

Visioning and Editing Team

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Project Overview

The role of the Visioning and Editing will be to oversee the overall appearance and content being produced and published by the other teams. We want to create a unified project that is clear, concise, and showcases everything we have been working towards. This will include providing the teams with finalized stylesheet, vision statement, and mission statement. This will involve us working closely with BCCG Endowment Team to ensure that what we create is meeting their image and expectations. The Visioning and Editing Team will periodically check in with the other teams and ask they send us updates on what they're working on. We will work to transcribe their written work into extant materials for web publication. Once we delve further into the project, our goals will shift from a creating unified project to crafting a fundraiser or other event that will raise \$1,067.50 for BCCG Endowment. The Visioning and Editing Team will rely heavily on the other teams to make this work.

Project Vision and Goals

The finalized stylesheet is the first major goal. To create this, Visioning and Editing will create a vision board in the form of a powerpoint. This powerpoint will contain the existing logos for BCCG and St. Norbert College. This provides us with a starting color palette. The other slides will be a compilation of images relating directly or abstractly to community gardens and food security. Font options will also be included. This powerpoint will be either shared or presented to English 306. Discussion will be held on what works and does not work. Visioning and Editing will revise the board and present the final one to the class.

Visioning and Editing will ask the other teams to provide one vision statement each. We will look over all the statements and work on combining them into a unified statement. A draft of that vision statement will be presented and discussed with not only English 306, but the BCCG Endowment Team as well. Once we have the feedback, we will edit and revise for a finalized statement. If needed, the teams will have the option to cast their vote on the edited vision statement we provide. It will be a vote by acclamation to accommodate deadlines.

The mission statement will follow the pattern of work that the vision statement did. With the stylesheet and vision statement finalized and accessible to all teams, we will ask the create mission statements to pitch to everyone. Once we have received feedback, Visioning and Editing will create a finalized mission statement and distribute it to the teams. If needed, the teams will have the option to cast their vote on the edited mission statement we provide. It will be a vote by acclamation to accommodate deadlines. The mission statement will then be shared with the BCCG Endowment Team for their feedback.

The Visioning and Editing Team will be in contact with the Sponsorship Team. We would like a Sponsorship Packet that includes the finalized mission statement, the goal of the fundraiser, a tier of sponsorship levels potential donors can achieve, and a singular contact potential donors can contact with more information. Who that contact will be is up to the whole of English 306 to decide. We will ask for updates on the packet as needed. Once the packet has been signed off by the English 306 teams, we will ask that it is shared with the BCCG Endowment Team for their feedback.

We ask that the Marketing and Advertising Teams provide us access or copies of their work. This is to ensure that it matches the image English 306 is creating and distributing to the public. We ask for full access to the drafts and the completed products they produce. This will allow us the ability to start transcribing their work into web content.

Visioning and Editing will work with the Research Team on a lower level than the others. As needed, members of Visioning and Editing will ask the Research Team for a typed document containing their research and how it pertains to the project. This will allow us the ability to start transcribing their work into web content if necessary.

The Visioning and Editing Team will be in period contact with the BCCG Endowment Team. As a subcommittee of their team, English 306 is tasked with raising \$1,067.50. The teams within English 306 will work as a unit to produce a viable fundraiser to raise this amount. A singular contact of English 306 will be established and that contact will be the primary contact between English 306 and the BCCG Endowment Team. The primary contact will provide regular updates on their communication. This is to ensure there is no miscommunication or lost emails.

Timeline

October 3: Drew will provide Project Proposal feedback.

Team revises Project Proposal

October 4: Submit revised Project Proposal

Primary Contacts Established

October 5 - 10: LONG WEEKEND

October 11: Stylesheet Powerpoint presented to English 306

Vision Statement Drafts requested

October 12: Stylesheet is revised based on feedback

Vision Statement Drafts collected by 11:50 pm

October 13: Stylesheet finalized and given to existing teams

Vision Statements are condensed and edited

October 14: Finalized Vision Statement is present to English 306 via Google Form for feedback and

discussion.

Contingent on feedback, Mission Statement Draft will be requested

October 15: Newsletter is published

Mission Statement Drafts condensed and edited

Finalized Statement sent out via Google Form by 11:59 pm

October 15: Formal Feedback from Drew requested

October 16: Pitch ideas for potential fundraiser/event to raise money

October 16-20: Work with Sponsorship Team to finalize a Sponsorship Packet

October 18: Discussion on potential fundraiser/event

Meet with Advertising Team outside of class (Tentative)

October 20: Vote on final fundraiser/event during class

Outline strategy for event if a consensus is reached

October 20-23: Outline is finalized and tasks assigned to teams as necessary

October 23: Formal Feedback from Drew Requested

Oct. 23-November 28: Teams work on their assignments for the event

 Visioning and Editing makes all documents produced available as web content

October 31: Advisement - No Class

November 8: Advisement - No Class

November 20: Formal Feedback from Drew Requested

November 22-26: Thanksgiving Break

November 28: #givingtuesday

December 8th-16th: Last Day of class, Portfolio finished

December 11: Present final portfolios at UW-Extension

Project Needs

Visioning and Editing will need primary contacts for all the English 306 Teams and for the BCCG Endowment Team. Regular communication is a must to ensure everyone is on the same page.

A clear aesthetic, vision, and mission statement is needed. These will be produced through collaboration. The aesthetic will be provided via Stylesheet. This will be done by Visioning and Editing first and then opened to the class for constructive criticism and feedback. Edits will be made accordingly and a final Stylesheet will be published.

A sponsorship packet is needed. Visioning and Editing Team will work with the Sponsorship Team will work together to produce and finalize this.

Advertisements and Web Content is needed. Visioning and Editing asks that the Marketing and Advertising Teams keep them updated on what they are producing. We would like to see all content produced before it is published or posted.

An event or fundraiser is needed. All teams will work together to create and put on the agreed upon event.

Meetings outside of class between English 306 teams are requested. Teams will work in collaboration to decide when and where these meetings take place and what will occur at meetings. A minimum of one member from each team must attend meetings unless otherwise

discussed. All teams will take into the consideration every person's schedules and be understanding in the face of emergencies.

Team Minutes are requested. Minutes will include the agenda of each teams and what they have accomplished. The minutes can either be given each Monday during class or sent out via email by a pre-assigned English 306 secretary. If it is through a secretary, teams must email their minutes to the assigned person by Sunday at 11:59pm. It will be the secretary's responsibility to email the compiled minutes to the teams of English 306 by Monday at 1:10pm.

Project Assessment

Because Visioning and Editing will be working so closely with one another, we would like to receive single, unified grades. Below is the grading scale we have come up with:

Final Portfolio : 50%

Vision and Mission : 30%

Collaboration : 15%

Visioning and Editing request a formal review of their portfolio from the BCCG Endowment Team for their records.