

Hi Class-

I've poured over your quizzes several times and adjusted for any possible ambiguities that naturally arise when you work with answers to contextual situations. You must know that the point of the lessons, and the course in particular, is to provide you with as much experiential learning as possible and not to create a situation in which it is difficult to get good grades. With that in mind, I've made sure to adjust for any indications that you were understanding context in a way other than I had intended. I've also added a curve, making the grades rather high overall, but giving you a good start for dealing with context in the rest of the quizzes.

The grades fell, then, as follows:

Grade	Number
100	19
97	19
90	29
94	1
87	2
84	19
77	5
70	2
64	1

LCC 3400/

Quiz # 2: Proposals  
(50 minutes)

The following information applies to the entire quiz:

You are a member of a Georgia Tech University Committee that is proposing an on-line parking space auction to resolve the parking problem at Tech. Your proposal is as follows. Every parking space on campus except handicapped spaces will be numbered and reserved 24 hours a day for a single user. At the beginning of every semester, every numbered space will be offered to the highest bidder during a 24-hour on-line auction. All members of the Tech community: administration, staff, faculty, and students can participate equally in the auction. The funds raised will support parking operations and the creation of new parking spaces. Any surplus funds will be used by Auxiliary Services to expand its services on campus.

Part 1.

Context: Your readers are members of the Tech administration whom you want to support the proposal. To ensure that busy administrators read your proposal, you want to a document no longer than 3 pages.

1. To ensure that your audience receives the information it needs, the headings following the Introduction should be:
  - a. What You Need to Do About the Parking Problem, What it Will Cost, How to Provide Students with Parking Spaces, Required Action
  - b. Issue, Options, Context and Attitudes, Implementation
  - c. Opportunity to Solve Parking Problem, Economic and Other Benefits to University, Proposed Actions, Expected Results

The best answer is c. Answer a is too demanding to be effective and answer b is too vague.

2. From the following list, select evaluation criteria that would be most effective with this audience. (1) Overview, (2) Introduction, (3) Effect on employee productivity, (4) Feasibility in terms of overall costs and revenues, (5) Time for implementation, (6) Legality and conformity to Regents' Regulations, (7) Safety, (8) Presumed cost to average student (9) Implementation
  - a. 1, 2, 4, 5
  - b. 1, 2, 6, 7
  - c. 1, 2, 7, 8

The best answer is a. Although the Tech administration will be concerned with conformity to Regents regulations and safety, they will be most focused at this point that you are proposing a project that is feasible and that fits within an adequate time frame. Where the administration will have some concern with cost to students, this is also of less interest at this point than other issues.

3. Within the "implementation" section, should you include:
  - a. plan for implementation, list of costs, list of contractors, integration of work plan with other work plans already scheduled at Tech
  - b. plan for implementation, work schedule, history of university contract work, criteria for evaluating work
  - c. plan for implementation, assurance that safety and legal requirements have been addressed, list of sub-contractors, work schedule

The best answer is a since these criteria are most important for determining whether the proposed plan is adequate to handle the parking problem. Issues in b, such as work schedules and criteria for evaluation are peripheral at this point. The work schedule noted in c is one of the details that would be determined only after the proposed plan is accepted, so does not operate adequately here.

## Part 2.

Context: In addition to the proposal you write for the administration, you are developing a memo to explain the proposed

parking plan to a student government organization. You are considering the use of graphics to clarify your memo to the student government audience.

4. To keep the proposal as short as possible, you will limit yourself to a single graphic. Which of the following will be most useful?
- a graph showing the increase in cost of parking over 3 years and a map showing the location of spaces
  - a chart showing the cost of repair and development of additional spaces
  - a bar chart showing the number of spaces allocated to faculty, students, and staff
  - a map showing the location of spaces that will be auctioned and their prices

The best answer is d since most students will be concerned about the bottom line issues of cost and location. You might also have chosen a for this reason, but would have had to use 2 graphics to indicate the same information. This would be acceptable, although d would be the better choice.

5. To be most useful to the readers, the graphic be placed
- in the middle of the text of the memo
  - attached at the end of the memo
  - on a separate sheet of paper that students could pick up at various location without reading the memo

The best answers are a or b, since students would not have a context for understanding a graphic that is provided separately from the memo.

6. The graphic should be identified by
- a number and title ("Figure 1: Growth of Parking Revenues")
  - a title ("Growth of Parking Revenues")
  - reference in the text ("as you can see from the chart below") ?

The best answer is a since the notation of the figure number and title provides all necessary information to locate the graphic.

Part 3.

Context:

7. As you design this document, which of the following type font and size combinations will be most effective for your student government audience?
- 16 point Vivaldi italics for major heads, 16 point Times for subheads, 12 point New Century Schoolbook for other text

- b. 16 point Times bold for heads, 14 point Times for subheads, 12 point Times for other text
- c. 12 point Times for heads, 12 point Times italics for the introduction and conclusion to highlight them, and bold for heads and subheads

The best choice is b since the font is consistent and the headings gradually decline in size as they decline in importance. C might be an adequate choice if you understood the italics to be used only for headings rather than body text.

8. You want to indicate in your memo to the Student Government that it should invest effort in pushing your proposal to the administration. In order to encourage student government members to support your proposal you should
- a. list comments from a representative sample of students
  - b. list the benefits to students: increase in spaces available and lower cost
  - c. list past actions taken to treat parking problems

B is the best answer since student government members will be most concerned with how the proposed project benefits students.

9. The Student Government has asked you to create a document to explain the new parking project plan to students. In a balance between cost and presentation, the most effective format would be
- a. the full memo, photocopied and stapled
  - b. a professionally printed flyer on glossy paper
  - c. a high quality photocopied brochure

The best choice is c because it provides the best balance between cost and effectiveness. Students are less likely to have time to read a complete memo than a brochure and the high quality photo copy will be less expensive than glossy paper.

Part 4.

Context: The administration has asked you to create a more detailed proposal for implementation of the parking solution project. This document will be reviewed by the planning committee, then submitted to the State Board of Regents.

10. Which four headings will organize the content most effectively for this audience?

- (1) Overview, (2) Introduction, (3) Feasibility in terms of overall costs and revenues, (4) Time for implementation, (5) Legality and conformity to Regents' Regulations, (6) Safety, (7) Presumed cost to average student, (8) Implementation
- a. 1, 2, 7, 8
- b. 1, 2, 4, 5, 8
- c. 1, 2, 3, 5, 6, 8

Your best choices are b or c. The Board will be less concerned with cost to students than on other issues during their analysis of your proposal. You may have chosen answer a because the question asked for four headings, which means that any answer would be acceptable here.

11. The best subject line for this proposal would be
- Detailed Proposal for Implementation of the New Parking Plan
  - How you should implement the new parking plan
  - Solving the Parking Problem

The best choice is a since it clearly identifies the document you are submitting and does not create a demanding tone.

12. The conclusion should include
- a restatement of the initial overview of the proposal
  - a summary of the points made in the proposal
  - a detailed timeline for implementation

The best choices are b or c. Both or either of these choices will be important to your readers.

#### Part 5

Context: You are considering the use of graphics to clarify your proposal to your State Board of Regents audience.

13. To keep the proposal as short as possible, you will limit yourself to a single graphic. Which of the following will be most useful?
- a map showing the location of spaces
  - a chart showing the steps involved in implementation of the project and the proposed schedule for implementation
  - a bar chart showing the number of spaces allocated to faculty, students, and staff
  - a graph showing the growth of parking revenues and expenses by year

The best choice is b. The graphics that support your proposal should reflect the action that you are proposing. D is another good possible answer if you considered that the Board would be most interested in revenue issues.

14. As you propose your plan to the Board of Regents, your primary purpose should be to
- note the benefits of the implementation plan you provide
  - explain the plan's benefits to students
  - reference a glossary of technical terms for use in understanding the implementation procedures

The best answer is a. The proposal itself is claiming benefits to the Board; the benefits to students will be secondarily on their minds and the glossary of technical terms should be unnecessary in a proposal in which the language is effectively targeted to the audience.

15. As you present to the Board of Regents your estimate of the cost of a solution and the time required to implement it, the best subheadings would be

- a.
  - cost estimates by Tech's Campus Planning Department
  - non-binding bids from local contractors
  - non-binding time estimates from local contractors
  
- b.
  - completion times at other institutions
  - cost estimates by Tech's Campus Planning Department
  - a breakdown of the job by components and your estimation of costs
  
- c.
  - time/cost estimates by local contractors
  - a breakdown of jobs by components and your estimation of costs

The best choice is a. The completion times at other institutions will not be as relevant to your goals as cost estimates, bids to choose from, and time estimates. The breakdown of jobs will be irrelevant to your audience at this point.