

# Memo: Project Updates

From: Drew Scheler  
To: ENGL 306 Advertising and Media Relations Team

Date: 10/18/17

## Updates: Project and Timeline

After presenting our project plans to the Friends of the Community Garden (FCGF) and the Brown County UW-Extension Community Gardens Program (BCCG), it became clear that a few organizational details that affect our overall project must be negotiated. First, BGGC and FCGF need to come to a formal agreement about the sharing of information, logos, media platforms, etc. Secondly, we need to fully coordinate our fundraiser timeline with theirs, including a structure for negotiating the needs of each group. For these reasons, we agreed upon the following hard deadlines for all our work:

- October 25: BCCG and FCGF come to a legal agreement on property sharing
- October 25: ENGL 306 and FCGF provide a final, concrete “needs list” for one another
- November 1: All project materials drafted; style sheet updated, based on Oct. 25 agreement
- November 6: All project materials revised based on style sheet updates; project goes public

Obviously, some of your work will need to be done before Oct 25 (like building social media content), while new materials can be added after Nov 6. But these deadlines hold for the entire group.

## Update: Project Assessment

Your submitted project proposal is very clear regarding your assessment measures. I’d only add a couple minor insights. First, I’d provide two press releases—one for the larger community and one specifically for SNC. I’m thinking that these will need constant updating as our project develops up until Nov 1. Second, I love the letters to other on-campus orgs, and how you’re tailoring them to specific groups. You might conceive of them as “cover letters” for the press release themselves, but also open the door for further partnerships.

- Press Releases..... (Collective Grade) 15%
- Social Media Campaign..... (Collective Grade) 15%
- Letters to Student Orgs..... (Individual Grades) 10%
- Final Portfolio..... (Individual Grades) 60%

However, the scale by which grades are assigned here is a bit unclear. Unless otherwise requested, I will use the grading scale on the course syllabus, using the information in your proposal as a guide.

If you wish to request any changes to this scale, you may do so on or before Friday, Oct 20.

