ENG 1510
Writing & Rhetoric I

OHIO UNIVERSITY
1804

WP3: Community Engagement

Summary
For WP3, you will be asked to form a group and find a local problem. You will present a solution to the problem to an audience who can take action.

Basic Requirements
Final drafts will include three parts: a project that will be presented directly to the audience, a1000-word justification for me explaining who you made the choices in the project, and a final presentation about your project to the whole class.

Due Dates
- **Group Plans** are due on **Thursday, November 10th**
- **Revised Group Plans** (including a draft of the project and justification) are due on **Tuesday, November 22nd**
- **Final Drafts** (including the project, justification, and presentation) are due on **Thursday, December 1st**

Learning Objectives
- Identify and write to a real-world audience.
- Persuade a specific audience effectively.
- Propose a reasonable and actionable solution to a real-world problem.
- Work effectively in a group.
- Present rationales for rhetorical choices.
- Explore and determine the effectiveness of available means of persuasion.

Group Plans
Your first step for WP3 will be to propose a problem, audience, and solution to me. We will meet to discuss and likely modify this plan on November 10th. For your group plan, you will:

- Present to me a **local** and **actionable** problem that you think can be solved.
- Present a solution to this problem. The solution must be reasonable and manageable. If the solution costs money, you must propose a realistic source for this money.
- Determine an audience to present your solution to. The audience must be able to take the action you are proposing and be willing to listen to your proposal. You should contact your audience **before your conference** to confirm that they are appropriate for this proposal.
- Propose how you will present the solution to your audience. Consider various methods and determine what will be most effective. Projects may be presented electronically or in person, depending on audience expectations.
- Present a **detailed** plan for who will be responsible for what and when it will be completed. Your plan should include every step (however small) in the process for the entire project from beginning to end, including steps in the main project, justification, and presentation.
- The group plan should be **in writing** and shared with me via Google Drive (RPShepherd@gmail.com).

Revised Group Plans

Your group plan is likely to change over the course of the assignment. After the group plan has been approved, all changes must be agreed upon by all group members and approved by me. During our second meeting on November 22, you will provide an updated group plan as well as first drafts of your project and justification. During the second group conference, your group will:

- Present any changes made to the original plan.
- Present what each member of the group has completed. All tasks agreed to be completed by the conference date should be done.
- Show me a first draft of your project. While I realize it may not be completed, I want to see what has been done so far.
- Provide the date and methods by which you will present your solution to your audience. This should be specific. If an appointment needs to be made, it should be scheduled by this date.
- Present a completed (1000 word) justification for your project. The justification should include what the problem is, what your solution is, why the solution is reasonable, who you will be presenting it to, why that audience is reasonable, and how your presentation will appeal to your specific audience. Be specific!
- Submit your justification in Google Drive and share it with me (RPShepherd@gmail.com). Your file should be named with your names, your class, and the assignment (i.e. Malcolm Reynolds, Jayne Cobb, & River Tam ENG 1510 WP3).

Form

Form in WP3 is very important. Please consider both what form will be appropriate for the content and also what form will appeal to your audience. In the past, projects have taken the form of formal proposals in a binder presented in person, PowerPoint presentations presented either in person or remotely, videos, infographics, and webpages. Other forms are acceptable as long as they are justified.

Presentation

The presentation is relatively informal and short but should be planned in advance. Presentations will be given on Thursday, Dec. 1. They will be **no longer than 10 minutes** and should include the following:

- What the problem and solution were and why these were chosen.
- What form the project took and why it was presented in that form.
- Who the project was presented to, why that audience was chosen, and how they reacted to the proposal.

Visuals and other media are encouraged.

Grading Criteria

WP3 will be graded on a scale of A to F. Your total grade will be divided into 4 categories and graded on the following criteria:

Project (50% of grade)
- **Method of delivery:** The method chosen is reasonable for the content and audience. Physical or digital versions of the project are available to the audience.
- **Research:** Appropriate primary (interviews, observations, surveys) and/or secondary (books, reports, budgets) research has been conducted to support your solution.
- **Evidence:** Evidence of both that the problem exists and the solution is reasonable is presented. This evidence is used to persuasively influence the audience.
- **Organization:** The content is presented in a reasonable way for the audience to go over.

Justification (30% of grade)
- **Justification of problem:** The problem is local and actionable. You clearly explain how the problem is real and in need of a solution.
- **Justification of audience:** Why the audience selected is the best possible audience for this project is explained clearly and in detail.
- **Justification of delivery:** You clearly explain why the method of delivery is appropriate for the content and the audience.
- **Justification of persuasiveness:** You clearly explain why your choices above are persuasive. You explain why these choices are the best possible to convince the audience to take action.

Presentation (10% of grade)
- **Content:** You explain what the problem and solution were, why these were chosen, what form the project took, why it was presented in that form, who the project was presented to, why that audience was chosen, and how they reacted to the proposal.
- **Preparation:** You have planned the presentation in advance. Who is explaining which parts is clear. You have practiced your parts outside of class.
- **Media:** You have included appropriate visuals, audio, etc. to demonstrate your points.

Preparation (10% of grade; graded individually, not as a group)
- **Completion:** You have completed your agreed-upon tasks to the best of your ability.
- **Deadlines:** You have met all agreed-upon deadlines for the completion of tasks.
- **Group grade:** Your group members have rated your outside-of-class work favorably.

Grading
- A: You exceed expectations for the assignment. You have met all criteria and gone beyond.
- B: You meet all expectations for the assignment.
- C: You have minor problems meeting some or all expectations for the criteria.
- D: You have major problems meeting some or all expectations for the criteria.
- F: You do not meet the minimum expectations for the assignment.