

**Workshop 1- UNDERSTANDING THE CONTEXT**

(Out of 100 marks; DUE DATE: 11:59 PM SEPTEMBER 24<sup>TH</sup> 2023; Late assignments will be 5% less every day; Grade of 0 after THREE days)

In this workshop you will learn how to analyze and create a story board, the big idea and a 3-minute story.

**BACKGROUND**

**INCREASING VOTER TURNOUT**

Imagine you're a rising university senior serving on the student government council. One of the council's goals is to create a positive campus experience by representing the student body to faculty and administrators and electing representatives from each undergraduate class. You've served on the council for the past three years and are involved in the planning for this year's upcoming elections. Last year, student voter turnout for the elections was 30% lower than previous years, indicating lower engagement between the student body and the council. You and a fellow council member completed benchmarking research at other universities and found that universities with the highest voter turnout had the most effective student government council at effecting change. You think there's an opportunity to increase voter turnout at this year's election by building awareness of the student government council's mission by launching an advertising campaign to the student body. You have an upcoming meeting with the student body president and finance committee where you will be presenting your recommendation. Your goal is a budget of \$1,000 for the advertising campaign to increase awareness of why the student body should vote in these elections.

**PART 1 [35 MARKS] REVISE THE STORY BOARD:**

Your fellow council member created the following storyboard (Figure 1) for the communication to the student body president and has asked for your feedback. Critique the storyboard with these questions in mind:

- (A) How is it currently ordered (chronological, leading with Big Idea, something else)?
- (C) Create a revised storyboard based on your critique.

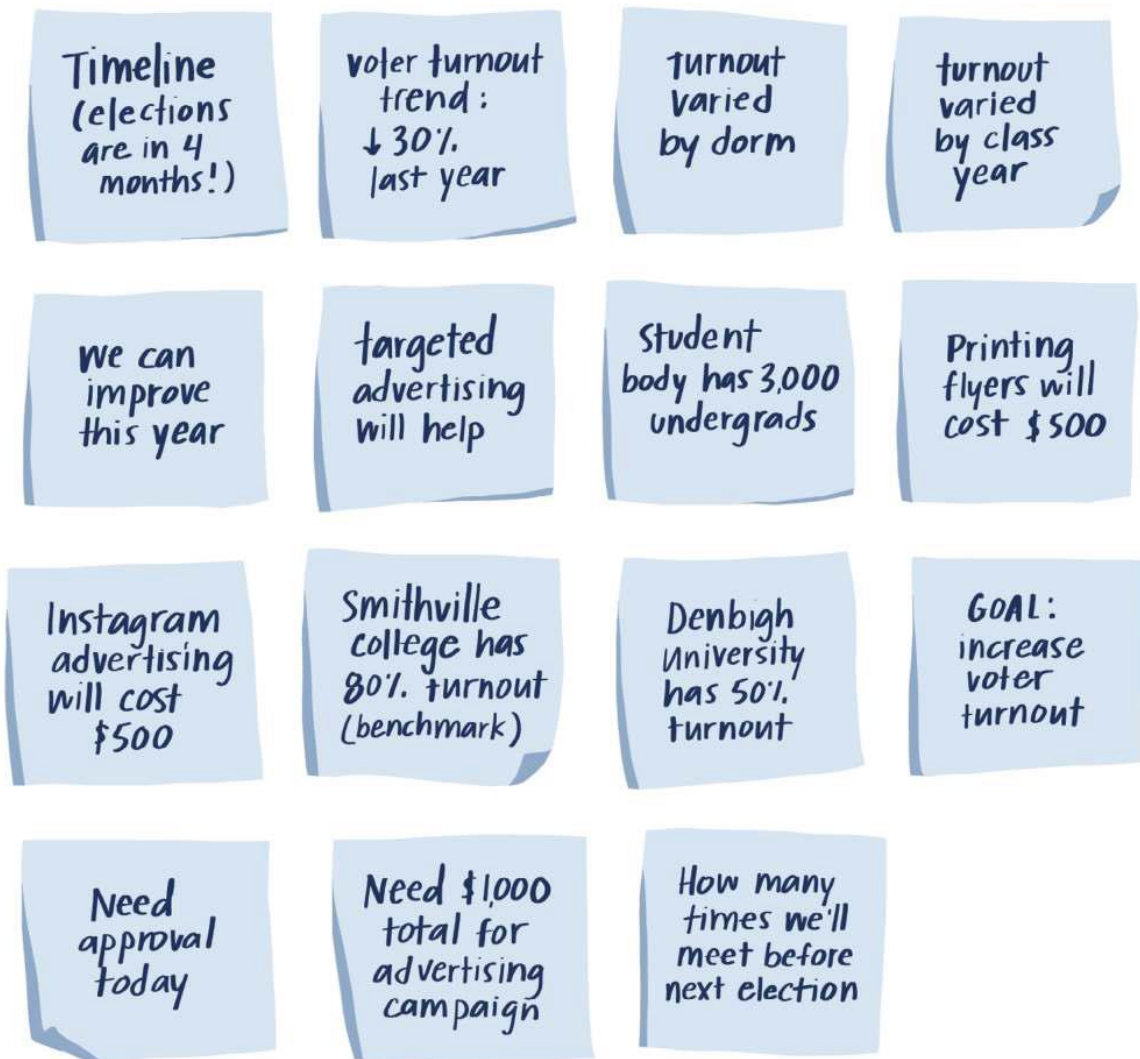


FIGURE 1 University elections colleague's storyboard

## PART 2 [20 MARKS]: WRITE A 3 MINUTE STORY

Revisit the revised storyboard you created in Part 1. Write a 3-minute story based on your revised story board.

## PART 3 [35 MARKS]: THE BIG IDEA WORKSHEET

Now complete the story board worksheet based on part 1 and part 2.

### the BIG IDEA worksheet

Identify a project you are working on where you need to communicate in a data-driven way.

Reflect upon and fill out the following.

PROJECT: \_\_\_\_\_

### WHO IS YOUR AUDIENCE?

- (1) List the primary groups or individuals with whom you will be communicating.
- (2) If you had to narrow that to a single person, who would that be?
- (3) What does your audience care about?
- (4) What action does your audience need to take?

### WHAT IS AT STAKE?

- (1) What are the benefits if your audience acts in the way that you want them to?
- (2) What are the risks if they do not?

### FORM YOUR BIG IDEA

### SUBMISSION

Submit your final pdf document on the Blackboard. (Submit one pdf file only. No zip file.)