

JAMIE HERNDON

Writing Samples

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I produced this job aid to assist WIFT drivers in accessing Amazon Locker systems during deliveries using the same style guide as other Amazon job aids for consistency.	
II. Skype for Business Job Aid	8
This job aid was created to assist Texas Tech's Transition & Engagement Department's Student Assistants in accessing Skype for Business, the primary mode of contacting incoming students to ease their transition onto campus. This job aid is a permanent fixture in the Student Assistant binders and adhered to the Transition & Engagement Department's style guide.	
III. Patient Sleep Questionnaire	9
I constructed this questionnaire after conferring with the company's front office staff and billing department to streamline the billing process while ensuring all necessary information was included for insurance authorization purposes. This reduced billing errors by 93% and increased the company's revenue.	
IV. Employee Biography Form	10
The owner of the company asked me to create a form to give to new hires in their onboarding packet to assist the Social Media Assistant in devising a personal biography for each member of the Company's sales team.	
V. Raider Relay Training Form	12
This form was generated to assist Texas Tech's Lead Transfer Ambassadors in performing their annual Raider Relay. Preceding this form, the department was relying on 7 different documents to train the Transfer Ambassadors in this activity.	
VI. TLC Retreat Schedule	14
The TLC Retreat is a 3-day weekend retreat sponsored by Texas Tech's Transition & Engagement Department to help new transfer students make meaningful connections while transitioning into campus life at Texas Tech. I met with the Program Director to confirm and amend the scheduled events and to clarify roles. This document informed Student Leaders & Program Managers of the timeline of events in an easy-to-reference manner.	
VII. Market Research Proposal	20
I developed this proposal as a class assignment in response to a fictitious wind energy company's Request for Proposal in "Introduction to Technical Communications" class. Not only did I utilize my collaboration and project management skills during the development of this proposal, but I also won Texas Tech's "Best of Technical Communications" Award and the Kendall Hunt Publishing Award which granted me a small scholarship and the publication of the proposal in Kendall Hunt's Technical Communications textbook, <i>"The Agile Communicator"</i> .	

Amazon Locker Job Aid



Audience: Delivery Associates, Dispatchers

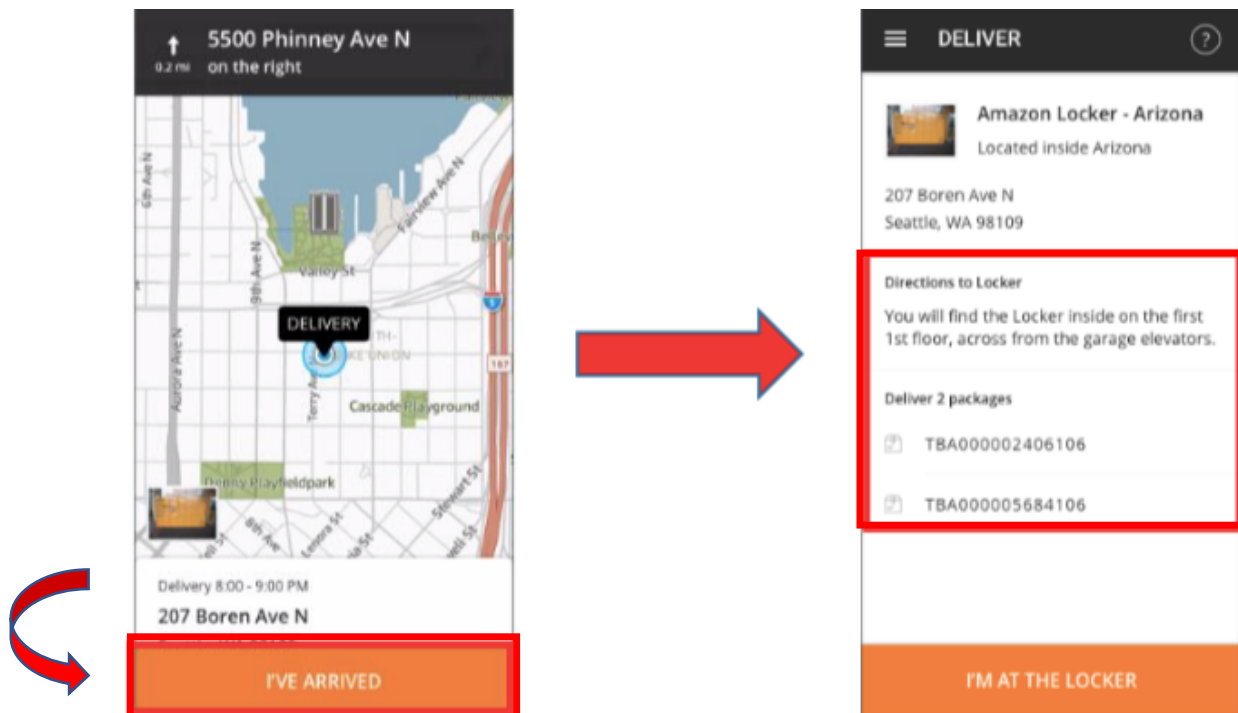
Overview: Amazon Lockers sync with your delivery device via check-in/check-out process using QR codes. This document walks you through the check-in/check-out process, as well as the general locker delivery process.

Procedure Overview:

- 1) Locate appropriate locker package(s)
 - 2) Check-in to the Locker using on-screen prompts
 - 3) Deliver the package(s) into corresponding locker(s)
 - 4) Check-out of the locker using on-screen prompts
- Note:** Call Driver Support via Rabbit for delivery issues

Step 1: Locating Appropriate Locker Packages

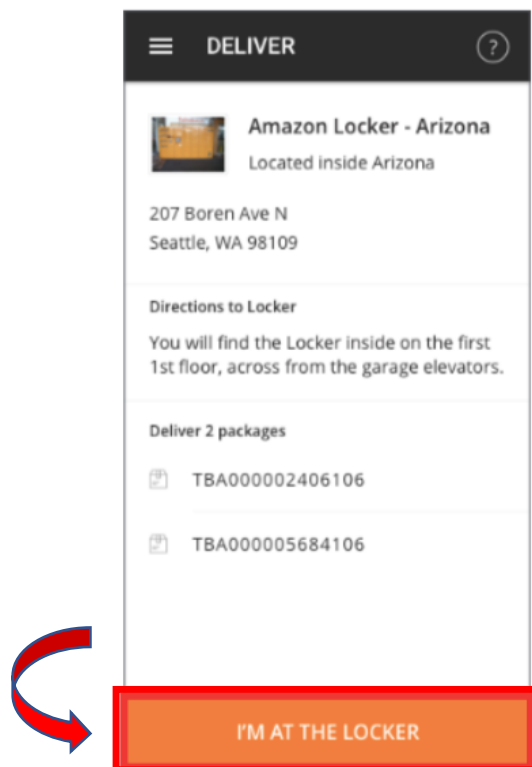
- 1) When you have parked at the Amazon Locker location, tap the **"I'VE ARRIVED"** button to access the list of packages for that specific locker. This action will also provide specific directions to the Locker.



Revised: 04/08/2021

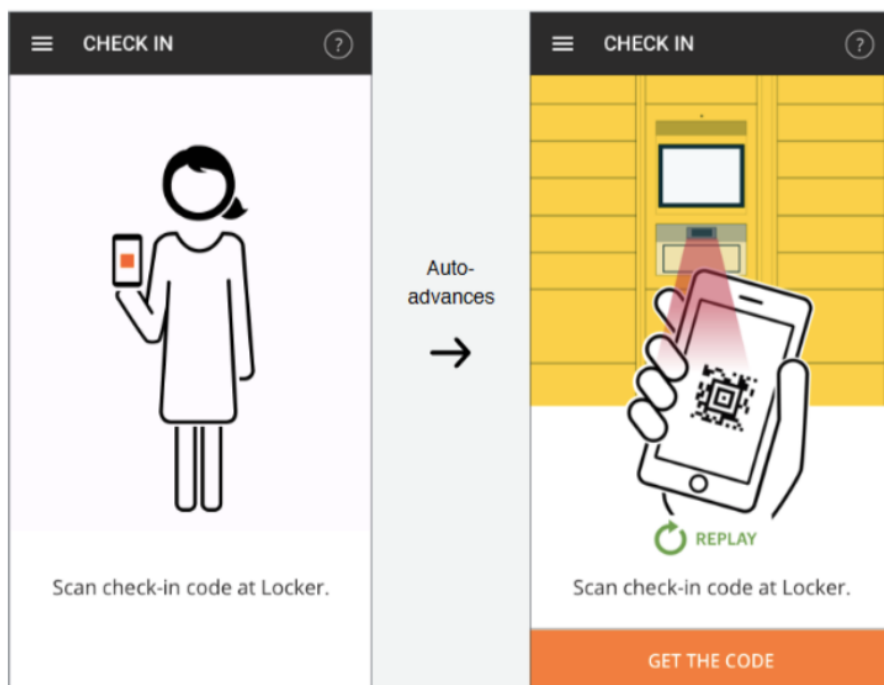
WIFT, LLC

- 2) Gather all packages listed and locate the locker's kiosk. Once at the kiosk, tap **"I'M AT THE LOCKER"**.



Step 2: Check-In to Locker

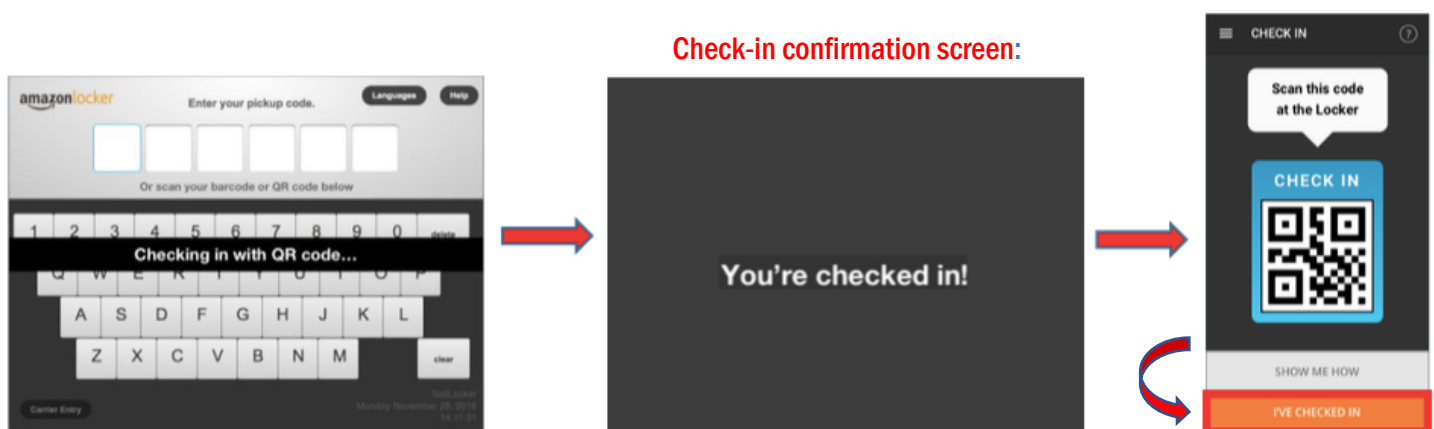
- 1) Once you have tapped **"I'M AT THE LOCKER"**, a short animation will play with on-screen directions on how to check-in to the locker:



- 2) After the animation is complete, tap “**GET THE CODE**” to generate the QR code to scan. In rare instances, multiple QR codes may be generated.

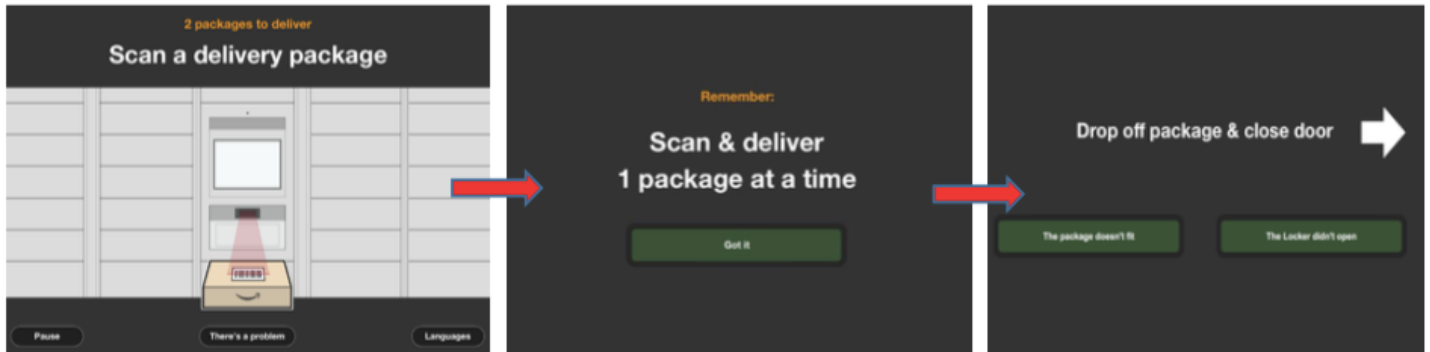


- 3) Use the Locker's scanner (below the Locker's screen) to scan the QR Code(s) displayed on your device. You will receive a check-in confirmation. Once you receive this confirmation, tap “**I'VE CHECKED IN**” and put your device away.

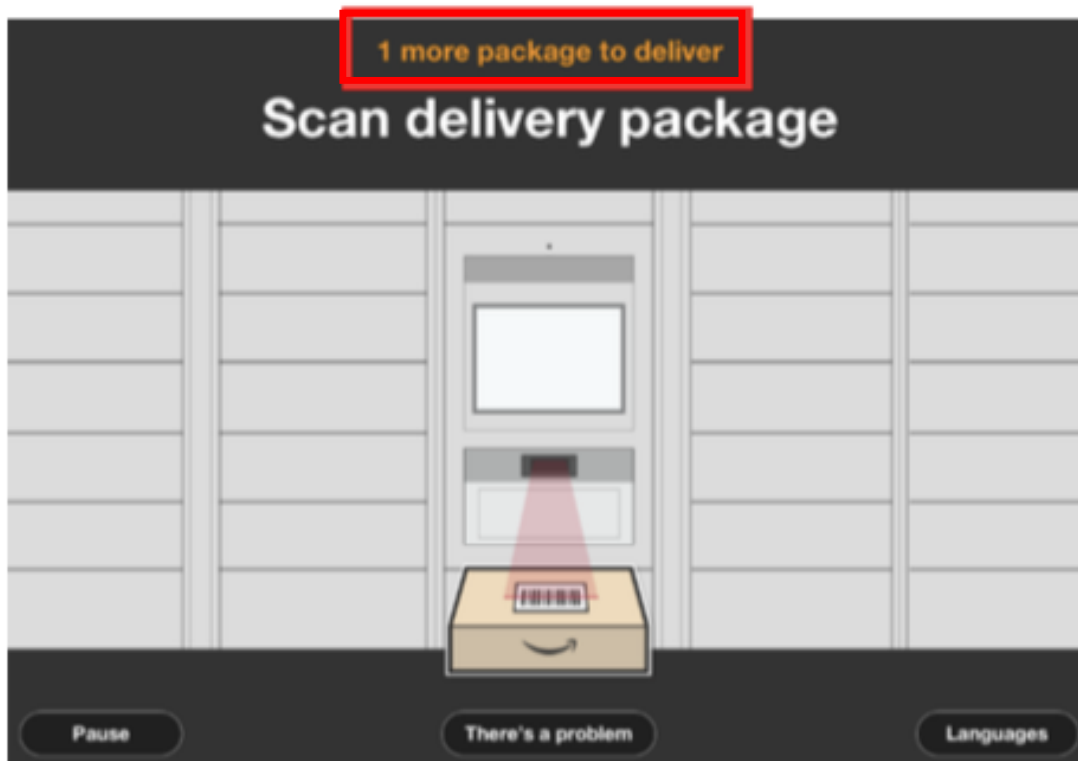


Step 3: Deliver the Packages

- 1) Grab **one package at a time** and scan the package's barcode using the Locker's scanner and deliver package to the corresponding locker. You will see the following workflow:

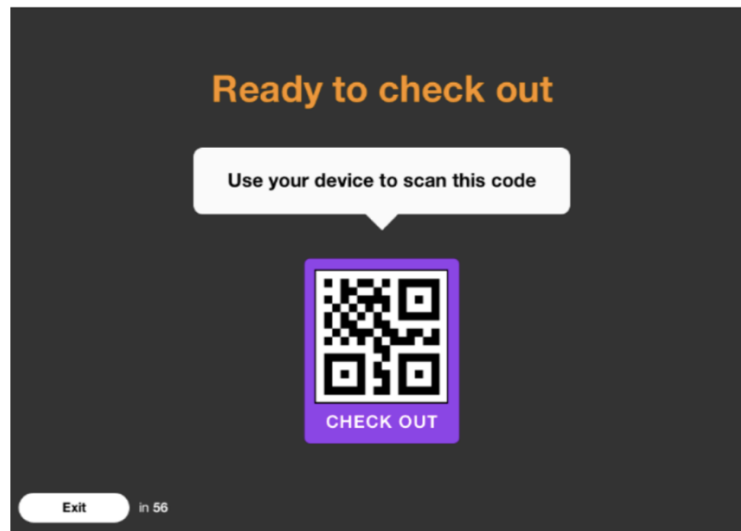


- 2) The Locker screen will prompt you to scan and deliver any remaining packages to their corresponding locker box. **NOTE:** You do not have to scan the packages with your device, although it is helpful.

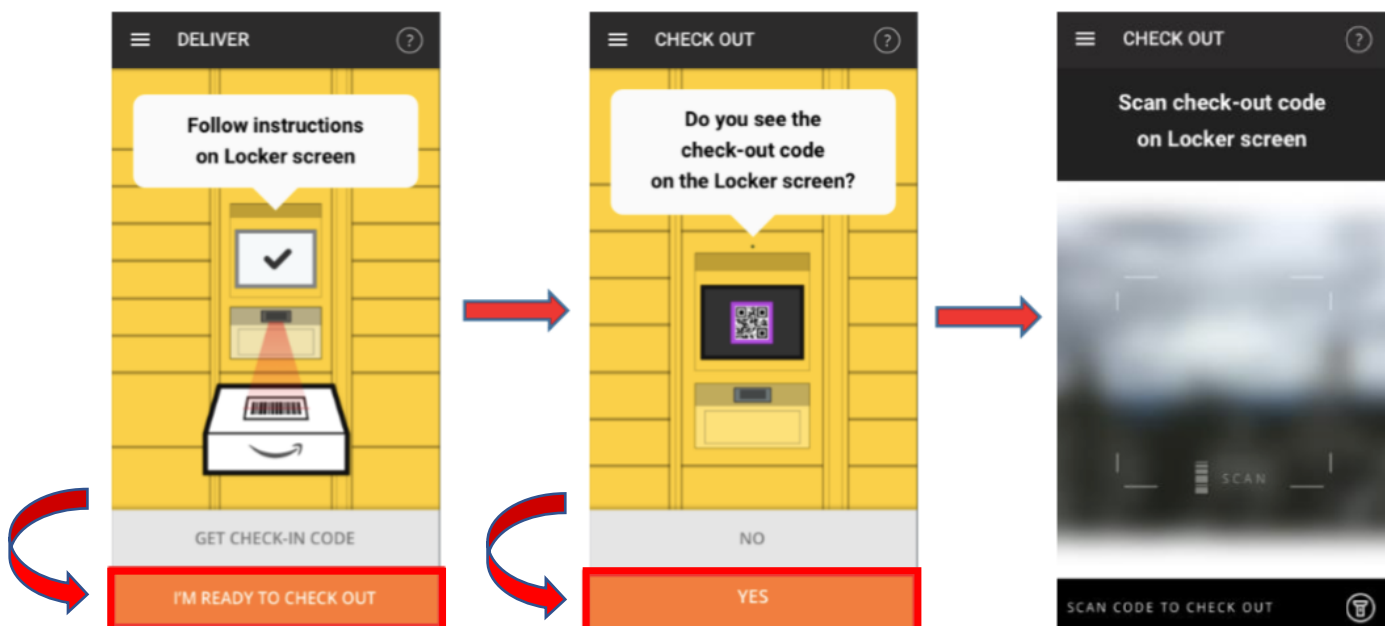


Step 4: Check-Out of Locker

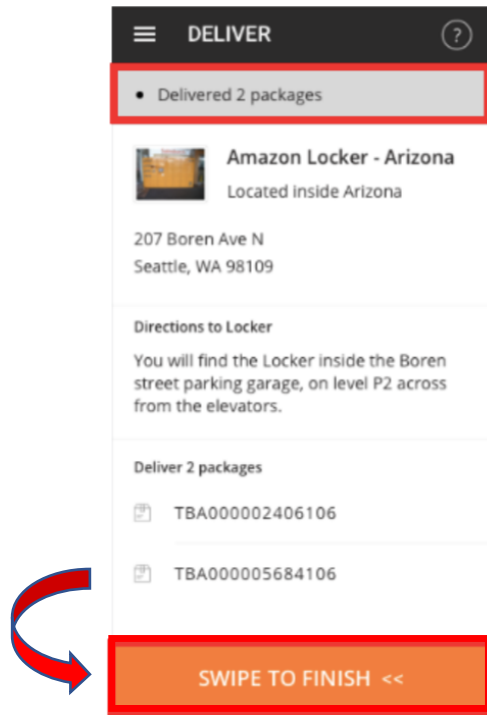
- 1) Once you have delivered all packages and closed the final locker door, the Locker Screen will generate a QR Code (or multiple QR Codes).



- 2) Retrieve your delivery device and tap “**I’M READY TO CHECK OUT**”, then tap “**YES**”, then scan the check-out QR Code(s) using the Locker’s scanner.



- 3) Your device will confirm that the packages have been delivered. Once confirmation is complete, you can tap “**SWIPE TO FINISH**”.



Note: Please see the following document for Amazon Locker troubleshooting tips.

How To Set-Up **Simultaneous Ring** in Skype for Business

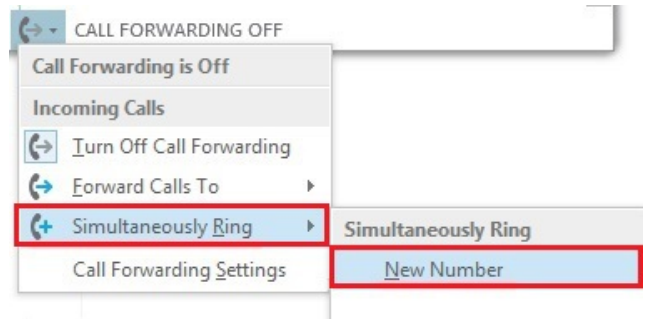
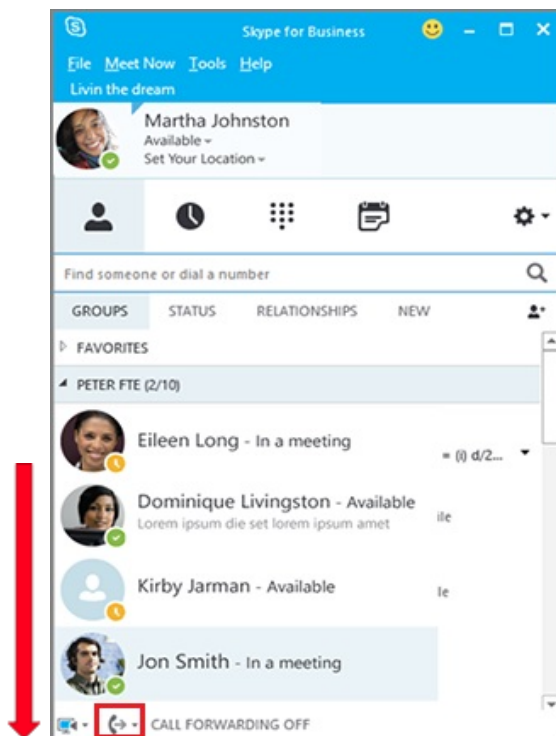
Why Do We Use **Simultaneous Ring**?

Simultaneous Ring ensures that our office and the student assistants never miss a call. If you are away from the cubicle for any reason or on the other line, the call will ring simultaneously on both the cubicle phones and on the front desk phone in SUB 201.

Please try to answer any calls *first*. If you are on the other line or not at the cube, the student assistants in SUB 201 will answer for you and make sure that the caller has the appropriate information. If the caller has a question that the SA's cannot answer, they will leave you a message at the cubicle. It is then your responsibility to either call the student back, or follow-up with them via email.

Setting Up **Simultaneous Ring**:

1. Sign in to Skype For Business using the desktop icon, not the app
2. From the Skype for Business window, click on the "Call Forwarding" button in the bottom left-hand corner
3. Scroll down to **Simultaneously Ring** and click on "New Number"



4. Type in the front office phone number:
806-742-2993
5. Once activated, the bottom bar will read "Simultaneous Ring ON"
6. Skype For Business will save these settings

Ellis County Sleep Center

Patient Sleep Questionnaire

Name: _____ Date: _____

Patient DOB: _____ Hgt: _____ Wgt: _____ BMI: _____ Sex(circle): M or F

How likely are you to doze off or fall asleep in the following situations, in contrast to feeling just tired? This refers to your usual way of life in recent times. Even if you haven't done some of these things recently, try to decide how they might affect you. Use the following scale to choose the **most appropriate number** for each situation.

- 0 = Would **Never** Doze
- 1 = **Slight** Chance of Dozing
- 2 = **Moderate** Chance of Dozing
- 3 = **High** Chance of Dozing

It is important that you answer each question as best you can.

<u>Situation</u>	<u>Chance of Dozing (0 - 3)</u>
Sitting and Reading	_____
Watching TV	_____
Sitting, inactive in a public place (e.g. in a theater or meeting)	_____
As a passenger in a car for an hour without a break	_____
Lying down to rest in the afternoon when circumstances permit	_____
Sitting and talking to someone	_____
Sitting quietly after a lunch (w/o alcohol)	_____
In a car while stopped for a few minutes in traffic	_____
TOTAL:	_____

Please answer the following questions by indicating "Y" for Yes, "N" for No:

- Are you currently using PAP therapy? _____ Ever had a sleep study? _____
- Have you been told that you may talk in your sleep? _____
- Have you been told that you move or kick your legs in your sleep? _____
- Have you been told that you sling your arms around in your sleep? _____
- Do you ever disturb your bed partner with: Snoring? _____ Apnea? _____
- Do you have asthma? _____
- Do you have any cardiac issues, CHF specifically? If yes: _____
- Do you have COPD? _____
- Are you able to sleep flat on your back? _____
- Do you have arthritis? _____
- Do you have a neuromuscular disease? (Parkinson's, stroke, epilepsy, ALS, etc) _____

Employee Biography Form

(insert company logo here)

WEBSITE & SOCIAL MEDIA

To better serve our clients, our website and social media platforms will feature a short personal bio and headshot of each team member. Please use the following questions to help construct your personal bios.

PROFESSIONAL BIO

Use this opportunity to promote yourself by highlighting your experience and education in the field.

- 1) **What is your name?** _____
- 2) **What is your current job title?** _____
- 3) **Where are you from?** _____
- 4) **How long have you lived in Texas?** _____
- 5) **How long have you worked for the Brady Agency?** _____
- 6) **Tell us about your experience and background in the field:**

- 7) **Tell us about your educational history and relevant training or certifications (if applicable):**

- 8) **Are you a member of any professional associations? If so, please list them:**

- 9) **Do you have any community or industry honors/awards? If so, please list them:**

- 10) **Tell us a little bit about your family (names, ages, relations):**

- 11) **Please list some of your hobbies:**

SOCIAL MEDIA ENGAGEMENT BIO

The bio featured on social media will serve as a way for customers to get to know more about you, personally. You are more than just an employee at an insurance company! Use this opportunity to engage both current and future customers.

- 1) **What are some of your favorite books or TV shows?**

- 2) **What is something your coworkers don't know about you?**

- 3) **What is the best advice you've ever received?**

- 4) **What do you love most about your job?**

A few messages about the form:

1. This form was made as a printable deliverable to be used by the company as they grow and add new employees.
2. If Mr. Brady would like to have a digital version so that employees could complete the form via computer, that can certainly be accomplished -- just let me know.
3. Feedback is most welcome -- if there are any revision requests (font/spacing/question/etc. changes) from the business owner, please make notes and send them to me via email.
4. Email: Jamie.Herndon@ttu.edu -- I should be able to accommodate most requests within 24 - 48 hours.

RAIDER RELAY INSTRUCTIONS



1. Dizzy Bat

- 3 PLAYERS → _____, _____, _____
- 1 at a time, run to the center & spin 10 times around the bat – run back & tag next player
- Bat must stay on the floor – if it comes off the ground, the person must start over
- Team needs 2 spotters per player to help player up if they fall
- These spotters will run to the bat with the player, watch them as they spin, and follow the player back to the starting line. NOTE: Spotters cannot carry player! They can only help them up if needed

2. Human Pyramid

- 6 PLAYERS (3, 2, 1) → Player @ top must be stable & give “Guns Up” sign to complete challenge

_____, _____, _____, _____, _____, _____

3. Wheel-Barrow

- 2 PLAYERS → Standing Player: _____, Wheel-Barrow Player: _____
- Team ‘wheel-barrows’ to the bucket of water at the center
- Wheel-Barrow Player must fetch the apple from the bucket of water using only their mouth – NO HANDS!
- WB Player must eat the apple, other player watches – when apple is FULLY eaten, both players run back to team

4. Run, Waiter, Run!

- 2 PLAYERS → Player 1: _____, Player 2: _____
- Player 1**: Run to center, grab the plate and ping-pong ball, take back to Player 2 at the starting line
- Player 2**: Place ping-pong ball on top of plate, carry it like a waiter/waitress back to the Line Judge @ center
- Plate must be flat! Do not cup the ping-pong ball with the plate or the players will restart the activity
- If the plate or ping-pong ball falls at any point, Player 2 must start over at the starting line

5. Hula Hoop Pass

- WHOLE TEAM** → Starting at the center, make a line towards your starting line & hold hands
- From the center, pass hoop all the way down the line – last person in line runs hoop back to Line Judge @ center
- Team **MUST STAY** in a line holding hands until the hoop is back to the center to complete challenge

6. 4-Man Push-Up

- 4 PLAYERS → _____, _____, _____, _____
- Run to the center and do the 4-man push-up
- Start in the down position, push-up **ONCE** & hold for 1 second (line judge will count), then back down
- Once down, all members must make it behind the starting line before the next challenge can begin

7. Breakfast Scramble

- 1 PLAYER → _____
- Run to the center & put the pieces of a cut up cereal box back together to create the whole picture
- Run back to the starting line when completed and to start next challenge

8. Final Line

- CHOOSE 15 PEOPLE**
 - ★ Zig-zag to form a line from starting line to center - last person to zig-zag through line will have a banana
 - ★ Pass the banana backwards, over the head then between the legs, & repeat until the end
 - ★ Last person to get the banana runs to the front and eats it. **First group to eat the entire banana wins!**

RAIDER RELAY INSTRUCTIONS



IMPORTANT NOTES:

1. The last person to finish the activity must “tag in” the next participant (or just one of the next participants, if it’s a group activity) by tagging their hand.

EXAMPLE: Dizzy Bat

- ★ Player 1 must tag the hand of Player 2 before Player 2 can start their portion of the race. Player 2 must tag the hand of Player 3 before Player 3 can start their portion of the race. Players 2 and 3 must be behind the starting line to be tagged in or risk delay in the challenge. Player 3 will tag in one of the members from the Human Pyramid Challenge.
 - ★ ALL members participating in challenges must all stay behind the starting line to be tagged in.
2. All members participating in a challenge must cross the starting line before the next challenge can begin.
 3. Anyone not participating in the challenge being completed **MUST STAY BEHIND THE STARTING LINE.**
 4. If a player crosses the starting line before being tagged in, or the team crosses the starting line while a challenge is in progress, they will have to start the challenge over.
 5. Any group or player who fails to follow the directions completely will be asked to start the challenge over.
 6. Leads and Line Judges have the final say in challenge decisions - Please do not argue with them, this will only waste more time for your team!



TRANSFER LEADERSHIP CONNECTION RETREAT DETAILED SCHEDULE

FRIDAY	
3:30 PM	Check-in at Commuter West – TA's & Megan, Rachel, Zach, Jess and Rusty <ul style="list-style-type: none">• Check students off the list• Collect signed release forms/ give blank release forms if needed• Load luggage and students onto bus
4:10 PM	Call students who have not checked in – All Ambassadors
4:30 PM	Buses Depart <ul style="list-style-type: none">• Bus 1 - Pritish, Joanna, Coby, Jayc, Tyra, Sean• Bus 2 - Lynnette, Juelson, Lexis, Golnoosh, Jesus, Brad, Kristina• Jayc & Lynnette will help navigate bus driver and keep communication with Nicole and Leads
5:30 PM	Buses Arrive In Floydada <ul style="list-style-type: none">• Unload buses• Guide students to Worship Center or cabin assignments (depending on arrival time)
6:00 - 7:00 PM	DINNER
7:00 - 7:45 PM	Large Group Session #1 <ul style="list-style-type: none">• Pass out shirts, binders, bandanas and name tags<ul style="list-style-type: none">◦ Be sure students know shirts are to be worn on Sunday Icebreakers <ul style="list-style-type: none">• <u>Human Map (Similarities Session)</u><p>Have students spread out and explain the map/paint a picture in their head of where different states are. Start going through the list below and tell them to stand in that area on the map.</p><ul style="list-style-type: none">◦ Where you were born (can be outside US)◦ Where you transferred from (can be outside of US)◦ Favorite place you have already visited◦ Last vacation spot◦ Dream vacation spot◦ Where would you like to have your first job◦ Where do you see yourself in 10 years?◦ Where would you like to retire?• <u>Concentric Circles</u><p>Split the group in half. Have the groups form two concentric circles facing one another – make sure everyone has a partner. Have partners introduce themselves & answer one of these questions:</p><ul style="list-style-type: none">◦ Tell about the first job you ever had.◦ What is something that makes you laugh every time you think about it?◦ What is one thing you want to accomplish this year?◦ If you won \$1000 in the lottery today, what would you do with the money?◦ What's your favorite thing about your hometown?◦ Tell about your most embarrassing moment.

7:45 - 8:30 PM	<p>Welcome Session</p> <ul style="list-style-type: none"> ● <u>Overview of the Weekend</u> ● <u>Rules & Expectations</u> <ul style="list-style-type: none"> ○ Be respectful of others personal space, wishes, and opinions. Dorms: Lights out @ midnight - do not hang out in the lobbies! ○ Be a positive representative of yourself and Texas Tech. Watch your language. ○ Practice good sportsmanship. ○ Do not gossip about fellow campers. ○ Be on time. ○ Be attentive and considerate during discussions and presentations. ○ Abide by Texas laws and university policy. ○ No purpling. ○ Stay with a partner at all times. ○ No midnight hikes. ○ Don't eat all the snacks on the first night, don't take more than your share. ○ Keep up with your water bottle. There are fill stations around the camp to refill. ○ Clean up after yourselves. Do not leave trash or messes. ○ If you turned in dietary accommodations they have been shared with the facility. Please be sure to let the staff know when you come to the food line. ● Mention the opportunities to get to know others (free time) ● <u>Introduce Ambassador Partner Pairs</u> <ul style="list-style-type: none"> ○ Play walkout songs <ul style="list-style-type: none"> Yellow - Can't Stop by Red Hot Chili Peppers (0:17 - 0:32) Red - Old Town Road by Billy Ray Cyrus (0:00 - 0:35) Orange - [Just Dance 3] Apache Jump On It by Sugarhill Gang (0:20 - 0:30) Green - Back in Black by AC/DC (0:21 - 0:51) Purple - Crazy Train by Ozzy Osbourne (0:00 - 0:30) Blue - We Will Rock You by Queen (0:24-0:35) Leads - Git Up by Blanco Brown (0:15 - 0:58) ● Break students out into small groups <ul style="list-style-type: none"> ○ Create message bags
8:30 - 9:15 PM	<p>Small Group Session #1</p> <p>Icebreakers</p> <ul style="list-style-type: none"> ● <u>Introductions</u> <ul style="list-style-type: none"> - Group Leaders introduce themselves. - Then have each person introduce themselves with: <ul style="list-style-type: none"> → Name → Where they transferred from → What they want to get out of this weekend or why they signed up - Finally, come up with a color team name. ● <u>Action Name Game</u> <p>Have everyone stand in a circle. The leader begins by saying his or her name and an accompanying motion that starts with the same letter ("Moonwalking Megan"). Be creative and energetic to set the tone for the rest of the group! Then everyone repeats the name and motion. The next person does the same, with everyone repeating that person's name and motion, and the first person's name and motion. Repeat the process until everyone has given his or her name and action. After you have gone around the circle, see if anyone can say everybody's name and motion by themselves.</p> <p>(COLLEGIATE NAME GAME ON NEXT PAGE)</p>

8:30 - 9:15 PM	<ul style="list-style-type: none"> ● <u>Collegiate Simon Says</u> (continued on next page) <ul style="list-style-type: none"> ○ Pretend to introduce the game “everyone who’s playing stand up – simon didn’t say to stand up” ○ Mimic what you’re saying then do a different action (head, nose, cheek) ○ Simon says pick your nose if you wanna win– simon says you’re disgusting ○ Sing head, shoulders, knees, and toes– simon didn’t say to do the motions ○ Let’s give a round of applause to those of you who are left– simon didn’t say to clap
9:15 - 10:45 PM	<p>Large Group Session #2</p> <p>Presentation</p> <ul style="list-style-type: none"> ● <u>True Colors</u> <ul style="list-style-type: none"> ➔ Team 1 (Orange) = Golnoosh, Joanna, Pritish, Sean ➔ Team 2 (Gold) = Lynnette, Brad ➔ Team 3 (Blue) = Coby, Juelson, Kristina, Lexis, Tyra ➔ Team 4 (Green) = Jayc, Jesus <ul style="list-style-type: none"> ○ Make the campers take true colors assessment with no context ○ Divide the campers into teams 1,2,3,4 (decided by their colors) ○ In small groups, teams will have 10 minutes to plan their dream vacation – anything is allowed! Groups choose one person to share their vacation with the large group ○ Ambassadors help keep the groups on track ○ Teams return to the big group to share their dream vacations ○ After vacations are shared, Jamie and Zach do the large True Colors presentation and have 1 TA from each true color group talk on how they relate with their color ○ Teams are then released (by color) to small group sessions
10:45 - 11:30 PM	<p>Free Time</p> <p><u>TA’s will meet with Nicole and Leadership Team to discuss how small group time is going (About 20 mins)</u></p> <ul style="list-style-type: none"> ● Board & Card Games ● Non-Board Games (Signs) ● Music ● Message Bags ● NO HIKING AT NIGHT ● TAs can lead “alternate energizer games” (from list)
SATURDAY	
8:00 - 8:30 AM	BREAKFAST
8:30 - 9:00 AM	<p>Large Group Session #3</p> <p>Energizer Activities</p> <ul style="list-style-type: none"> ● <u>Rock, Paper, Scissors, Splits</u> <ul style="list-style-type: none"> - Have participants pair up and start the game being toe to toe with one another. - Play one round of RPS, whoever wins takes their front foot and puts it directly behind their back foot. Whoever loses that round must slide their front foot forward to meet toe to toe with their opponent again. - Another round of RPS is played. - Whoever wins takes their front foot and puts it directly behind their back foot. Whoever loses that round must slide their front foot forward to meet toe to toe with their opponent again. - This continues until someone loses their balance and falls over or ends up in the splits! - Once a player loses their balance, they must form a line behind the winner of that match and cheer them on. <p>(Finish energizer by 8:45 to allow walking time to ropes course)</p>

9:00 - 12:00 PM	Ropes Course (facilitated by PBA staff)
12:00 - 1:00 PM	LUNCH
1:00 - 2:00 PM	<p>Small Group Discussion #2</p> <p><u>This is where we really wrap up and sell True Colors! There may not be time to do all activities.</u></p> <ul style="list-style-type: none"> Magic Carpet Activity Lay a large tarp on the floor and have all of the students stand on one side of the tarp. The challenge for the students will be to flip the tarp over without anyone touching the ground off the tarp. <u>Debrief with the following questions:</u> <ul style="list-style-type: none"> How did it feel when you were (the only one in charge, given laryngitis, etc.)? What role do you feel most comfortable with in the group? How did you see your True Color come in to play? What other True Color did you clash with the most? How can you use different peoples colors to achieve the activity more efficiently? Anti-Gravity Hula Hoop Give your team a hula hoop and have them gather in a small circle. Every person should put their index fingers out and the hula hoop will be balanced on them. The goal of this activity is to lower the hula hoop to the ground. <u>Debrief with the following questions:</u> <ul style="list-style-type: none"> Why was this challenge frustrating? What can this activity teach you about leadership and teamwork? Group Knot Ask players to form a circle, shoulder-to-shoulder, urging them to stand as close as possible to subtly prepare them for close contact during the game. Have each player extend their right hand and take the right hand of a player across from them in the group - they cannot grab the person directly to their left or right. Then have each player extend their left hand and take a different person's left hand. Players cannot grab hands with someone directly to their left or right. They must also grab hands with two different people. The challenge will be to untangle without letting go of each other's hands. <u>Debrief with the following questions:</u> <ul style="list-style-type: none"> For those who were on the outside, how did you contribute to the team in spite of your limited involvement? What did you do well as a team? What did you do well as a teammate? Activity Debrief At the end, <u>tie all the activities to True Colors</u>. Think about the different True Colors, what their strengths and weaknesses are and how they might approach different situations. Some suggested conversation starters are below: <ul style="list-style-type: none"> How did you work with other colors? How did your color deal with the different restrictions? How did you recognize when you needed to take a step back and let others lead? Were you more aware of how you were coming across since you know what your color is? What did you notice about other people who were a different color?
2:00 - 6:30 PM	Free Time <ul style="list-style-type: none"> <u>Zip Line</u>: 2 to 4 PM → <u>Lake</u>: 4 to 6 PM → <u>Message Bags</u>: 6 to 6:30 PM
6:30 - 7:30 PM	DINNER

7:30 - 7:50 PM	Large Group Session #4 Icebreaker <u>Who Are You As a Leader Spectrum</u> <ul style="list-style-type: none"> • Dogs or cats? • Instagram or Twitter? • Sing or dance? • Is the glass half full or half empty? • Daily routine or go with the flow? • Fold or crumple toilet paper? • Beaches mountains? • Always cold or always hot? • Would you rather always speak your mind or never speak again? • Leader of a group or part of the winning team? • Leader or follower? (No right answer here) • Lead by example or lead by command? • Focus on your strengths or improve on your weaknesses? • In your life, are you more independent or reliant on your support system? <p>→ Transition into overview of Who I Am As A Leader</p>
7:50 - 9:00 PM	Small Group Session #3 <ul style="list-style-type: none"> • <u>Who Am I As A Leader</u> <ul style="list-style-type: none"> o 1 TA share their story of a leader they want to emulate, characters they share or don't share and their long term goals of how they can be more like that leader o Have campers complete the worksheet o 1 other TA share their story (if needed) o Have campers share
9:00 - 9:30 PM	Set up for Raider Relay <ul style="list-style-type: none"> • Teams work on chants and posters
9:30 - 10:30 PM	RAIDER RELAY - Soccer Fields <ul style="list-style-type: none"> • Teams Perform Chants • Relay Activities
10:30 - 11:00 PM	Campfire & S'mores & Free Time <u>Meeting with all TAs about the day</u>
SUNDAY	
8:00 - 8:45 AM	BREAKFAST
8:45 - 9:30 AM	Small Group Session #4 Energizer Activity (choose from either Categories or Pterodactyl to play for 5-7 min) <ul style="list-style-type: none"> • <u>Categories</u> <p>Have campers sit/stand in a circle. Give them a category and tell them to name things within that category without repeating something that another camper has already said. For instance, if the category was "vegetables" the campers would go around the circle taking turns naming different vegetables. If a camper repeats another camper, or cannot think of a vegetable to name, they are out and a new round would begin with a different category. The next camper in the circle would name the category and begin the round.</p>

8:45 - 9:30 AM	<ul style="list-style-type: none"> ● <u>Pterodactyl</u> All players must begin by knowing that the point of the game is to keep their lips covering their teeth the whole time and never letting their teeth be seen or they are out! The game begins with everyone in a circle and one player saying "pterodactyl" then the player to the right of them says it and so on and so on. The catch is that any player can change the direction by screaming as loud as they want or however they want just like a pterodactyl! This is when the game gets really fun and almost every person is laughing! <p>THEN PLAY:</p> <ul style="list-style-type: none"> ● <u>Stick Dance</u> One person will be the leader. He or she takes a stick (or some other stick-like object) and says "I can do the stick dance, stick dance, stick dance. I can do the stick dance – can you?" He or she does either a visual or verbal clue (wiping the nose, saying "ok") before the dance – that's what indicates that it's correct (only do one visual or verbal clue). ● <u>Weekend Debrief</u> Ask your students the following questions: <ul style="list-style-type: none"> o So now what? What do you want to accomplish over the course of the next semester? o How do you hope to continue to change over your time at Texas Tech? o How are you going to leave Texas Tech better than you found it? o What kind of impact do you want to make on those around you?
9:30 - 10:30 AM	<p>Large Group Session #5</p> <p>Video/Activity</p> <p><u>In Your Shoes Video & Discussion</u></p> <p>https://www.youtube.com/watch?v=hRiWgx4sHGg&feature=youtu.be</p> <ul style="list-style-type: none"> ● Step in Their Shoes ● Leave Your Mark ● Wrap up
10:30 - 10:45 AM	GROUP PICTURE
10:45 - 11:00 AM	Gather belongings and meet at buses
11:00 AM	<p>Buses Depart for TTU</p> <p>→ Have students complete paper evaluation & collect before we arrive back to campus</p>

1234 Brookshire Ln
Lubbock, TX 79423
April 3, 2018

Leah Heilig
Revolution360
1234 Turbine Lane
Austin, TX 78000

RE: Proposal for Marketing Solutions

Professor Heilig:

We are pleased to submit our proposal discussing the ways in which Revolution360 can transform its marketing strategies and materials in order to reach its full, competitive potential. Our company, Transforming Turbines, specializes in the research, development, and implementation of marketing strategies solely within the wind industry. We are confident that our explicit attention to your unique problems is second-to-none, and will provide a great benefit and resource to your company.

Attached you will find our thoroughly researched proposal outlining a number of simple adjustments that can be made to your company's marketing platform. This includes our practical budget plan that reflects Transforming Turbines plans to utilize a number of free resources in order to minimize costs and maximize value.

Please feel free to contact our team during business hours at 806-222-3333 — Lilli, Sydney, or Jamie will be able to assist you. If it is after 5pm, you can reach our team via email at MarketingTeam@TransformingTurbines.com. We appreciate your time and consideration.

Sincerely,

Jamie Herndon
Project Manager

Revolution360

Marketing Proposal

3 April 2018

SUBMITTED BY:

Transforming Turbines, LLC

1234 Brookshire Ln
Lubbock, TX 79423
806-222-3333

CONTRIBUTERS:

Jamie Herndon
Lilian Frazier
Sydney Wallace

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Introduction

In response to Revolution360's need to remain competitive in an increasingly competitive market, we have generated this proposal to effectively summarize our research on the target audiences and outline the efficacy of our proposed deliverables — which include a company website, Presentation for Potential Investors, and social media business pages with targeted advertisements. We will review our company's goals and expected outcomes for the deliverables, describe what resources will be required to produce said deliverables, and include a budget narrative with a timeline for completion.

Problem Statement & Constraints

It is no secret that Revolution360's competitors are investing heavily in marketing materials targeting the general public, creating an urgent need for Revolution360 to implement effective marketing strategies of their own in order to keep them competitive within the wind industry. In order to accomplish this goal, the company needs to reach a larger audience via informational deliverables that can educate the general public on the benefits of wind energy. Specifically, materials should highlight the perks of Revolution360's flagship product — the 2-blade, downwind, horizontal-axis turbine design — and the benefits of wind energy investments for large corporations.

Research has shown that social media is a great tool in reaching a broad audience, both nationally and internationally. In order to address the problem of reaching the general public in a broad manner, we propose generating a broad social media presence as well as a dedicated website that can be reached by anyone with access to the internet.

Location is another problem in the marketing of these deliverables. If Revolution360 attempts to convince a company to invest in wind energy in a location that is not windy, the utility of their wind turbines disappears. Likewise, heavy marketing in areas with no potential for wind farm projects is a waste of money. Keeping this in mind, the company should target markets located in areas with high-growth potential while allotting a smaller portion of the advertising budget to areas with little- to no-projected growth.

Limited time is the final perceived constraint for our company regarding the production of deliverables. Although we intend these deliverables to serve as immediate primary solutions, we expect them to serve as templates for future adaptations to address a changing market.

Background & Wind Marketing Research

The previous contractor determined that several large companies have set renewable energy goals at increasing rates. For example, Walmart has set a goal to attain a 100% renewable energy goal by 2020. These goals confirm the existence of a viable, growing market for the manufacture of turbines.

The public is continually growing more interested in renewable energy as the effects of climate change are seen and felt, and within the past few years, public opinion on the validity of climate change has grown. A 2014 Yale opinion poll found that approximately 52% of Americans saw global warming as a threat. Just two years later, that number grew to 69% [23]. It is the public that places pressure on companies to adopt sustainable renewable energy resources, therefore all marketing material should be focused on platforms

with the most potential for public outreach. Research suggests that the general attitude of the public has a strong causal affect on specific attitudes of individuals [2][5][8], therefore educating Revolution360's indirect customers, or the consumers of these large companies, is paramount to gaining the attention of the companies themselves.

Compared to other wind technologies currently in use, Revolution360 provides a more economical investment for companies looking to increase their wind industry market share, reduce energy consumption costs, and build their own sustainable energy platform. By some estimates, the production of the 2-blade turbine is 15-20% less than the normal 3-blade turbine and provides less structural fatigue and maintenance.

Goals of Marketing Deliverables

Our goal for Revolution360 includes focusing on reaching a broad, public audience by utilizing two of the biggest social media platforms available, along with their targeted ad technology and marketing analytics.

By emphasizing the benefits of Revolution360's 2-blade turbines on the website and in the Investor Presentation, Revolution360 will be able to stand apart from competition while increasing investment interests.

Scope of Proposal

In the next few pages, our company has provided a comprehensive analysis of the target audiences that includes detailed user profiles and use scenarios for each of our deliverables. We then provide an individualized market analysis of Revolution360's competitors utilizing the SWOT model, followed by a thorough review of the specifics of our proposed solutions, and a feasibility assessment. We have also included our budget plan and narrative, timeline for completion, and information regarding the qualifications of our personnel. Finally, we will conclude with a quick recap and our contact information.

Audience Analysis

This section will detail the two user profiles of the target audience, the use scenarios of each deliverable, and the methods by which the aforementioned information was attained.

PART 1: USER PROFILES

There are two distinct target audiences, each with slightly different goals: the general public, which will require educational marketing deliverables, and larger technology companies, requiring investment-oriented marketing deliverables.

1. The General Public

Studies have shown there to be strong, wide-spread public support for wind energy, with 83% of Americans favoring its expansion compared to 14% opposing [1]. Even with widespread public support of the expansion of wind farms, strong local community opposition to wind farm development persists, specifically during the planning stage; also known as the “social gap”. The main obstacle is bridging the gap between general attitudes concerning the public good and individual attitudes motivated by self-interest. Extensive research in this area has stressed the importance of strengthening the general attitude of the public due to its substantial causal influence on local attitudes[2]. Findings suggest that this gap could be narrowed by the initiation of broad public participation in communities that have a potential for commercial wind farm development with more information and discussion opportunities [2],[5],[8].

According to research conducted in 2017 by Shawn K. Olson-Hazboun, a PhD candidate at Utah State University, factors affecting public opinion of renewable energy sources vary drastically by region, with fossil fuel-based communities seeing renewable energies as a threat to their local economy, thereby affecting local policies regarding renewables. Political affiliation is also a strong predictor of renewable energy support. The results further suggest that transitioning from framing renewable energy as an environmental issue into framing it as a locally relevant social-value may garner broader public support within fossil fuel communities and “Red States” (Republican-dominated) [2][8]. We will discuss this research more in-depth in the following section.

A Breakdown of Specific Attitudes on Climate Change

“Wind Energy” is typically synonymous with “Climate Change”. However, while the majority of Americans support the expansion of wind energy, the public’s consensus on the existence, causes, and solutions of climate change is not as uniform [1][2]. We believe that research in the attitudes regarding climate change is essential to a fluid and far-reaching marketing strategy, and our findings are reported below.

Supporters of climate change, or those who believe in its existence and impending affects, come from a wide range of demographics, income, and educational backgrounds, with supporters tending to be:

- ✓ Women, slightly more than men (55% vs 45%)
- ✓ Democrats rather than Republicans (93% vs. 75%)
- ✓ Hispanic, in comparison to the population as a whole, with only 9% caring “not at all” [1]

According to a 2017 Pew Research survey on the Politics of Climate, the majority of Americans surveyed (76%) claim that they are “some” to “very” bothered by energy-wasting behaviors of their peers, eg. leaving the lights and/or electronics on [1]. Three-quarters of Americans report that they are “particularly concerned” with helping the environment, with 85% of those same concerned Americans try to live in ways that help the environment either “some” or “all of the time”.

Pew also found that ones political orientation is an anchoring point for their views on climate change, rather than their knowledge of scientific concepts, with the majority of Democrats caring “a great deal” about climate change (72%), and the majority of Republicans caring “not at all” about climate change (66%), regardless of scientific proficiency or knowledge. Only 28% of everyone surveyed had high confidence in climate scientists’ understanding of the causes of climate change, and even less (19%) had high confidence in scientists’ subsequent solutions to global climate change, with the majority of Republicans believing that the political leanings of the climate scientists themselves affected their own conclusion regarding climate change rather than the data itself.

Why Red States Lead the Way on Wind

Given these stark ideological findings, a surprising trend since the last Presidential election shows that Republican-led states currently lead the nation in wind energy output, with 69% of the nation’s wind power being produced in these states [4].

States won by Donald Trump in 2016 are shown in red, those won by Hillary Clinton in blue.

US State	Power Generated from Wind	Total MWh (millions)
Iowa	37%	20.4
Kansas	31%	15.1
South Dakota	29%	3.2
Oklahoma	28%	21.4
North Dakota	23%	8.8
Minnesota	18%	10.9
Colorado	17%	9.3
Maine	16%	1.8
Vermont	16%	0.3
Idaho	14%	2.3
Texas	13%	61.0

Wind power generation estimates over 12 months, April 2016 to March 2017.

Mrs. Clinton won three of Maine’s four electoral votes in 2016.

Source: [Energy Information Administration](#)

The push for clean energy allows these states’ utilities to lock in lower prices for decades, creates manufacturing jobs, puts steady money in the hands of farmers who host wind turbine farms, and lures in big companies who want renewable power. It also allows these states to create a new revenue-generating future export in wind power [4].

The Opposition

It is important to understand what the points of opposition are in order to combat them effectively. Those opposing wind power tend to espouse the following issues [3]:

- Noise and aesthetic pollution
- Limited job creation and impacts on tourism
- Intermittent power supply
- Damage to local wildlife, most notably birds
- Not the most profitable use of the land
- Remote locations are far from cities, therefore requiring transmission lines
- May not be cost-competitive, requires higher initial investment than fossil-fueled generators

Deliverable Expectations

The general target age group for our “General Public Deliverables” is 18+, with a more concentrated effort placed on people over the age of 45 since this is the age group that is most likely to influence policy decisions and vote [12]. With the average age of the typical Facebook user being 40 years old and 62% of online seniors (65+) utilizing Facebook [13], Facebook is the best platform for reaching older users on social media. This, coupled with the navigational ease of Facebook’s platform and their powerful marketing parameters, is why we plan to create a Facebook page with market-targeted ads. Facebook’s marketing technology allows companies to target users with specific political leanings, so we will create two different ads for two different markets: one geared towards Democrats and their pro-climate change stance, and one geared towards Republicans. We will not reference climate change and re-frame the wind power as a locally relevant, job-stimulating social value in order to refrain from politicizing renewable energy. The ads and informational material will focus on negating the issues indicated above by those opposing wind power, while highlighting the positive outcomes that many states have encountered with the proliferation of the wind industry.

We will also incorporate the Instagram platform into the advertising deliverables in order to market to the younger audience. 59% of Instagram users are between the ages of 18-29, and 33% of its users are between 30-49 years of age, effectively capturing the younger end of our target age group [22]. As with Facebook, Instagram allows businesses to select their target audiences and ad formats, so we will market to the general public with two different ads for the two major political markets utilizing the same ad parameters as used in Facebook. We will also create a company Instagram page for Revolution360 containing informational “memes” referencing small snippets of educational facts, creating shareable, educational marketing material.

Both business pages will link to a website that is dedicated to educational marketing material for the wind-turbine industry, specifically referencing Revolution360’s innovative dual-blade design. The website will feature language that is understandable, even with no prior knowledge of wind energy which will allow general users to gain more knowledge on renewable energy, thus helping to accomplish the marketing objective of educating the larger public on wind energy.

2. Large Technological Companies

Tech giants are accustomed to being digital and social trendsetters with many companies already taking the lead in renewable energy, and specifically in wind power. With federal subsidies for alternative energy resource investments dwindling, Tech giants such as Google, Amazon, Microsoft, and Facebook stand to be the next generations' alternative energy investors. The top 5 technology companies on the EPA Green Power Partnership National Top 100 list include Microsoft, Intel, Google, Apple, and Cisco [10]. Kohl's Department Stores, Bank of America, and Starbucks also made the Top 10. All companies listed, except for Starbucks, currently invest in on-site generation. Each of the companies below are expanding their renewable energy procurement and therefore present wonderful partnership and investment opportunities for Revolution360.

MICROSOFT

Microsoft leads the tech giants in the quest for renewable energy investment and aspires to power 60% of its data and operations centers with zero-carbon renewable energy within the next decade [9]. Microsoft is committed to supporting the development of new clean energy projects, investing in new energy technologies, and engaging in public policy by supporting policies that makes renewable energy more available and affordable.

GOOGLE

Google announced an aggressive goal to acquire all of the energy used in their global data centers from wind farms and solar panels by the end of 2017 [7], but as of January 2018, they are still reporting only 47% of their total electricity use is from green resources [10]. While Google has invested over \$2.5 billion into renewable energy projects, most of their energy stems from Power Purchase Agreements (PPA), which contractually obligate them to purchase renewable energy from outside producers. Google's need for renewable energy sources to reach their 2017 goal coupled with the lower cost of Revolution360's turbines makes them a great prospect for continual investment.

FACEBOOK

Currently, Facebook is aiming to have at least 50% of their company-wide energy sourced from renewables by the end of 2018 with a company goal of 100% renewable energy in the future. Several of their data centers world-wide are already at the 100% goal; these include the Facebook centers in Lulea, Sweden; Alton's, Iowa; and Ft. Worth, Texas. They have announced plans to build 6 new data centers, with 4 of them located in the United States — New Mexico, Nebraska, Ohio, and Virginia — all to be 100% powered by renewable sources. This presents a great investment and partnership opportunity for Revolution360 as Facebook wishes to increase the development and accessibility of renewable sources at these data center locations by adding renewable energy to the locality's utility mix [11].

Deliverable Expectations

Since these companies are highly educated in the environmental and economic impact of wind energy, we will create a PowerPoint presentation that focuses the cost-saving benefits and structural stability of Revolution360's 2-blade technology in order to advocate for the benefits of investing in commercial wind technology.

PART 2: USE SCENARIOS

This section will include descriptions of the use scenario environments, discussion of delivery type, potential obstacles, and other considerations that users may have.

1. Deliverable Environments

'Deliverable Environments' refer to the various platforms that will be used to market the benefits of Revolution360's 2-blade turbine technology, educate the masses about wind technology, and reach potential investors. We offer four (4) different platforms to choose from.

A. INSTAGRAM

1) General User

Users will typically encounter Instagram deliverables while scrolling through their Instagram feed via the Instagram mobile app, via targeted marketing. They will interact with the content in one of several ways:

- a) **By reading the ad/post but continuing to scroll with no interaction**
 - These users have little-to-no interest in wind energy, but may still be impacted by the information presented in the post
- b) **By reading the ad/post, clicking 'like', and continuing to scroll with no other interaction**
 - These users have mild to moderate interest in wind energy, may have friends with similar interests, and could potentially share the content via "repost" or tagging a friend. "Likes" and "comments" enhance the validity and viewing of the content
- c) **By reading the ad/post, then clicking on the post to investigate the profile page**
 - These users have moderate interest in wind energy and/or the content posted, most likely have friends with similar interest in wind energy, may share one or more of the posted contents, and may opt to "follow" the company page
- d) **By reading the ad/post, investigating the profile page, then visiting the website page**
 - These users would be highly interested in the content as evidenced by their switch in platforms. They will probably follow the page and/or share the published information by one or more social media platforms.
- e) **By reading the ad/post and sharing its content through 'reposts' or by tagging a friend**
 - These users are highly interested in the content and will help to expand the audience by increasing views and user-engagement
- f) **By reading the ad/post and interacting with the content via comments**
 - These users will either be in support of the content or in opposition to the content, depending on their ideological views regarding the content
- g) **Being tagged by a friend on the ad/post**

B. FACEBOOK

1) General User

Users will encounter this deliverable in less varied environments than Instagram.

- a) **By encountering targeted ads**
 - Users will either be interested in the ads and click for more information or ignore the ads completely. If they click for more information, it will direct them to the Facebook (FB) home page for Revolution 360, or to the article that the ad displayed. The user will then be able to peruse Revolution360's home page and potentially visit their website or read the informational or educational articles to learn more about the industry and/or Revolution360.

They may also interact with the ad by tagging like-minded friends, commenting on the content of the ad, or liking the ad.

b) By encountering an article that either Revolution360 or friend of the user has shared

- Users that are interested in the wind industry or subject matter of the article will potentially read the article and may interact with the article by “liking” it, commenting, tagging a friend who may also be interested in the information, or by sharing the post onto their own Facebook’s timeline.

c) Being tagged in ad or shared content

- These users may interact with the content by reading the ad/article, or by clicking on the ad which will redirect them to the FB homepage of Revolution360 allowing them to look at the posted content and potentially accessing the website, or by tagging other friends, or by liking or commenting on the ad/article, or by sharing the ad/article to their own homepage.

C. WEBSITE

1) General User

Users will encounter this deliverable in the following ways:

a) Through a link on the social media platforms

- These users will use the direct link on various social media platforms to access the website and peruse the posted material and company profile

b) Through a search engine such as Google, Yahoo!, or Bing

- These users are either searching for wind manufacturing companies in a general manner, or for more information on Revolution360 specifically

2) Potential Investor

Potential Investors will generally be accessing our website in one of two ways:

a) Through the use of search engines

- Via specific search for Revolution360, or for more information regarding local or national turbine manufacturing companies

b) After a meeting and presentation with potential investors

- Revolution360 will include the company’s website on the Investor Presentation, allowing companies to access the information presented

D. INVESTOR PRESENTATION

1) Potential Investor

Potential Investors will only encounter the Investor Presentation on the date of presentation

2. Research Methods

The information cited above stems from company-specific websites, non-partisan surveys and polls, and original research completed by experts in the fields of renewable energy and wind power.

Market Analysis

GE, Vestas, Siemens, and Enercon are all listed on the Top 10 OEMS, a list of manufacturers who are leading the pack in turbine installations and cumulative wind capacity across markets. The strengths of these companies lie in their marketing ability, access to capital, global market penetration, and acquisition of independent service providers [14]. Another important factor these companies have in common: looking beyond the core business of making and selling machines, as in small-scale hybrid wind-solar storage mechanisms and efficient energy storage solutions. Vestas Vice President, Morten Dyrholm, reports that the company is “looking at ourselves more and more holistically, as part of a larger electrical system where different technologies need to balance up against each other.” [14]

Since each one of the above companies employ 100 to 600 times more employees than Revolution360, we will begin our market analysis by focusing on a more relatable competitor: The Wind Turbine Company.

THE WIND TURBINE COMPANY

WTC touts their 2-blade, horizontal axis design as their low-cost technological solution to the commercial wind industry, thus presenting the biggest threat to Revolution360's competitive edge. The company seeks to focus on mid- to large-scale wind turbines targeted for low-wind-speed installations in small clusters or as stand-alone's, but is currently designing small, 100kW turbines [15][16].

STRENGTHS <ul style="list-style-type: none">• Cost-competitive 2-blade, downwind design• Low fatigue hinged blade• Non-reliant on federal subsidies• Focused on low-wind-speed installations• Provides prospective customers support in wind resource management, permits, & economic analysis• Provides current customers support & management in site construction, turbine installation, commissioning, & operations.	WEAKNESSES <ul style="list-style-type: none">• Out of date website (last updated 2013)• Very little online presence – website only• No direct access to company via phone number• Only offer small 100kW turbines• No information on past, current project successes• Not reliant on federal subsidies – may cause company to miss out on expansion opportunity• Meager financial wherewithal
OPPORTUNITIES <ul style="list-style-type: none">• Marketing of successful plans, projects, designs• Less competition for federal subsidies• Chinese markets — open to 2-blade design• Offshore markets — 2-blade design can be preassembled onshore, lowering installation costs• Utility markets — most other 2-blade manufacturers focusing on smaller power applications• Contract Auctions for projects in UK, Chile, Germany• Analysis of cost-savings in manufacturing, construction, maintenance processes for new clients	THREATS <ul style="list-style-type: none">• WTC expansion into utility market• Perceived financing risks of 2-blade design• Noise complaints from onshore sites• Financial backing and capital limitations• Marketing limitations due to small budget• Rapidly falling solar power costs• Phasing out of subsidies and tax incentives• Increased manufacturing costs• Misconceptions of 2-blade design – haunting of failures

VESTAS, GE, SIEMENS, ENERCON

These giants in the wind turbine manufacturing industry have been able to ride the wave of support espoused by both onshore and offshore overseas markets, allowing them to tap into high-growth markets and increase their capital and investment portfolios, effectively translating into a large market share. While the wind industry has also seen an unprecedented wave of expansion in the United States, North American tax incentives and subsidies are being phased out, creating an urgent need for private investors. In order to stay competitive, it is important to evaluate and understand how these large companies operate.

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Strong negotiating skills • Power Purchase Agreements (PPAs) • Appealing to non-utility customers (Google, FB, etc) • Use of Big Data to cut operations/maintenance costs • Offshore development & investment • Marketing to local wind farm communities • Intelligent business strategies • Investment in wind turbine R&D • Financial capabilities allow for more investments, project development in high-growth markets • Leveraging global supply-chain economies 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Inability to compete with solar power market • Companies focused on European markets, expected to face steep fall in coming years
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • US has largest undeveloped farmland, strong winds • Texas remains nations leader in wind capacity, 6th in the world, continued strong development • Marketing of cheaper manufacture/installation costs for offshore and non-utility markets • Price vacuums in European markets = interest in US manufacturers, therefore • Focusing on one or few markets will allow short-term market share gain, increasing financial capability for long-term stability 	<p>THREATS</p> <ul style="list-style-type: none"> • State and Federal policy development, affecting offshore farms & domestic supply chain growth • Increased manufacturing costs due to North American tariff changes • Financial limitations will inhibit competitiveness, ability to obtain large contracts • Number of turbine producers remains high, will lead to consolidation via mergers & acquisitions by larger players

Our Solutions

This section will review our plan to meet the needs of Revolution360, outline the details of our solutions and justify their feasibility, describe the development and creation of our deliverables, as well as defining our methods for evaluating the success of said deliverables.

Problem Analysis & Solution Specifications

We plan to address the marketing problem of educating the general public by utilizing the power of social media marketing, as well as creating a website that showcases Revolution360's business profile and innovative turbine design.

One of the main problems in the wind industry is bridging the gap between general and specific attitudes, a.k.a. the "social gap" [2][5][8]. This is ordinarily achieved by two modes of enhancement: through local engagement in informational sessions, allowing the community to participate in discussions of the planning phases and decision-making processes; by increasing general interest with marketing campaigns; or for a greater impact, both. Transforming Turbines sees this as an opportunity to influence the general public by increasing informational marketing campaigns in areas of the country that have been identified as having high-growth potential for both onshore and offshore wind farms in the form of targeted advertising via Facebook and Instagram. We suggest allotting at least 75% of the marketing budget to these high-growth areas, with the remaining 25% to be distributed amongst the general public with minimal marketing parameters.

In order for the business to remain neutral in today's increasingly polarized America while still effectively influencing the public's attitude towards wind energy, we plan to create two different categories of ads for both Facebook and Instagram in order to appeal to the constituents of the two most prominent and powerful political groups. Research has shown that no matter how scientifically proficient a citizen who identifies as a Republican may be, they tend to stick to the Party Line on climate change, with the majority of Republicans viewing climate change as a political tool for scientific agendas instead of a threat to humanity [1]. In order to keep this information neutral and limit potential "cross pollination" between these groups on social medias, we will refrain from specifically mentioning "climate change" or "global warming" in our ads and limit the usage of these terms within informational articles published or shared by the company. The focus of the ads in Red States will be on wind energy's economic benefits, reframing its production as a socioeconomic value and tool for the communities in which the farms will be built, emphasizing job creation and cost-savings for all, as well as spinning community worries into positive benefits. This branding is especially important in communities that rely economically on the stability of the fossil-fuel industry. In "Blue States", we will tailor ads to environmental causes such as clean air and water, sustainability, conservation, and public health.

Feasibility

Our company has considered the specific attitudes and preferences of the general population, specifically the political polarization of American citizens as well as citizens who may feel threatened by the expansion of renewable energy sources. We believe that this marketing campaign will be most effective in remaining neutral in its educational goal, allowing the message to reach a greater sum of people.

According to the information outlined above regarding the vast use of social media among Americans and worldwide, we are quite certain that our social media deliverables will be able to reach a large number of the general public, helping to inform them of the benefits of wind energy, effectively influencing the public's attitude towards the development of the industry.

The addition of a dedicated website will increase consumer confidence and investor relations in Revolution360 while providing a central location for all educational materials, which is yet another important and effective approach for ensuring a more informed public.

Deliverable Implementation & Project Duration

For Facebook and Instagram, we will create respective business pages for each platform that features Revolution360's company profile, a link to the website, and marketing material featuring educational information on both the company, the wind industry, and the benefits of the 2-blade design. Two categories of ads, as mentioned above, will be created by using PowerPoint and Canvas.

The website will be created by using Google Blogger, and the Investor Presentation will be created and delivered via PowerPoint.

All rough drafts of the deliverables will be completed by April 12th, giving us another week (7 days) to edit and revise them as needed before our oral presentation.

Success Evaluation

Success of the deliverables will be evaluated in a number of ways. First, and most generally, we will monitor shifts in public opinion within the targeted markets and communities to notate any changes and adapt our marketing strategies accordingly. Secondly, we will monitor the interaction of social media users with the business pages and ads by using Facebook's own marketing analytics, enabling us to measure the effectiveness of their traffic generation. The website's host will monitor traffic analytics that include a visit counter and information on the mode from which the user accessed the website (i.e. search engines vs. social media). The Investor Presentation will include an anonymous feedback survey for future enhancements. Its success will be measured by the number of successful contracts and/or partnerships incurred.

Project Management

This section will describe our budget, distribution of labor, the project's timeline, and our team's qualifications to ensure the clarity of our goals and our ability to achieve them.

Budget Narrative

The only expense for your company will be the advertisement costs for Instagram and Facebook. Revolution360 will need to designate an advertising budget at their own discretion. Advertising costs for Instagram's platform is based on "pay-per-click" at \$0.70 a click. Each time a user clicks on the ad, Instagram will deduct \$0.70 from the designated budget. Facebook's advertising is based on the same principle but is \$0.30 per click. The ads and other deliverables will be made at no cost to Revolution360.

GANTT Chart

This chart shows the responsibility of each employee and our timeline.

	04/03	04/05	04/12	04/17	04/19	04/24
Proposal						
Progress #2						
Progress #3						
Progress #4						
Social Media (Deliverable)						
Website (Deliverable)						
Power Point (Deliverable)						
Oral Presentation						
Group Editing of Deliverables						
Finalization Deliverable(s)						
Jamie						
Lilli						
Sydney						
Team						

Schedule

We anticipate this project to endure four phases to ensure we stay on schedule with the expected due dates of our progress reports, allowing us to produce clear and concise final deliverables.

Phase:	Due Date:	Description:
Planning	04/03/2018	Choosing deliverables, distributing labor, finalizing budget
Drafting	04/09/2018	Drafting of deliverables
Editing	04/17/2018	Editing deliverables for flow, clarity, effectiveness
Finalization	04/19/2018	Completion of final presentation

Distribution of Labor

Each employee of Transforming Turbines will take responsibility for one set of deliverables, providing us the opportunity to cover a broad range of content. Lillian will focus on the creations of a website featuring the

company profile of Revolution360, including the purpose, goals, and innovative design of the 2-blade turbine. Sydney will create the Investor Presentation used to pitch Revolution360 to potential investors in order to educate them on the cost-benefits of the 2-blade turbine over the popular 3-blade turbine, and the benefits of partnering with Revolution360 over other turbine manufacturers. Finally, Jamie will focus on the research and development of the advertisements for Instagram and Facebook in order to properly educate the general public on the benefits of wind energy while effectively building a social media presence for the company.

Qualifications

Our team is comprised of qualified and focused members who have experience in creating different types of deliverables which bolsters our groups confidence in the production of this marketing project for Revolution360. Lillian has experience in making and editing websites for companies like Hill Country Dream Team Realty, and she is confident in her abilities to produce a clear and effective website for Revolution360. Jamie has prior experience with managing social media accounts and marketing materials for Ellis County Sleep Center, giving her a strong ability to visualize and produce effective advertisements. Sydney has extensive experience in an educational setting creating PowerPoints for various projects, giving her to expertise on how to manipulate the program in order to ensure a strong presentation.

Conclusion

As you can see, there is a lot to assay when choosing the method of dissemination that will best reach the largest audience. We hope you will appreciate the time we have placed in developing your deliverable solutions and consider why these platforms are unequaled in value. While there is always more that could be done regarding marketing solutions, we feel that these deliverables will provide your company with the tools needed to remain competitive in the wind industry. We are always open to the creation of future products and partnerships with Revolution360.

Thank you for taking the time to review this information. We would greatly appreciate the approval of our project, so please contact our Project Manager with your final determination at Jamie.Herndon@ttu.edu.

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