

Informational Report for Non-Expert Readers



Your Role in This Project

You're preparing an informational report for related to social justice, equity, or community benefit in your career field. Your role includes researching the topic so you can provide definitions, background information, facts about the topic, examples, and different perspectives.

Why This Project Matters

This assignment helps you:

- Explain a technical subject clearly for non-experts.
- Connect your topic to real-world social challenges.
- Use visuals and design to support understanding.
- Practice ethical research and source use.



Know Your Audience

Write for a non-expert audience responsible for making decisions about your topic. Assume they care about the issue and its social impact but lack in-depth knowledge.

Define your audience—such as town council members, policymakers, or concerned citizens—based on who would benefit from or act on your findings.



What to Include

Front Matter

- **Letter of Transmittal:** One-page letter with full overview.
- **Title Page:** Clear, descriptive title, prepared for, & prepared by.
- **Table of Contents:** All headings & subheadings plus page numbers.



Introduction

- Provide an **overview of the topic**.
- Explain the **purpose of the report** and its **intended audience**.
- Indicate the **scope or focus**.

Body

- Choose an **organizational structure**: topical, chronological, cause & effect, comparative, or problem & background.
- **Explain all of the following** about your topic:
 - What it is.
 - When it was developed and by whom.
 - Where it originated and why.
 - What it involves.
 - How it works.
 - How it addresses social challenges or promotes equity.
 - (optional) Future possibilities for the topic (areas of projected growth, potential for expanding access or impact, etc.).
- Incorporate at least **4 relevant visuals**, including:
 - **2 data visualizations**
 - **2 other visuals** (e.g., photos, diagrams, tables)
 - **Captions and proper placement** after textual reference for all.

Conclusion

- **Restate** the purpose.
- **Summarize** the main points.
- Emphasize the topic's **significance**.
- (optional) Look to the **future**.

Back Matter

- **References:** 6-10 credible sources, cited consistently
- **Optional Appendices:** Supporting materials or extended data

Success Tips

- Include definitions of key terms.
- Use informative headings, subheadings, & lists.
- Rely on factual, objective language.
- Cite your sources clearly and accurately.
- Avoid clipart and similar unprofessional visuals.



How You'll Be Graded

See the rubric on the assignment page for full criteria and dates.

