

Assignment 3:

Community Needs Assessment and Campaign Design Assignment

Deadline: 15th of November

Objective:

1. Identify a pressing issue from your community and conduct research to find its causes (e.g., housing, education, traffic congestion, vehicle safety, rising crime, child labour, climate change, smog, intolerance etc.).
2. Analyse the government's policies related to the issue and pinpoint areas for improvement.
3. Develop a Civic Engagement Campaign to raise awareness in your community and encourage participation, fostering community involvement.

Important Notes:

- You are **not required to travel outside the campus** for this assignment.
- You are **not required to interview any officials** as part of your research.

Deliverables:

- a. Group Presentation
- b. Written Report

Step-wise Instructions

- **Step 1:** Identify an issue and conduct research to find the causes of the problem.
- **Step 2:** Research whether the government has done anything to resolve this issue. (If yes, where did it lack?)
- **Step 3:** Propose a solution: Design a campaign to encourage your local community to resolve the issue. You can create materials like flyers or social media posts.
- **Step 4:** Write down 5 recommendations for the government
- **Step 5:** Present your research and campaign to the class, and submit a written report.

Presentation Guidelines:

- **Group Size:** 4-5 students per group
- **Duration:** 15-20 minutes
- **Format:** PowerPoint/ Google Slides
- **Content:** Cover all four steps mentioned above.
- **Teamwork:** All group members must participate in the presentation.
- **Visual Appeal:** Use clear, concise slides with a focus on visuals and minimal text.

Report Formatting Guidelines:

- **Length:** 1500–2500 words (the written report should stay within this word limit).
 - **Font:** Times New Roman, 12-point, Double Space
 - **Structure:**
 - Title Page
 - Executive Summary (A very brief summary of your report)
 - Introduction
 - Government Policy
 - Campaign Design
 - Recommendations
 - References (APA)
 - **Visuals:** Graphs, charts, or images can be included where necessary.
 - **Note:** Every group must submit a plagiarism report along with the written report. Similarity index should be below 19%.
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