Hi Class-

One again, you did very well on the quiz, with an overwhelming number of 100s and 94s. The grades broke down as follows:

100%   48
94%   39
87%   25
80%   6
74%   2

See you on the 19th of June for Quiz 3.

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, made of students and faculty, that is proposing construction of a coffee cafe located in a central area of campus Your goal is for the cafe to encourage social interaction among faculty and students on campus.

Part 1.
Context: You are writing to the Student Government Association first to ensure that there is student support for your proposal before progressing further. You want to create 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. There is No Social Interaction at Georgia Tech, Why We
        Need Social Interaction, What We Can Do to Encourage
        Social Interaction
        b. Lack of Social Interaction at Georgia Tech and Benefits of
        Its Development, Description of Proposed Coffee Cafe to
        Encourage Social Interaction, Why the Coffee Cafe is a
        Feasible Solution for Georgia Tech
        c. Proposal for a Coffee Cafe at Georgia Tech, Other
        Universities' Coffee Cafes, Other Social Activities at
        Georgia Tech

The best answer is B. These headings make clear why you're writing the proposal, what you're proposing, and that it includes persuasive explanations for its potential development.

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) Building schedule, (7) Safety, (8) Presumed cost to average student (9) Benefit to students

    a. 1, 2, 4, 5
    b. 1, 2, 8. 9
    c. 1, 2, 7, 8

The best choice is B. This choice includes the two areas that specifically relate to your student audience's needs.

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 choices are A and C. The issues treated in both of these answers are helpful to the audience, but the issues listed in B only peripherally relate to the topic.

    Part 2.
Context: In addition to the proposal you write for the students, you are developing a memo to explain the proposed coffee cafe to the administration. You are considering the use of graphics to clarify your memo to the audience of administrators.

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. a drawing of possible architectural plans for the coffee cafe
    b. a chart showing the benefits of the cafe in relation to the cost
    c. a construction schedule

The best choice is B. The bottom line for persuading your audience is that they know the costs involved with the proposed project provide equal benefit. This choice treats that issue directly.

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

Either A or B are adequate choices for this question. Placing the graphic on a separate document runs the risk that readers would not understand the context of the material or that they would not see how the information integrates with the proposal itself.

6. This question omitted.

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?
   a. 16 point fancy italics for major heads, 16 point conservative serif font for subheads, 12 point serif font with large X height for other text
   b. 16 point conservative serif font bold for heads, 14 point conservative serif font for subheads, 12 point conservative serif font for other text
   c. 12 point conservative serif font for heads, 12 point conservative serif font italics for the introduction and conclusion to highlight them, and bold for heads and subheads

The best choice is B. This arrangement provides adequate visual signals to indicate hierarchy of organization set in clearly legible type.

8. This question omitted.

9. The Administration has asked you to create a document to advertise the proposed coffee cafe and poll students and faculty to find out the potential popularity of the site. In a balance between cost and presentation, the most effective format would be
   a. the proposal itself, photocopied and stapled
   b. a professionally printed flyer on glossy paper
   c. a high quality photocopied brochure

The best choice is C. This choice provides the best balance between cost and appearance, which meets the stated goal. Choice A is unnecessarily lengthy and costly because of length, as well as minimally effective in appearance. Choice B is too expensive.

Part 4.
Context: The administration has asked you to create a more detailed proposal for implementation of the plans to build and run a coffee cafe. This document will be reviewed by the planning committee, then submitted to the State Board of Regents, the ultimate decision-maker for funding the project.

10. Which 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) Relative Cost to Benefits to University, (7) Presumed Cost to Average Student, (8) Benefits to students
        a. 1, 2, 4, 8
        b. 1, 2, 3, 5, 6,
        c. 1, 2, 5, 7, 8

The best choice is B. This audience will not be as interested in student issues as it will in those that it is directly responsible for.

11. Which headings would organize the content most effectively in a proposal for an audience of students?
        a. 1, 2, 4, 8
        b. 1, 2, 3, 5, 6,
        c. 1, 2, 5, 7, 8

The best choice is C. Students will be most interested in those issues that affect them directly.

12. The best subject line for the proposal to the Board of Regents would be
        a. Would you support a new coffee cafe for Georgia Tech?
        b. How you build a new coffee cafe for Georgia Tech
        c. Detailed proposal for building a new coffee cafe to provide cost-effective benefits to Georgia Tech

The best choice for this audience is C. A is too informal and B is off-point.

13. The best subject line for the proposal to the students would be
   a. Would you support a new coffee cafe for Georgia Tech?
   b. How you build a new coffee cafe for Georgia Tech
   c. Detailed proposal for building a new coffee cafe to provide cost-effective benefits to Georgia Tech

The best choices for this audience are A or C. The informality of A might be appealing, but C is adequate also.

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

The best choice is A. This audience will be most concerned about costs.

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

The best choice is B. Students will be most concerned with how the plan affects them directly.