**Service-Learning Project**

For your organization, your work in WRT 307 is to further its service goals by producing documents for their immediate use. This chart will help develop your contract that you draw up for your client.

Team Members and Majors:

1. William Chen, Information Management and Technology
2. Taylor Rashti, Finance and Management
3. Marisa Fischetti, Health and Exercise Science
4. Ben Wichman, Health and Exercise Science

Your WRT 307 team will partner with the American Heart Association, an organization that funds cardiovascular researches and educates individuals in effort to reduce disability and deaths caused by cardiovascular disease and stroke. (Briefly state what the organization does.)

Now you need to match your organization’s goals with the goals of WRT 307. Your service project will constitute the bulk of your written work in Units 2 and 3 and will enrich your learning in several ways, as you will experience:

* writing for an actual audience with genuine stakes for your performance
* communicating and negotiating with a client
* writing in a collaborative situation, navigating individual strengths and visions for the project
* producing texts with real-world value for a local nonprofit organization

WRT 307 Course Goals:

1. **use** rhetorical analysis and effective persuasion practices to produce user-centered documents in situated workplace genres for organizational ecologies
2. **produce** work that successfully incorporates accessible media objects into print and digital texts
3. **produce** a sustained, multiple-product group project that incorporates varied workplace genres (e.g., emails, proposals, status updates, reports, etc.) and technologies
4. **produce** instructional documents that incorporate audience assessment, a basic usability assessment and report, and multi-level document principles
5. **learn** to recognize and reflect upon the ethical dimensions of professional writing, including consideration of such issues as professional codes and inclusive language

# **WRT 307 Goals Overview of project Final deliverable(s)**

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| --- | --- | --- |
| #1  #2  #3  #4  #5 | Create social media accounts to promote health awareness | Create social media accounts to interact with people in attempt to spread cardiovascular disease and stroke awareness and receive donations to raise funds to fund further research |
| #1  #2  #3  #4 | Organize and contact donators and researchers and interview them about their experiences and what they do and why | Compile all the interview responses and create posts with a short summary of the interview to further promote health awareness. |
| #2  #3 | Create a daily workout plan that promotes health | Interact with people on social media and have them do a daily exercise to promote a healthy life |
| #2 #3 #4 #5 | Attract students, patrons, or anyone else to attend meetings held by the AHA | Targeted marketing to appeal to anyone interested in promoting health awareness which spreads awareness about the AHA to help raise funds |

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Professor Ellen Fallon September 19, 2020

Homework Due September 22, 2020

* **The readers and their characteristics**: Students (young, open, understanding, optimistic, encouraging, compassionate, determined), citizens (considerate, helpful, attentive, humble, busy, serious)
* **The stakeholders and the ways they might be affected by the communication**: Citizens/community. The community is the main stakeholder since the funds come directly from fundraisers and donations. If we were to say something negative or false, the stakeholders could withhold the funds that the AHA requires to research.
* **The final result the writer desires**: More publicity to receive donations to further the research on cardiovascular disease.
* **What the communication must do to be useful to its readers**: engage with the readers and make them feel the need to take better care of their body and health
* **What the communication must do to be persuasive to its readers**: use statistics and facts given by the AHA. By tapping into the emotions of the readers, it will make them want to take action and spread the news and support.