadlines. He is a solid writer, and a good editor, so he will oversee reviewing major documents before submitting them.

Although these roles define the major responsibilities of each member, every team member is expected to proofread, test, and present the work we create. All team members are expected to contribute on the work for the clients. We are expected to keep good communication with both the clients and other team members.

Attendance at our weekly meetings is required unless extreme circumstances warrant an absence.

Meeting Plans

We determined that Mondays at 12:30pm immediately after class was the best time for the team to meet. Our meetings will take place in Kingsbury Hall. At these meetings, we will discuss tasks completed, goals for the coming week, and plans for the future. If we need additional time to meet, Wednesdays after class would also be a suitable time. Additionally, we have created a text group chat, exchanged emails, and set up a UNH Box. The UNH Box is an online system which will allow us to work simultaneously on everything including our memos, progress reports, and eventually our actual project. It also gives us the ability to work both in person and from separate locations.

General Schedule of Work Due

	March			April				May	
Week	6-12	20-26	27-2	3-9	10-16	17-23	24-30	1-7	8
Team Organization Memo									
Recruitment Letter									
Needs Analysis									
Project Proposal									
First Draft									
Usability Testing Memo									
Final Check-in Memo									
Finished Products									
Progress Report and Meeting Minutes									

Problem Resolution Process

We have looked over the documents laid out on canvas and the textbook for group conflict resolution. In the event of any problems we will do our best to follow those guidelines. We will have an open dialogue. If any member of the team has any issues, he will calmly and professionally address them during our weekly meeting. If one of these discussions takes place, the other two members agree to listen politely before responding and trying to work out the issue. If the problem cannot be resolved amongst ourselves, any team member is open to communicating with Professor Howland to help mediate the situation. We will do this as soon as possible, so the problem does not get too out of hand.

Conclusion

The goal of this document is to ensure the highest probability of success for the team. Detailing expectations and maintaining communication will be important for resolving any problems that may arise. The calendar will allow us to visually recognize what needs to be worked on, and when deadlines are approaching. If we follow the outline provided by this memo, Draft Worx will be able to develop a successful project for our stakeholder, and hopefully help better their organization.

Memorandum

To: Bryan Bessette
CC: Professor Howland
From: Draft Worx
Date: March 27th, 2017
Subject: Needs Analysis Report for Freedom Café



Introduction

The purpose of this memorandum is to document the needs of The Freedom Café. This will allow Draft Worx to better create a project proposal for the non-profit organization. After meeting with you, we gained a bit more perspective on the needs of the organization. This document will formalize our views.

Collected Data

The Freedom Café is a non-profit organization looking to raise awareness about and preventative education concerning human trafficking. Human trafficking is the buying and selling of human beings. The organization wishes to inform the public about a person's footprint on the human trafficking industry and what they can do to reduce it. The issue extends to multiple industries but consumer impact primarily focuses on chocolate, coffee, and cotton products.

The Freedom Café was started in 2013 after you took a trip to Nepal with some UNH students to help survivors of bonded slavery. During your time in Nepal you realized that the issue of human trafficking is often under resourced and underfunded. After talking with Dan Johnson, who was in the process of opening a similar café on the Umass Amherst campus, the name Freedom Café was born. The materialization of the café was made possible due to a donation of equipment and furniture from local businessman Marian Noronha.

Today the Freedom Café, located in the basement of 10 Mill Road in Durham, is a hip, laid back place to hang out and enjoy some fair-trade drinks. The entire space is filled with couches, chairs, and tables, allowing the café customers to enjoy lunch, do a little studying, or listen to music. The café has artwork lining the walls, and the middle of the room is dominated by a music stage. Every Wednesday night the café holds an open-mic night on that stage. Each month the café does about \$3,000 in over the counter sales, in addition to the regular donations you receive online and at outreach events.

The Freedom Café wants to show people why human trafficking matters. It reveals the stories of those who have been trafficked: the troubles and turmoil of the event. There are even cases in New Hampshire of human trafficking. The organization also brings to light the need for remedial efforts for those trafficked.

The headquarters for the Freedom Café accepts donations, often in exchange for ethically sourced coffee and chocolate. The location is also a home for various events. One of the things the Freedom Café does to raise awareness include action cards which quickly summarize the problems with a product and describe how the reader can help remedy it. These are distributed at various events both on and outside the UNH campus. In addition, the Freedom Café hosts open mic nights and other creative events where they can hand out these cards.

Along with the cards, the Freedom Café is developing an ethical consumer guide. This book introduces the current situation of human trafficking and child labor. It describes the influences this behavior has in each industry. Then it lists companies who are ethically sound when sourcing their product. The hope is that people who receive an action card will be more interested in how they can help and will find the ethical consumer guide as a result. By reading the guide, a person can be better informed about which companies are ethical to purchase from.

Potential Needs

You identified two possible projects for us to undertake. The first involves working with your consumer guide book. This is clearly an important aspect of your operation. Your guide book contains a lot of research, including statistics on human trafficking and how ethically sourced the products of major companies are. Unfortunately, most of the public does not have the time or the motivation to read all your compiled work. You need someone who can condense what your research team has collected and reduce it into a one minute elevator pitch, something that will catch the attention of a reader and make them want to learn more.

You seemed to be very interested in having outsiders, people with no previous knowledge of human trafficking, looking at the information and decide what seemed important. After looking over the information we would write an introduction section for the book detailing important things like why does the book exist, what is human trafficking, and how can we be ethical consumers. Additionally, we would be editing and/or writing introductions for two of the books subsections, coffee and cotton. Finally, the first project would also require the creation of informational postcards. You mentioned that you recently contracted the help of a graphic designer.

Part of the work that would need to be done on the book is the styling of all material to fit the format of the rest of the book. After we finish our work on the informational book, it would continue to be supplemented in the future. Additional sections including chocolate and mining will be added and formatted using the style we implement on the coffee and cotton sections. Eventually our work would be digitalized and put online. Since the main propagation method for the material would be your website, it could easily be maintained by your volunteer staff, and there would be minimal costs associated with it (just the monthly fee to maintain the site). It would be important to have readable, informative content for the book. As you mentioned in our meeting, no

one will be willing to donate to the Freedom Café until they visit your website and learn about the work you do. People live busy lives, it is critical to ensure that we create content that catches readers' eyes, and emotionally invests them in your cause.

The second current area of need for your organization is the Freedom Café website. You mentioned that maintaining the website is a full-time job, but it needs to be done because it is the face of the organization. Your website currently has a link to a page for your coffee club. The coffee club page is clunky and not very attractive. You proposed creating an online store, something that could replace the coffee club page and serve as a central location for everything involving the transfer of money. This store section would contain an area for donations, the ability to purchase apparel, and of course, buy coffee.

Currently, your online transactions are handled by PayPal, while your in-store transactions take place with Square Register. While you don't currently see this as a problem, it would be worth considering Square Register's e-commerce options to see if using one company for all your transactions would be beneficial. This would require research to determine the pros and cons of using the Square Register website, for a Square Register payment system, or Square Space, for a PayPal based payment system.

Users of your online store will be from all walks of life, it is critical that the store be straightforward and easy to use. If web users get frustrated they will leave your site, and if they leave your site the Freedom Café loses out on revenue. It would be important to conduct detailed usability tests to see if any aspect of the store trips up users. Fortunately, the costs associated with launching this online store are minimal, while an online presence could potentially increase the Freedom Café's profitability exponentially.

Even if the store was initially small, there would be a lot of room to expand your offering and gain even more business. It would be relatively easy to add new products to the store after it is up and running. Finally, you mentioned that you recently came in touch with a web developer from UNH Manchester who wants to help with your site. This project would require some communication with him to ensure that there is a seamless transition between the externally hosted store and your main website.

Closing Remarks

Now that we have identified some of the Freedom Café's needs, we can begin work on our next step and start to draft a project proposal. This document will outline exactly what Draft Worx plans to accomplish over the next month and how it can be used to address some of the needs of your organization. After you have received a copy of the proposal we will find a time to meet with you to discuss any thoughts or concerns you might have.

For work to begin on your technical documents, we will need electronic copies of your research, information book, and product lists. You have already established a google doc account for the group, which would be the best place for that information to be stored. We want to stay in contact with you throughout the process to ensure that everything is completed to your liking. We have your email address, and as we mentioned in our meeting last Friday, it would be beneficial if we could meet on Mondays around 1pm to discuss the progress of the project.

We would like to thank you for the opportunity to work for the Freedom Café, and we look forward to beginning work on your technical documents.

Memorandum

To: Bryan Bessette, The Freedom Café
CC: Professor Dave Howland
From: Draft Worx
Date: April 3rd, 2017
Subject: Project Proposal



Introduction

This document describes our proposal for work to be completed for the Freedom Café. Having spoken with you about the Freedom Café, we feel we have a good grasp of the organization's needs. We have compiled here our needs analysis, work organization, and details of the project. Let us know if there is anything you think needs revision.

Client Needs

You identified that you needed some introductory pages added to your ethical consumer buyer's guide. This book introduces the current situation of human trafficking and child labor. It describes the influence this behavior has on particular industries. Then it lists companies who are ethically sound when sourcing their products. By reading the guide, consumers are given the tools they need to become ethical consumers. Currently, it is a compilation of the research your team has done, it does not have the sections necessary to ease a reader into the information.

You need a team with no previous knowledge of human trafficking to come in and pull important information from the research. This team could then write an introduction to the book explaining why it exists, defining human trafficking, and describing how it effects the daily lives of everyone in the developed world.

You also described a need for similar introductions/summarizes for two of the subsections of the ethical consumer guide; the cotton and coffee sections. You also described a wish for an introduction/summary of the Department of Labor's List of Goods Produced with Child and Forced Labor. Essentially, the biggest need of the Freedom Café is a group that can come in and write short informational pages that summarize research done by your team, so it is readily accessible to the average lay-person.

Finally, you always have a need for action cards to hand out at the various outreach events you attend. These post cards summarize the current situation between a particular product and human trafficking. It also describes how a reader can help the situation. These cards can connect the reader to the previous mentioned buyer's guide. These cards are important. They serve as a 30 second informational hook to get the attention of potential volunteers and donors.

Client Resources

You have available a collection of research material which we can use to develop our work. This research provides the concrete details describing the human trafficking issue, its influence on the consumer goods market, and the material sourcing of numerous companies. You have set up a Google Drive account, which has allowed you to share all your research material with us, and will allow us to submit our work to you for review.

Your graphic designer has created digital style guide that we will be able to use to format all our work. This will be important, because it will ensure that any addition section that are created for the Consumer Guide Book in the future will be stylistically identical to what we will produce for you.

Since you will have a digital copy of the summarizes we will write for you, they can be updated by your team at any time to adjust for any new statistics or information that comes out. Since only one copy of these summarizes will be printed, the ones that will be added to the physical copy of the book in the Café, the cost associated with producing them will be negligible. Since you have printed action cards in the past, you will be familiar with the cost associated with physically printing them. Again, you will have a digital copy of the work so your team can update the card at any time.

Tasks

Consumer Guide Intro - Draft Worx will be creating an introductory page for the Freedom Café's Consumer Guide Book, as well as introduction pages for the cotton and coffee sections within the Consumer Guide Book. The introduction/summary page for the Consumer Guide Book will serve as both a summary of research the book contains, as well as a preface explaining human trafficking, how it plays a role in our lives, and what we can do to become ethical consumers. This page is meant to catch the reader's attention, inform them, and encourage them to learn more.

Cotton & Coffee - The introductions/summarizes for the cotton and coffee sections will have the same purpose, introduce the topic, engage the reader, and summarize the content. The only difference will be scope; the introductions for the coffee and cotton sections will only need to address the role human trafficking and economic exploitation play in those industries. Since these introductions may be the only part of the book some people read, it is important that all three are written in language that can be understood by all readers, including those who have no previous knowledge of human trafficking. Once these introductions are written and edited, they will be formatted using the template created by your graphic designer.

Postcard - In addition to the pages in the ethical buying guide, we will create a coffee postcard. This postcard will serve as a brief 30 second informational pitch, communicating important information from the Free2Work report you shared with us. We will draft several informational bullet points, and the design an attractive layout for the card.

DOL Child Labor - Finally, our group will write an introductory/summary page for the Department of Labor's List of Goods Produced with Child and Forced Labor. This page will be like the introduction we will write for the Consumer Guide Book; we will read the report, determined which information is relevant to share with the reader, and write a summary of what we have learned. This page will introduce the topic of child and forced labor to the reader, and invited them to learn more by reading part or all the report. Like the Consumer Guide Book, will have to make sure that we use language that will be understood by all readers, including those who have no previous knowledge of human trafficking. We will also format this introduction/summary with the style template your graphic designer has created.

Division of Labor

Our group is organized into three roles: the principal writer, minutes/progress writer, and the communication manager. Daniel Lamkin, the communication manager, will act as the interface between you and Draft Worx. Christopher Chin, the principal writer, will draft each of the major documents. Jeffrey Scott, the minutes/progress report writer, will document our progress on the project and review each of the documents. Each member, despite his role, will be involved in the writing and formatting process associated with each of the major documents we are creating for you. Additionally, all three Draft Worx team members will review the research you have provided us, to help decipher which pieces of information are most important to pick out.

Memorandum

To: Bryan Bessette, The Freedom Café
CC: Professor Dave Howland
From: Draft Worx
Date: April 19th, 2017
Subject: Usability Memo



Introduction

This document describes the results of usability tests on Draft Worx's initial drafts of the introduction to the Department of Labor's report, the introduction to the coffee section of the Ethical Consumer Guide, and the coffee postcard.

We designed a usability testing form to formalize our testing process. It allowed the user to evaluate our documents' content, organization, and writing style. This form was used during our usability testing process.

While the documents we are creating for the Freedom Café are geared to a large, diverse audience, we thought it would be a good idea to use fellow UNH students for our first round of usability testing. UNH students make up most the Café's customers and volunteer base. If our testers responded well to the documents we drafted, it would be safe to assume many fellow students would feel the same way.

Results

After drafting three of our five documents, we created a document with questions for our usability testers to fill out. This document gave us a good idea how our test subjects felt about the content, writing style, and design of our documents. A copy of the usability form we use is attached at the end of this memo.

We received the following feedback about our document drafts:

- The first sentence in the coffee section intro is awkward and needs to be re-written.
- It was suggested that the first paragraph of the DOL report intro be split into two separate paragraphs. After consideration, we decided that it would be a good idea to make the change.
- One of our group of testers felt that the suggestion in the DOL report intro to download the Sweat and Toil app was slightly "aggressive." They suggested re-wording the sentence to make it seem more like we are suggesting readers download the app instead of telling them to do it.
- We received several suggestions to approve the appearance of our postcard. Since the postcard, we brought to class was just an informational skeleton without a lot of design elements implemented, we are not going to worry about this feedback until later when the postcard is in its completed state.

- One design element we will take into consideration is the font of the postcard's title. Testers found the white font was hard to read of the brown background (a picture of coffee beans). We will address this by increasing the size of the font, and possibly adding a drop shadow to the title.
- A few testers were confused about the difference between fair trade and non-fair trade products. We will consider providing more clarification between the two on the postcard.
- Almost all testers expressed confusion between Dunkin Brands, and Dunkin Fair Trade Brands. To alleviate confusion, we will put a few sub-bullets listing example of fair trade Dunkin products and non-fair trade Dunkin products.
- We received very surprised responses when our testers noticed that Trader Joe's coffee is not fair trade. This surprised reaction is what we were going for.
- We also received positive feedback on the last paragraph of the coffee section intro. Users reported feeling emotionally invested in the issue of human trafficking after reading it. This emotional attachment is really what we are going for.
- Much like the last paragraph of the coffee intro, testers also really liked the last two paragraphs of the DOL report intro. The like how we included ways everyday consumers can make a difference with the issues of child and forced labor. Including small steps anyone can take really puts the initiative on the reader to make a difference.

Moving Forward

The feedback we collected during this usability testing trial will ensure that we are approaching the correct direction with each of our drafts. We can identify which aspects of our documents are working and which aspects need improvement. Our current drafts reflect well the tone and content of what we expect in the future. Grammatical issues will be corrected in future revisions. We want to push more to surprise our readers with information. We are considering using more statistics: explicit listings of countries producing their goods unethically and names of companies supporting the fight against human trafficking. We want to include more action items for readers. Overall, we feel this testing trial was very productive in advancing our work towards the finished project.

Memorandum

To: Bryan Bessette, The Freedom Café
CC: Professor Dave Howland
From: Draft Worx
Date: April 26th, 2017
Subject: Final Check In Memo



Introduction

The purpose of this document is to catch you up on the progress of our project. We are in the process of editing our documents. Before we settle on the final versions of our drafts, we want to get your feedback on our progress so far. We have created a draft of all our documents, and after our meeting on Monday, we have identified several areas where we can improve our work. The following will outline our plans to revise our work.

Postcard

You mentioned that it would be a good idea to have a title superimposed over the picture of the coffee beans on the front cover of the postcard. We have added this title, and we think that it enhances the overall look of the document. Additionally, you requested that we include information about how the DOL's grading system works. This information will be included on the card. Finally, we will be making some minor aesthetic changes. The paragraph of information that was included on the back side of the card, in the white column, will now stretch across both columns like you suggested.

Intros

The main adjustments we will be making with the introductions is cleaning up the grammar and word choice. You seemed to really like the coffee report intro, and the other documents are coming along nicely as well. The introduction to the DOL report is a bit lengthy, so we will try to trim that down. Additionally, there were several parts of the cotton introduction that you said needed to be removed, i.e. the parts summarizing human trafficking, because that is covered in the guide's intro. We will continue work on these drafts and upload the most current versions to your Google Drive for review. Feel free to read them over and provide feedback.

Going Forward

The end of our project is in sight! As we discussed during our meeting on Monday, we will be presenting the materials we have completed for you in class on Wednesday, May 3rd. We look forward to seeing you there. We will continue to work on your documents until early next week. All the latest drafts of our material will be uploaded to your Google Drive. Feel free to read things over and provide any feedback that you deem necessary. If you have any questions or concerns email Dan and he will respond as soon as possible. Barring any unforeseen complications, we will see you on the 3rd.

Cotton Section Intro Rough Draft

Just like in many other industries, the cotton and textile industry has an overwhelming amount of human-trafficking. This includes the exploitation and unethical treatment of workers. There are many different process that go into making a garment, such as planting and harvesting cotton, ginning, spinning, cutting and children as young as five-years old could be doing this work while not getting paid and not receiving education.

Trafficked people in factories are promised proper wages but most likely they will not. They will work 12 hour workdays and 6 days a week, and have minimum freedom outside the factory walls.

Most of the garments made by these trafficked people can be found on almost every clothing rack. Fast fashion is easily accessible and inexpensive to consumers. Most consumers do not realize the reason for their clothes being so inexpensive. This is because it comes with the expense of a trafficked person's life. The process of farm to factory working is poisoned with human trafficking. There are clothing companies that are taking a stance against the exploitation of workers and putting control back into the consumer's hands.

Clothing companies are taking great strides in their transparency, in efforts to reduce human trafficking from their products. This can be recognized by a clothing company becoming Fair Trade certified, but this isn't good enough. All companies should provide ethical standards for their workers. The major issue of this problem is that most of this trafficking is unknown. We must stop the enabling of human-trafficking in the cotton and textile industry, therefore we must encourage our favorite clothing stores to increase their transparency and buy Fair Trade clothing.

Here are companies that should be highlighted for their efforts of fighting against fast fashion and the use of forced and child labor. Many of the companies started from the ground up with the mission to promote social and environmental responsibility and are created new standards for existing companies. Other companies have joined the fight and have incorporated and enforced ethical practices in the making of their clothing.

Intro to DOL Report Rough Draft

Across the globe, thousands of people are being economically exploited to produce the goods that drive the global economy. As of early 2017, one hundred thirty-nine goods from seventy-five countries are produced with either child or forced labor. The abuse spans several industries, plaguing production lines of everything from gold to coffee. Deceptive and coercive recruitment ensnares unknowing victims; Promises of fair wages and a better life veil the harsh reality of the situation they are entering. To recruit their victims, employers utilize tactics like debt bondage, where workers borrow money to pay various fees associated with their recruitment and are unable to work off those debts in a reasonable amount of time.

Despite there being a widespread, global problem, steps are being taken to combat child and forced labor. Governments are constantly drafting new laws to prohibit both the use of child labor, and the manufacturing of goods produced with forced labor. Law enforcement are receiving funding to help combat unethical manufacturing. Victims of child and forced labor are receiving recovery services, education, and healthcare. Supply chains are being monitored more closely today than they have ever been. Despite these advances towards ending economic exploitation, there is still work that needs to be done.

Many people across the globe feel bad for the victims of child and forced labor, they want to help but they are not sure how. Everyone, regardless of their age, race, or economic standing can make a difference. The most important thing consumers can do to end child and forced labor is to become aware of the situation. Without awareness of the issues, nothing can be done to fix the problem. Educate yourself about child and forced labor; read the Department of Labor's list of goods produced with child and forced labor. Download the Sweat and Toil app, and become aware of which produces are produced with unethical labor.

After becoming aware of the problem and educating yourself about the issue you can begin to take small steps to help the movement to end child and forced labor. Spread the word, educate your friends and family, lobby politicians to fight forced labor, and write companies that have unethical supply chains. Support organizations that fight exploitation; donate or volunteer. Finally, you can fight child and forced labor with your wallet. Buy goods that come from sources that don't use child or forced labor. There are several organizations that follow supply chains and grade a company on how ethical their products are. Look for labels like "Child Safe" for textiles to ensure that the goods you are buying were not produced with child or forced labor.

Intro to Coffee Report Rough Draft

Sharing seats with water and tea, coffee is one of the most consumed beverages in the world. This isn't so surprising when the average person drinks at least one cup a day. But to drive this market, many companies get their coffee from unethical sources. Forced labor is used in multiple parts of the coffee production pipeline. The production of coffee requires multiple steps from harvesting to sorting to packing. The coffee must be hand-picked off the trees, depulped to extract the seeds, and later sorted to remove defective beans. Around the world there are countries using forced and child labor to drive the work required to produce coffee. As of early 2017, there are at least sixteen countries using child labor and forced labor to drive their coffee industry. It involves recruiting children and deceiving workers. It involves long shifts under threat of physical harm with little to no pay. As a consumer, you can help reduce the prevalence of human trafficking by supporting companies that ethically source their goods and avoiding those that do not. The following companies are open in their efforts against human trafficking. They've made efforts to provide their product without the use of forced or child labor.

Source: National Coffee Drinking Trends 2016? I can only get catered sources since the document costs hundreds. <http://www.e-importz.com/coffee-statistics.php>

Ethical Consumer Guide Intro Rough Draft

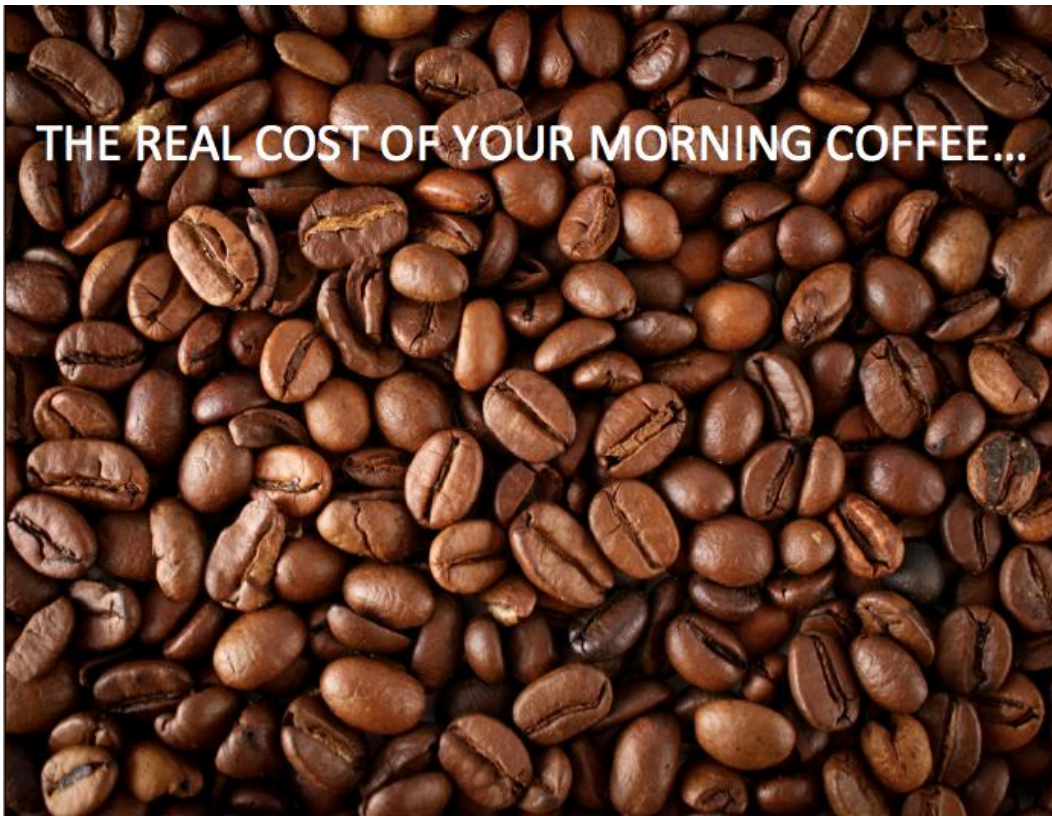
Human trafficking is often equated to modern slavery. The trading of humans, often used for sexual or forced labor, is a problem around the world. "Forced labor under international standards mean all work or service which is exacted from any person under the menace of any penalty for its nonperformance and for which the worker does not offer himself voluntary."

Across the globe, human trafficking is used to supply goods necessary to drive the global economy. People can be coerced into the trafficking industry in multiple ways. Employers may promise high wages that are never give. Then physical or psychological methods are used to control the person. Victims are forced to work long hours with little to no pay. Children aren't provided education.

Many consumers don't realize that their goods are provided through the use of human trafficking. Common products like textiles and coffee are often sourced from companies that use forced and child labor to produce their supplies. For cotton, forced or child labor may be used in the harvesting, ginning, spinning, or cutting process. The problem often affects multiple parts of the supply chain.

Items created through the use of human trafficking span a variety of goods. In this guide, you will find a list of companies that are ethical sources for the most commonly trafficked goods such as cotton, coffee, and chocolate. By purchasing goods from these companies a consumer can be sure he or she is not supporting human trafficking. As a result, a consumer can help provide therapy and remedial efforts for trafficked people and work towards ending human trafficking.

Coffee Postcard Rough Draft



Modern slavery can be found at the growing and harvesting level of many coffee supply chains. People are forced into contract labor and paid nothing. Sometimes actually owing money for working.

A product is ethically sourced when it can be traced back to its origin without finding use of child labor OR forced labor.

Coffee is grown and produced by 25 million farmers from around the world.

Children are exploited in 14 different countries to produce coffee beans. Many of the brands Americans buy are actually supporting non-ethical labor to produce their coffee.

Ethically Sourced Brands:

- Green Mountain Coffee
- Starbucks
- Dunkin Brands ([Fairtrade Products](#))

Non-ethically Sourced Brands:

- 365 Everyday Value
- Dunkin' Brands
- Trader Joe's
- Nescafe

Changes Made Between Original and Final Documents



Introductions

The introduction was the part of the assignment that was most like a traditional English project. The major changes between the original drafts and the final drafts revolved around grammar, word choice, and content flow. We used the in-class usability testing sessions to get fresh pairs of eyes on the documents. Our testers were able to point out awkward word choice, bad grammar, or inappropriate tone in parts of our introductions that we had overlooked. When you write something, then proceeded to edit it repeatedly, your brain knows what you want to say, so it subconsciously fixes the mistakes for you. After getting these mistakes pointed out to us, we went back and fixed what was not working.

Coffee Postcard

After conducting in-class usability testing, and discussing our progress with Bryan, we made some changes to the postcard that we believe greatly improved its effectiveness. We decided that the use of coffee as a background on the front cover was a good idea. However, we added a transparent textbox over the coffee that allowed us to add more text. This new text area included information on how coffee is graded by Coffee Industry Trends Report. Additionally, we added the Freedom Café logo, and a disclaimer providing a source of the postcard's information to the front side of the card. We did this after Bryan made a request for us to include this information. We also added the logo and disclaimer to the back of the postcard for good measure.

During our usability testing we identified some confusion with the back of our card. We originally sorted coffee companies as either ethically sourced, or non-ethically sourced. Bryan suggested that we instead rank the companies A-F using the grading system created by the Coffee Industry Trends Report. We also included a disclaimer on the back to let readers know that many companies, like Dunkin Donuts, have some product lines that are ethically sourced, and some that are not.

Cotton Section Intro

Just like in many other industries, the cotton and textile industry is plagued by human-trafficking and the exploitation of workers. Children as young as five can be seen planting and harvesting cotton, ginning, spinning, and cutting. The children are refused payment and most are deprived of their right to an education. Victims of trafficking toil in factories, working for wages that will never be paid. They labor 12 hours a day, 6 days a week, and have restrictions placed on them outside the factory walls.

Many of the garments produced by trafficking victims can be found on racks at popular clothing retailers. Clothing produced by trafficked workers is easily accessible and inexpensive to consumers. Most consumers do not realize the reason their clothing is so inexpensive because it is produced unethically.

Clothing companies are making great strides, they are increasing the transparency of their supply chains, while making efforts to reduce the role human trafficking has in their manufacturing process. Companies that are making strides towards becoming ethically sourced can be recognized by becoming Fair Trade certified, but this isn't always good enough. All companies should provide ethical standards for their workers. The major issue with Fair Trade Certification is the reality that most of human trafficking happens in the shadows. We must stop the enabling of human trafficking in the cotton and textile industry, and as a result we must encourage our favorite clothing stores to increase their transparency and buy Fair Trade clothing.

Here are companies that should be commended for their efforts to fight human trafficking and economic exploitation. Many of the companies were started from the ground up, with a mission to promote social and environmental responsibility. The pioneering businesses are creating new standards for existing companies. Other businesses have joined the fight and are incorporating, and enforcing, ethical practices in their manufacturing process.

Intro to DOL Report

Across the globe, thousands of people are being economically exploited to produce the goods that drive the global economy. As of early 2017, one hundred thirty-nine goods from seventy-five countries are produced with either child or forced labor. The abuse spans several industries, plaguing production lines of everything from gold to coffee. Deceptive and coercive recruitment ensnares unknowing victims; promises of fair wages and a better life veil the harsh reality of the situation they are entering. To recruit their victims, employers utilize tactics like debt bondage, where workers borrow money to pay various fees associated with their recruitment, and are unable to work off those debts in a reasonable amount of time.

Child and forced labor is a widespread, global problem, but steps are being taken to end both practices. Governments are constantly drafting new laws to prohibit the use of child labor and the manufacturing of goods produced with forced labor. Law enforcement agencies are receiving funding to help combat unethical manufacturing. Victims of child and forced labor are given access to recovery services, education, and healthcare. Additionally, supply chains are being monitored more closely than ever before. Despite these advances towards ending economic exploitation, there is still work that needs to be done.

Many people across the globe feel bad for the victims of child and forced labor, they want to help but they are not sure how. Everyone, regardless of their age, race, or economic standing can make a difference. The most important thing consumers can do to end child and forced labor is to become aware of the situation. Without awareness of the issue, nothing can be done to fix the problem. Educate yourself about child and forced labor; read the Department of Labor's list of goods produced with child and forced labor. Download the Department of Labor's Sweat and Toil app, and become aware of which products are produced with unethical labor.

After becoming aware of the problem and educating yourself about the issue, you can begin to take small steps to help the movement to end child and forced labor. Spread the word, educate your friends and family, lobby politicians to fight forced labor, and write companies that have unethical supply chains. Support organizations that fight exploitation; donate or volunteer. Finally, you can fight child and forced labor with your wallet. Buy goods that come from sources that don't use child or forced labor. There are several organizations that follow supply chains and grade a company on how ethical their products are. Look for labels like "Child Safe" for textiles to ensure that the goods you are buying were not produced with child or forced labor.

Intro to Coffee Report

Coffee is one of the most consumed beverages in the world. This isn't so surprising when the average person drinks at least one cup a day. But to drive this market, many companies source their coffee from unethical distributors. These distributors use forced labor to drive the various parts of the coffee production pipeline.

The production of coffee requires multiple steps from harvesting to sorting to packing. The coffee must be hand-picked off the trees, depulped to extract the seeds, and later sorted to remove defective beans. Around the world there are countries using forced and child labor to drive the work required to produce coffee. As of early 2017, there are at least sixteen countries using child labor and forced labor to drive their coffee industry. It involves recruiting children and deceiving workers. It involves long shifts under threat of physical harm with little to no pay.

As a consumer, you can help reduce the prevalence of human trafficking by supporting companies that ethically source their goods and avoiding those that do not. The following companies are open in their efforts against human trafficking. They've made efforts to provide their product without the use of forced or child labor.

Source: National Coffee Drinking Trends 2016? I can only get catered sources since the document costs hundreds. <http://www.e-importz.com/coffee-statistics.php>

Ethical Consumer Guide

Human trafficking is often equated to modern slavery. The trading of humans for sexual or forced labor, is a problem around the world. "Forced labor under international standards mean all work or service which is exacted from any person under the menace of any penalty for its nonperformance and for which the worker does not offer himself voluntarily." Trafficked humans can be children - purchased from poor parents or tricked into slavery. Under international standards, child labor is "all work performed by a person below the age of 15." It also includes work done by people younger than 18 in the context of slavery, pornography, and drug trafficking.

Across the globe, human trafficking supplies the goods that drive the global economy. The human trafficking industry exists even in developed countries like the United States. People are coerced into the trafficking industry in multiple ways. Employers may promise high wages that are never given. Then physical or psychological methods prevent the person from escaping. Victims are forced to work long hours with little to no pay. Children are not provided education.

Many consumers don't realize that their goods are provided through trafficked humans. Companies often use forced and child labor to source the materials for common products like textiles and coffee. For cotton, forced or child labor may be used in the harvesting, ginning, spinning, or cutting process. The problem affects multiple parts of the supply chain.

Items created using human trafficking span a variety of goods. In this guide, you will find a list of companies that are ethical sources for the most commonly trafficked goods such as cotton, coffee, and chocolate. In addition to supplying these products, some of the companies support the fight against forced and child labor through rehabilitation services for trafficked humans. By purchasing goods from these companies, a consumer can show their support for those fighting against human trafficking.

Coffee Postcard

Your Coffee Has a Grade...

Based On:

- A brand's **POLICIES** on sourcing and subcontracting
- **TRACEABILITY & TRANSPARENCY** - How well they know their supply chain
- **MONITORING & TRAINING** - The ability of the company to identify and address the use of child and forced labor in their supply chain
- The degree to which **WORKER RIGHTS & A LIVING WAGE** are supported throughout the company's supply chain.



thefreedomcafe.org

Coffee Buyers Guide

*Data and Ratings based on the 2014
Coffee Industry Trends Report

- A**
- Green Mountain Coffee Roasters (FLO)
 - Starbucks (FLO)

- B**
- Green Mountain Coffee Roasters (RAC)
 - Dunkin' Donuts (FLO)
 - Trader Joe's (FLO)
 - Peet's (FLO, RAC, UTZ)
 - Starbucks

- C**
- 365 Everyday Value (FLO)
 - Green Mountain Coffee Roasters
 - Seattle's Best (FLO)

- D**
- Dunkin' Donuts
 - Nescafe
 - Trader Joe's

- F**
- 365 Everyday Value
 - Coffee Bean Direct
 - Seattle's Best

CERTIFICATION LABEL KEY

FLO: Fairtrade Products

RAC: Rainforest Alliance Products

UTZ: UTZ Certified

Human Trafficking in coffee harvesting and drying has been reported in 14 countries.

Children are exploited and sometimes taken by force to work in the coffee production.

Be a conscious consumer and know what you're buying.

Note that many brands carry certified and uncertified product lines. For example, Dunkin' espresso products are FLO Certified and receive a 'B' while their non-certified products receive a 'D'.

Brands like Green Mountain Coffee Roasters have numerous subsidiary's such as Caribou, Emeril's, Newman's Own and more. Just because it's organic doesn't mean workers receive a fair wage.

Memorandum

To: Professor Howland
From: Draft Worx
Date: March 8th, 2017
Subject: Progress Report



Project Overview

For our group project, we are working with Bryan Bessette of the Freedom Café. After speaking with Bryan and conducting a needs analysis, we have identified which projects we will be undertaking. We will be drafting, editing, and formatting introductions for various sections of the Freedom Café's informational book. We will also create an informational postcard, to serve as a thirty second advertising pitch for the café's cause.

Work Completed

March 6th: The team met and discussed clients, team name, team logo, the team organizational memo, and client letter. We established team roles. Chris is our Principal Writer, Dan is our Communications Manager, and Jeff is our Report Writer.

March 7th: Jeff drafted the team organizational memo. Dan drafted the client letter. Both assignments were edited by all three team members. Chris emailed his professors asking if he needed some technical writing done. We agreed to ask the other potential clients just to be safe.

March 8th: The team proofread the team organizational memo and the client letter before Jeff submitted both documents through canvas. We began work on our first progress report and meeting minutes in class. After discussion with professor Howland, we all agreed that it would be better to work for a professional non-profit, than for a university club. Professor Howland instructed us to contact him before the end of the week so he could match us with a client. Dan agreed to email professor Howland on Thursday.

Work in Progress

We are currently working on finding a client to work with. We have contacted professor Howland, and are waiting for him to suggest a client. In the meantime, we are going to begin drafting questions to ask our future client during our needs analysis meeting.

Work to be Completed

In the future, we will need to settle on a client. After our client is established, we will need to set up a meeting, and begin our needs analysis. After the meeting, we will need to draft our formal needs analysis report.

Complications

Our main complication is finding a client who will work with us. Chris had a few ideas, but after deliberation, we have decided to use one of professor Howland's clients. Once our client is identified, we should be ready to hit the ground running.

Week 1 Draft Worx Meeting Minutes

Jeffrey Scott, Christopher Chin, Daniel Lamkin

Meeting 2

Date: Monday, March 6th, 2017

Location: Kingsbury CS Lounge

Time: 12:30pm

Attendance: All members present

Agenda:

- 1) The group discussed a few preliminary topics: roles, potential clients, and team names.
- 2) We discussed our strengths: Chris is a strong writer, Dan is a solid communicator, and Jeff is good with organization. Based on our strengths we assigned the following team roles: Chris is our Principal Writer, Dan is our Communications Manager, and Jeff is our Report Writer. The responsibilities of each role have been established in our team memo.
- 3) Chris mentioned that he could contact two professors who may know potential clients. One is a mechanical engineering professor and another is a music professor. He said he would contact them by Friday. Two other options Chris proposed were the Linux Club the DIY Engineering Club.
- 4) We decided to brain stormed team names. Notable suggestions included Industry Solutions, Draft Worx, and Monarch Writing. After short deliberation, we agreed Draft Worx was the best name.
- 5) We noted that we needed to have the team organizational memo and client recruitment letter finished by Tuesday night at 11:00 pm. The memo would be the responsibility of Chris and Jeff, while Dan would write the client letter. All work would be completed using the UNH box so the Chris and Jeff could edit the letter after Dan was done, and so Dan could review the memo after Chris and Jeff were done.
- 6) Dan agreed to use his graphic design skills to develop a team logo by Wednesday.
- 7) Before ending the meeting, we agreed to work on finding a client by the end of the week. If the suggestions Chris made did not work out, we decided to talk with Professor Howland to see if he had any client suggestions. We also agreed to begin work on our needs analysis during our next meeting.

Meeting concluded: 1:00 pm

Next meeting: Monday, March 20th, 2017

Memorandum

To: Professor Howland
From: Draft Worx
Date: March 24th, 2017
Subject: Progress Report



Project Overview

For our group project, we are working with Bryan Bessette of the Freedom Café. After speaking with Bryan and conducting a needs analysis, we have identified which projects we will be undertaking. We will be drafting, editing, and formatting introductions for various sections of the Freedom Café's informational book. We will also create an informational postcard, to serve as a thirty second advertising pitch for the café's cause.

Work Completed

March 20th: Chris was unable to make it to class today. Dan informed Jeff that Professor Howland had responded to his email, and we had been put in touch with the Freedom Café as a client. Dan retroactively put the contact information of the Café's president, Bryan Bessette, on our client letter, and sent it out. Jeff texted Chris, and it was decided that the best day to meet with Bryan would be on Friday.

March 22nd: Chris was in class today, so we filled him in on our plan to meet with Bryan on Friday. We decided 1pm would be the best time for everyone.

Work in Progress

We will be meeting with Bryan Bessette, President of the Freedom Café, today at 1pm. The meeting will allow us to introduce ourselves to Bryan, and get to know the mission of the Café. We will discuss what needs the Café has, and how Draft Worx can help address those needs. We will then use the information he gives us to start our needs analysis.

Work to be Completed

After our meeting with Bryan, we will need to begin work on our needs analysis. Chris will lay out a basic outline of the document on Friday, and we will work as a team to complete it on Monday during class and our meeting. We will spend Tuesday proof reading and reviewing the needs analysis, before we hand it in on Tuesday.

Complications

The major complication we faced this week was finding a time that we could all meet with Bryan. The times we set out for group meetings, Monday and Wednesday after class were not viable this week; Chris was absent on Monday, and Jeff had a prior commitment on Wednesday. After talking it over and comparing schedules, we agreed that Friday afternoon would work for all of us.

Week 3 Draft Worx Meeting Minutes

Jeffrey Scott, Christopher Chin, Daniel Lamkin

Meeting 2

Date: Monday, March 20th, 2017

Location: Kingsbury CS Lounge

Time: 12:30pm

Attendance: Jeff and Dan were present, Chris was absent.

Agenda:

1) Jeff and Dan discussed how our search for a client was going. The Friday before vacation, Dan had emailed Professor Howland to ask if he could put us in contact with a potential client. Dan told Jeff that Professor Howland had gotten back to him and had suggested the Freedom Café. Both Jeff and Dan agreed that the Freedom Café would be a good client. Jeff texted Chris, who was absent, to confirm that he was okay with choosing the Freedom Café as our client. Chris responded that he would like to work for the café.

2) Jeff said that we should contact Bryan as soon as possible. Dan said he would put Bryan's contact information into the client letter we had written before break, and send it via email later that day.

3) After discussion amongst the group, we agreed Friday would be the best day to meet Bryan and conduct our needs analysis.

4) Jeff and Dan took a few minutes to research the Freedom Café and learn about their mission. We discovered that their main goal is to educate the public/combat human trafficking. Jeff and Dan agreed that the organization likely has a lot of technical writing needs.

5) We agreed that a simple outline of our needs analysis memo would be completed after our Friday meeting. We would then finish it on Monday, and use Tuesday to proof read before submitting on Wednesday.

Meeting concluded: 1:00 pm

Next meeting: Monday, March 27th, 2017

Memorandum

To: Professor Howland
From: Draft Worx
Date: March 31st, 2017
Subject: Progress Report



Project Overview

For our group project, we are working with Bryan Bessette of the Freedom Café. After speaking with Bryan and conducting a needs analysis, we have identified which projects we will be undertaking. We will be drafting, editing, and formatting introductions for various sections of the Freedom Café's informational book. We will also create an informational postcard, to serve as a thirty second advertising pitch for the café's cause.

Work Completed

March 24th: Last Friday, we met our client Bryan Bessette at the Freedom Café. We introduced ourselves, and discussed what our group hopes to get out of this project. Bryan then explained what the mission of the Freedom Café is. His organization works to end human trafficking and commercial exploitation through community engagement, education, and fundraising. Bryan proposed two project ideas for our group. The first involved writing and introduction for an informational book his researchers had made, while also summarizing and introducing one of the subsections of the book. The second project involved writing an introduction to a separate subheading in the book, in addition to creating an education "postcard."

March 27th: After discussion with professor Howland, it became apparent that our suggested project may not contain enough material to satisfy the requirements of the class. After class, Jeff and Ricky, a member of the other group working with the Freedom Café, met with professor Howland. We informed him that Jeff and Ricky would be meeting with Bryan on Tuesday to discuss the distribution of work between the two groups. He asked him to contact Bryan to ensure that he had enough work to satisfy the project requirements of both groups.

March 28th: Early in the morning Professor Howland emailed both Freedom Café groups and informed us that Bryan had more than enough work to keep both groups busy. During the meeting with Bryan, Jeff learned that he had adjusted his expectations to account for professor Howland's project requirements. The first project would be composed of both the original projects proposed by Bryan. The group would write and edit introductions for Bryan's information book, introduce two of the book's subsections, as well as create an informational postcard. The other group would create an online shop for Bryan's website. Jeff and Ricky agreed to tell their teams about the new projects. Jeff texted Dan and Chris and let them know about the meeting. We all agreed to make a final decision in class on Wednesday. Tuesday night was spent writing our needs analysis memo.

March 29th: In class Professor Howland informed both Freedom Café groups that we had the option of switching our groups around make sure everyone was working on the project that best suits them. After looking at the two projects Draft Worx decided to stay together and work on Bryan's information book. After careful examination, we decided that the website project would not be sufficient to keep our group busy. The online store would involve working with online templates; there would be little code to write, and almost no technical writing. The entire project would not take more than a couple of days. We decided that the hassle of expanding the project to fit the requirements of professor Howland's assignment was not worth it.

Work in Progress

We are currently in the process of drafting our project proposal. We have sent Bryan a copy of our needs analysis, and we will meet with him next week to determine if he thinks everything is okay. If the needs analysis is okay, then we can draft our official progress report and have it submitted to both Bryan and professor Howland by Wednesday.

Work to be Completed

We need to draft our project proposal by next Wednesday, April 5th. After that is completed we will need to obtain all of Bryan's research, as well as the content that he already completed for the informational book. We have a Google doc already set up, so Bryan just needs to upload the documents to that. After we have obtained those documents, we can begin our work on the actual project portion of our assignment.

Complications

The major complications we have encountered so far revolved around finding meeting time, and sorting out administrative issues. Working out times all three groups members, and occasionally Bryan, can meet has been a challenge. Fortunately, we have been able to work it out by keeping solid communication between our group. Administratively, the hardest part of the project has been sorting out what Bryan wants us to do, deciding whether it would satisfy the requirements of the course, and then choosing which group would be doing what. Now that most of the administrative stuff is out of the way, our group and begin to focus on creating our technical writing content.

Week 4 Draft Worx Meeting Minutes

Jeffrey Scott, Christopher Chin, Daniel Lamkin

Meeting 3

Date: Monday, March 27th, 2017

Location: Kingsbury CS Lounge

Time: 12:30pm

Attendance: All members present

Agenda:

1) During class our group spoke with professor Howland about the direction of our project. We told him that Bryan suggested creating two documents, an introduction for his information book, as well as an introduction for one of the book's sections. Professor Howland seemed concerned that this would not be enough work to keep us busy. After class, Jeff spoke with professor Howland. During our meeting, Jeff told the rest of the group that he spoke to the professor, and asked him to email Bryan, so that Bryan would not exactly what would satisfy the requirements of the project. Chris stated that this communication was a good idea to prevent a long back and forth message carrying situation.

2) Jeff suggested that the group join the other Freedom Café group during their weekly meeting with Bryan. Jeff said the meeting would take place at 12:30pm the following day. He said it would be a good opportunity to both verify that Bryan's project satisfied the class requirements, and it would provide a way for each group to begin deciding who would be doing which project. Chris and Dan said that they could not attend, so Jeff said that he would go. He agreed to notify Chris and Dan, via text message, of any developments that occurred at the meeting with Bryan.

3.) We established the work that needed to be done for the week. Our needs analysis was due on Wednesday, our meeting minutes and progress report was due on Friday, and the PowerPoint for our midpoint presentation was due Monday, April 3rd.

4.) We determined that Jeff and Chris would work on the needs analysis, Jeff would handle the progress report and meeting minutes, and Dan would take care of the PowerPoint.

5.) Chris asked if everyone understood our plan for the week; Jeff and Dan said yes. Chris asked if we would meet the following Monday, same place and time. Jeff and Dan agreed and the meeting concluded.

Meeting concluded: 1:00 pm

Next meeting: Monday, April 3rd, 2017

Memorandum

To: Professor Howland
From: Draft Worx
Date: April 7th, 2017
Subject: Progress Report



Project Overview

For our group project, we are working with Bryan Bessette of the Freedom Café. After speaking with Bryan and conducting a needs analysis, we have identified which projects we will be undertaking. We will be drafting, editing, and formatting introductions for various sections of the Freedom Café's informational book. We will also create an informational postcard, to serve as a thirty second advertising pitch for the café's cause.

Work Completed

April 3rd: Our group met at the normal time, in the normal place to discuss the progress of our group. We finalized out plan to work on Bryan's Consumer Guide Book, and we agreed to meet with Bryan the following day. After the meeting, Jeff and Chris wrote most our project proposal. We agreed to finish the document after meeting with Bryan to ensure that we had not missed anything.

April 4th: We met with Bryan at the café and informed him which project we were going to be working on. He told us that most, but not all, of the required research was posted to the Google Drive document. We told him that our project proposal would be completed by Wednesday, and that we would send him a copy for review. We told Bryan that we would begin work on the actual document the following week.

April 5th: We submitted our completed draft of our project proposal. We are set to begin work on the project section of our assignment on Monday.

Work in Progress

We are currently in the process of organizing the information given to us by Bryan. All the documents and research Bryan has given us is stored in a single Google drive document. We will spend this week labeling and organizing all the information, so we can hit the ground running next week and begin work on the research and writing phase of our project.

Work to be Completed

Starting next week our group will need to begin work on the actual project portion of the assignment. The first step will include reading through the research that Bryan has provided us, and taking notes on especially important facts and ideas. Next, we will begin drafting the first versions of our introduction/summaries. After those are completed, we will share them with Bryan to provide feedback before revising and editing them. If time allows, we will also begin work on the informational postcard.

Complications

The only complication we had this week was the fact that our schedules were busy; exams, projects and homework from other classes had all three of us busy. As a result, we will not be able to begin work on Bryan's technical documents until next week.

Week 5 Draft Worx Meeting Minutes

Jeffrey Scott, Christopher Chin, Daniel Lamkin

Meeting 4

Date: Monday, April 3rd, 2017

Location: Kingsbury CS Lounge

Time: 12:30pm

Attendance: All members present

Agenda:

1) The first order of business we had at our meeting was the completion of our project proposal, which was due on Wednesday. We have officially agreed to take the project involving working with Bryan's Consumer Guide Book. Chris said that he thought it would be a good idea to make sure that everyone in the group knew exactly what needed to be done for this project. He pulled up a list of tasks that needed to be done and read them off. Chris said that our group needed to write an introduction/summary for Bryan's consumer guide book, and introduction/summary to the coffee and cotton sections of the consumer guide book, an introduction/summary for the Department of Labor's List of Goods Produced with Child and Forced Labor, as well as create an informational postcard summarizing key points from a Free2Work report. Chris said that we would also need to format all this work to fit the graphic design template created for the café. Dan and Jeff said that they understood the requirements.

2) Dan said that he confirmed a meeting with Bryan at 12:30pm on Tuesday. Jeff said that it would be a good time to ask Bryan a few questions about the history of the Freedom Café. Jeff said that professor Howland liked our needs analysis, but he would like us to add a few sentences on how Bryan got the idea for the café, what the café looks like, how much they do in donations, etc. Chris agreed that the meeting would be the perfect time to ask Bryan these questions.

3) Chris also mentioned that the meeting with Bryan would be a good opportunity to catch him up on the progress of the project. He said that we should tell him which project our group has decided on, that we are currently working on a project proposal, and that work on the various summaries would begin soon.

4) Jeff and Chris agreed to get working on the project proposal after the meeting. They agreed to draft most of it Monday night, before using Tuesday as an editing and review day, and submitting the final draft on Wednesday.

5) Jeff discussed the start of work on Bryan's technical documents. They group agreed that the four introduction/summaries should be worked on first, because they would require the most amount of time to complete, since we will need to read the research first and pick out important information. Following the completion of the summaries, work could begin on the information postcard. Finally, after all the writing and editing of the documents was complete, we will properly format all our work using the template provided by Bryan.

6) Due to conflict with other classes, we agreed to put off work on the actual document writing aspect of the project until Monday, April 10th. Chris and Jeff will complete the project proposal by Wednesday, Dan will email the final version to Bryan, and Jeff will complete the meeting minutes and progress report.

Meeting concluded: 1:00 pm

Next meeting: Monday, April 10th, 2017

Memorandum

To: Professor Howland
From: Draft Worx
Date: April 14th, 2017
Subject: Progress Report



Project Overview

For our group project, we are working with Bryan Bessette of the Freedom Café. After speaking with Bryan and conducting a needs analysis, we have identified which project we will be undertaking. We will be drafting, editing, and formatting introductions for various sections of the Freedom Café's informational book. We will also create an informational postcard, to serve as a thirty second advertising pitch for the café's cause.

Work Completed

April 10th: Today we began work on the research aspect of our project. This week will be focusing on reading through the research Bryan has given us, pulling important information from the research as we go. This process will hopefully be completed Friday, so we can spend the weekend drafting our introduction documents.

April 12th: In class, we were informed that we need to have several documents ready for usability testing by Monday, April 17th. Dan was unable to make it to class, but Chris and Jeff continued to sift through the research provided by Bryan, pulling important information as they went.

April 14th: We finished our preliminary read-through of the Freedom Café's research. If it is discovered that we need either more information for our documents, or more in-depth information, we will revisit the research to find more statistics.

Work in Progress

We are currently in the process of drafting our usability feedback form. This document will be given to our usability test subjects on Monday when they are testing the drafts of our documents. As a result, this form needs to be completed and edited by Monday, April 17th. Our plan is to keep the form electronic to save paper, and just copy and paste it several times to have enough for every test subject to fill out.

Work to be Completed

In addition to completing the usability feedback form, we will need to draft at least two of our introduction documents for Monday. These documents will be written utilizing the research we have collected, and will be tested by our classmates for usability. Using the completed usability form completed by our classmates, we will have to draft our usability memo for next Wednesday, April 19th.

Complications

The major complication we faced this week was trying to round up the last of our research. We began to read through the material, and we realized that Bryan dad forgotten to upload a few pieces of critical research. We had to contact Bryan and have him upload the missing documents to our shared Google Drive folder, but everything is now back on track.

Week 6 Draft Worx Meeting Minutes

Jeffrey Scott, Christopher Chin, Daniel Lamkin

Meeting 5

Date: Monday, April 10th, 2017

Location: Kingsbury CS Lounge

Time: 12:30pm

Attendance: All members present

Agenda:

- 1) Chris began our meeting by addressing the goals for the week. He stated that our group needed to begin reading through the research Bryan provided for us, so we could begin to pull relevant information for our introduction documents and postcard.
- 2) We all agreed to split up the research duties based on the part of the product we would be completing. Dan would be drafting the postcard, so he would read the Free2Work report that the postcard would be based on. Chris and I would each read a section of the Freedom Café's ethical consumer guide. Chris would handle the intro to the book and the cotton section, while Jeff would write the coffee section and the intro for the DOL report.
- 3) Jeff mentioned that we needed to have materials for usability testing next Monday. We agreed that Chris and Jeff would create drafts of two of the intros, while Dan would make a preliminary postcard. To have these drafts done, we all agreed that we would need to have our research done by Friday.
- 4) Chris mentioned that we were still missing some of the research Bryan promised us. Dan said that he would send Bryan an email that day to ask for the missing material.
- 5) Jeff said that we needed to draft a usability testing form for the following Monday. We all agreed that it would be wise to hold off on writing the form until our intros and postcard were drafted. We decided to do this, so we could tailor our form to the documents we create. Jeff and Chris agreed to collaborate on the creation of the form over the weekend.
- 6) Chris asked if anyone had any questions or concerns, and we all said no. We agreed that we were on a good track, and the project was coming along nicely.

Meeting concluded: 1:00 pm

Next meeting: Monday, April 17th, 2017

Memorandum

To: Professor Howland
From: Draft Worx
Date: April 21st, 2017
Subject: Progress Report



Project Overview

For our group project, we are working with Bryan Bessette of the Freedom Café. After speaking with Bryan and conducting a needs analysis, we have identified which project we will be undertaking. We will be drafting, editing, and formatting introductions for various sections of the Freedom Café's informational book. We will also create an informational postcard, to serve as a thirty second advertising pitch for the café's cause.

Work Completed

April 17th: Today we conducted a usability test in class. We had usability testers read our documents and answer questions on our usability feedback form. After class, our group went over the results of our usability test and identified ways that we could improve our drafts. Chris and Jeff began work on the usability memo which would be handed in on Wednesday.

April 19th: We handed in our usability memo in class. We started editing our document drafts using the feedback we received from our usability testers. We plan to have this editing done by the end of the week, preferably Friday.

April 21st: We are finishing up the edits on the coffee postcard, intro for the coffee report, and intro for the DOL report. Over the weekend, we will be drafting the intro for the ethical consumer guide, as well as the intro for the cotton section of the ethical consumer guide.

Work in Progress

We are currently editing the three document drafts that we created for the usability session in class on Monday. Dan is continuing to work on the coffee informational postcard. At this point he is mostly working on the aesthetic aspect of the project. Chris and Jeff are editing the intros for the DOL report and the coffee report. Chris and Jeff are using the feedback they received from their peers in class to improve the writing. At this point they are primarily focusing on the wording of the content and the grammar of the document.

Work to be Completed

In the coming week, we will need to begin work on the final two introductions that we need to write; one for the cotton section of the ethical consumer guide, and one for the entire ethical consumer guide. We have decided that Chris will be in charge of drafting the intro for the entire book, and Jeff will be in charge of drafting the intro for the cotton section. Chris and Jeff are hoping to have drafts for these documents done by next Monday. Additionally, Dan will finish up work on the coffee postcard this weekend.

Complications

There have been no complications this week. Everything is going well and the project is on schedule.

Week 7 Draft Worx Meeting Minutes

Jeffrey Scott, Christopher Chin, Daniel Lamkin

Meeting 6

Date: Monday, April 17th, 2017

Location: Kingsbury CS Lounge

Time: 12:30pm

Attendance: All members present

Agenda:

1) Jeff started the meeting by suggesting that we review the results of our usability testing. Jeff had stayed at our section during the testing, and had a notebook of notes he had taken while administering the usability test. We discussed these notes as well as the answers given on our usability feedback form.

2) After reviewing the results of our usability test, we identified several areas where we could improve our drafts. Dan said that the main issue with the postcard was visual design. He said that the visuals of postcard had not yet been added; he simply created an informational skeleton for the testing. Dan said that he would take the usability testers' feedback into consideration when designing the graphics of the postcard.

3) Jeff said that the major issues with both introduction documents were grammar related. He said that we could greatly improve both drafts with some simple editing. Chris said that the editing could be completed by Friday, and that would allow the group to work on the next steps of the project.

4) Chris mentioned that once the original documents were edited, he and Jeff could begin drafting the final two introduction documents. We decided that the goal would be to have all our documents drafted by next Monday.

5) Dan said that he would begin formatting the documents Bryan gave us so they fit his style guide. These documents are already drafted, so formatting them should not take a considerable amount of time.

6) Jeff said that he and Chris would begin work on the usability memo later in the day. He reminded everyone that the memo needed to be completed by class on Wednesday.

Meeting concluded: 1:00 pm

Next meeting: Monday, April 24th, 2017

Conclusion



Overall, the project went very well. At times, it was a lot of work, and as a result was very stressful, but in the end, we are all satisfied with the technical writing experience we acquired. At the beginning of the project we were each assigned a role based on our strengths. Jeff was assigned to be the progress report and meeting minutes writer, because he is very organized and detail oriented. Dan was assigned to be the communications manager, because he enjoys working directly with the client. Finally, Chris was assigned to be the principal writer, because he is a strong technical writer.

We collaborated mostly by using an online document editing service provided through UNH, called UNH box. The service allowed us to store documents online, and it also allowed to work on the same document at the same time. This real-time collaboration was extremely helpful. We met with each other, and with Bryan, once a week to discuss progress, set goals, and ask questions. Whenever we were working on a document, we would use a text group we set up to communicate back and forth.

During the project, our collaborative process continually evolved. Despite having team roles laid out in our team organizational memo, those roles were flexible, and we each contributed to different aspects of the project outside of our defined role. For example, Jeff did a lot of work on the project memos, even though that was Chris's assigned job. During the part of the project where we were writing Bryan's documents, we decided that Jeff and Chris would focus on the introductions, and Dan would handle the coffee postcard. We came to this conclusion for two reasons. First, it seemed like a fair distribution of the work. Secondly, we all agreed that Jeff and Chris were the stronger writers, while Dan was the most creative member of the group.

Most of the problems our group faced involved logistics at the start of the project. We had trouble identifying a client; Chris had suggested a few possibilities, but we did not think any of them were good choices. We addressed the problem by talking to Professor Howland, and he pointed us in the direction of Bryan at the Freedom Café.

Once we met Bryan we immediately saw how passionate he was about his organization. Bryan is an ambitious guy, so there was plenty of technical writing work that needed to be done for the Café. Our biggest issue was trying to identify exactly what Bryan was asking us to do. He had so much research, and so many informational materials, we were not sure where one project ended and the next began. It took us quite a while to get things sorted out. We had a few additional

meetings with Bryan to clarify what he was asking us to do. We then wrote our needs analysis, and sent Bryan a copy to make sure we were on the right track. Once we got the logistics taken care of, the project went smoothly. We did not hit any road bumps, and we complete all our work on schedule.

Knowing what we know now, we would improve our communication with Bryan. Bryan is very busy, so he is not able to check his email throughout the day. We ran into issues at the beginning of the project, because we did not give enough time between when we sent the email, and when we needed a response. Additionally, we had some issues with the formatting of the documents we created using UNH Box. For some reason, we would write the documents and they would look great when viewed on the Box. However, when we submitted the documents to Canvas, the formatting would get messed up, and Professor Howland had a hard time reading what we submitted. If we were to do this project again, it might be better to use Google Drive instead of UNH Box, because I know that Drive does not have those formatting issues. Using Drive would have saved us from having to restyle all our documents at the end of the semester to make them readable.

Works Cited

Bureau of International Labor Affairs, United States Department of Labor. (2016, September 30). *The Department of Labor's List of Goods Produced by Child or Forced Labor*.

Not For Sale, Free2Work. (2014). *Coffee Industry Trends 2014*

Usability Feedback Form

Created by: Draft Worx

Date: April 17th, 2017



Evaluate Content

Can you identify the subject of each document?

Were the documents informative?

Were there any grammatical errors that detracted from the content of the documents.

Were the documents too reliant on statistics, were there not enough stats?

What could be added to increase the effectiveness of the documents?

List any other issues with the content.

Evaluate Writing Style

Is the language used appropriate? Is it either too informal, too elitist?

Were any sections unclear?

Did the writing grab your attention?

Did the writing make you emotionally invested in the issues of human trafficking, and economic exploitation?

Is anything too wordy?

List any other problems with the writing style.

Evaluate the Design

Were there any paragraphs that should be broken into multiple sections?

Was the design of the postcard effective?

Identify any graphics that seemed out of place.

List any other problems with the design.