

Project name

Lack of College Preparation in Phoenix Area Public School Students

Deadline

8/5/2020

Why do you think this project should be created in Shorthand? Why do you want to break out of your traditional CMS format?

I think that this project should be created in shorthand to drive more user engagement and be a more visually interesting description of a major issue that can motivate others to take action

What is the aim/target of the story?

The aim of this story is to motivate readers to want to take action and volunteer either time or resources to help public school students in Arizona (specifically Maricopa County) who want to attend a 4-year University and lack the necessary guidance to reach those goals.

How do you plan to measure the success of the story?

E.g. analytics such as dwell time, social media shares, sign ups, conversions, etc.

I plan to measure the success of this story by the number of people who either sign up at or donate to one of the organizations linked at the bottom of my story

How much text do you have for this story? How many sections/chapters do you think it will need?

My plan is to have minimal text and to tell the story mainly through visualization. There will be supporting text to help give context/explain the visualizations, but I plan on staying away from long blocks of text. I envision about 5 main sections with 2-3 subsections within.



What images and video do you have or will you commission for the story?

E.g. have you thought about the [image and video sizes](#) and the [safe areas](#) within the Title, Text Over Media, Reveal and Background Scrollmotion sections?

I plan on using some stock photos for my story, along with the logos of the various organizations I am advocating for. I think a video could add value to my story and am currently trying to decide on which video to choose.

Are there any interactive features that could bring the story to life or help explain complex matters to your audience?

E.g. Could you add a map or image layer using the [Reveal section](#) to create an infographic? Have you looked at our [Other Resources](#) support document?

Using US census data, I could create an interactive map of the poverty and college education levels of the neighborhoods I am referencing. Additionally, I plan to make as many data visualizations interactive as possible in order to drive user engagement.

Have you thought about how you will promote this story? How will your audience find it?

I will present this story to my classmates

Do you have enough time and resources to achieve all that you want with this story? Are there any challenges you anticipate and how will you overcome them?

It is going to be tight to fit in everything that I want to do before the deadline, especially with my current work schedule. I plan on setting as much time aside as possible to work on this project.

Will you storyboard on paper first?

YES/NO

[See storyboard template in support docs](#)