

Memo

To: All Business & Professional Communication Students
From: Dr. Alison Witte
Date: January 8, 2020
Re: Instructions for Problem/Potential Solutions Pitch Presentation

The purpose of this memo is to provide instructions for preparing your Problem/Potential Solutions Pitch Presentation.

Project Overview

In this project, you will prepare a pitch presentation that demonstrates the existence of a problem or opportunity on Urbana's campus and the action(s) you propose to implement to address this problem or take advantage of this opportunity. You will also prepare a handout to support your pitch presentation. It will include both graphics and text to argue that the problem/opportunity you have chosen exists on Urbana's campus. To do this, you will also prepare, and test a brief 5 question survey designed to gather data about Urbana's campus. You will then present 2 potential actions you could implement to address to the problem(s) or take advantage of an opportunity.

Instructions for Completing the Project

There are 2 parts to this project.

- **Part 1-Presentation:** Your presentation must:
 - Identify the problem(s)/opportunity your proposed actions will address
 - Demonstrate, through research and statistical data, that the problem/opportunity exists on campus AND either (1) affects a particular group on campus or will benefit a particular group on campus
 - Describe 2 different proposed actions that will solve/alleviate the problem(s) you've identified or take advantage of the opportunity you've identified. These should be 2 different approaches that address the problem/opportunity from different perspectives, approach different causes or negative effects of the problem, or provide different benefits to a particular group.

Your presentation must be 8-10 minutes in length and you must be dressed professionally. Each member of the group should have some identifiable role in the presentation.

- **Part 2-Handout:**

In the first five minutes of your pitch presentation, you will need to demonstrate that the issue that you have chosen exists on campus and is worth addressing (who will benefit or what will be fixed). Because you don't have a lot of time, it makes the most sense to present that information graphically.

Your handout must:

- Be no more than 1 page (front and back).
- Follow the principles of document design.
- Have a title and your names.
- Introduce your problem in a brief (3-4 sentences) paragraph.
- Include at least 3 graphics that demonstrate the number of people affected by your problem nationally and/or on campus, the types of/degrees of your problem, or the seriousness of the effects of your problem
 - The following are some examples:
 - **Binge Drinking:** Use grouped bar graph to compare binge drinkers to non-binge drinkers' and their likeliness to engage in risky behavior (unprotected sex, fights, drunk driving, etc.).
 - **Tobacco:** Use a pie chart to show what types of tobacco college students use (If 57% of college tobacco users chew, it shows that maybe addressing chewing is a good program for Urbana).
 - **Diversity:** Use a bar graph to compare the drop-out rates of white students with students of other races.
- A final statement explaining your proposed program for solving or alleviating the problem on campus
- Footnotes citing the *reliable sources* for the data of each of your graphs. Note that data for a single graph should come from a single source. You don't want to compare numbers gathered from 200 community college students in Nova Scotia to a study done on Stanford graduate students.