

Business Project: Community Program

Our focus for the business project is on the following questions: How do we improve our communities? What do our communities need that is not being addressed or given enough support?

Prompt: You will be divided into groups of 3-4 people. As a group, your goal is to identify needs in various communities within CSUN and Los Angeles. Together design a professional portfolio that includes your group contract, all member resumes, a group report, a website, and at least one additional resource (brochure, infographic or survey). The group report details what is the community need you're addressing and how would that type of program or organization work?

Requirements:

- Media: Create a website (social media site optional) for your project where you detail all necessary information.
 - Include these pages:
 - About Page
 - Mission Statement
 - Contact Page
 - Optional Blog Page
 - Any other extra pages you need for interviews, videos, graphs etc.
- Presentation: The presentations are 10 minutes with an additional 5 minutes for questions. Each group will have 15 minutes total. See <http://noteandpoint.com/how-are-we-presenting-a-survey-on-all-things-presentation-related/>
- Extras: include brochures, infographics, and surveys.
- Group Report: Review outline below and follow the format on page 228 from *The Concise Guide to Writing*.

The group report must be 7 - 10 pages plus an appendix. I am available as a "consultant" for your group. But ultimately your decisions need to reflect your team work. At any time in the semester, I encourage all groups to stop by my office as a team. Office hour meetings are more dynamic with a group of students.

Group Project (100 pts)

- Group Contract 10 pts
- Proposal 5 pts
- Report Draft 5 pts
- Class Presentations 20 pts
- Business Report 25
- Website 10 pts
- Peer Grades 25 pts

Extra Credit: All groups will compete against each other and you will vote on the best group. The winning group will receive 10 pts extra credit per person.

Additional Details

Company Website

Main Goal: Focus on making a website that looks credible and fits your brand storytelling. Your design has to be clear and SEO-friendly.

Remember that Search Engine Optimization goes beyond keywords and reading in an F-pattern. The goal of SEO-friendly content is to write with an online audience in mind. Use the concepts you've learned so far to help you do so, such as subheadings, bullet points, numbered lists, and hyperlinking properly.

As a group you must create a company website and include the following pages:

- Home
- About
- Mission Statement
- Contact Page
- Blog posts (These are not mandatory, but they are recommended. Aim for one blog post per person that is between 300-700 words and is SEO-friendly. Each well-written blog post is worth 2 points extra credit.)

You may also include other pages that you feel will enhance the look of your site. E.g., Owner profiles, vlogs (video blogs), Press page, etc.

I recommend using Weebly because it's the easiest to use, but you can use other website creators, such as Wordpress, Squarespace, or Moonfruit.

Discuss the different websites you've encountered, and decide which designs you like best and what designs you didn't like at all. From there, create the design for your project. Remember you want an aesthetic appeal that is competitive in the industry.

Project Report Outline

Main Goal: This report needs to be professional, meaning that the design should be clean, easy to read, and the prose must be free of grammar errors. Use subheadings and bullet points to break-up information where necessary.

Aim for quality not quantity! Keep your prose detailed yet concise. The length of this report should be 7 - 10 pages plus the appendix.

As a group, write a report with the following elements:

- Title Page
 - Include your logo, company name, your names and contact info
- Table of Contents
 - List all the contents of your report. Please make sure your page numbers are aligned!
- General Company Description with the Mission Statement
 - Describe your business. What are your products and services? What are your prices or fees? And what factors give you a competitive edge over the competition?
 - Who is your target audience? (Brief explanation. More details will follow in the Marketing Plan)
 - Explain the design of your logo. What colors did you use? And why did you choose that design? Yes, include the image of the logo here again.
 - Write a mission statement, which is typically fewer than 30 words:
 - <https://topnonprofits.com/examples/nonprofit-mission-statements/>
 - <http://blog.hubspot.com/marketing/inspiring-company-mission-statements>
- Owner Profiles
 - In this section, each of you should aim to provide the most polished, professional bio you can create for yourself. I recommend including photos of yourselves.
 - Write bios that are engaging and make people want to know more about you. Professional does not mean boring. In fact, a dreary bio will turn off your audience and affect your ethos. For example, including a motto you live by or detailing one of your failure turned to success stories, will make you more credible and relatable.

- Marketing Plan

Look at your competitor's marketing strategies and use that information to make decisions about your own business.

- What is your niche market? Who is your target audience?
- What marketing strategies will you employ? Viral marketing, ads, commercials, content marketing, press releases, etc.
- What social media channels will you use? What will be the tone of your social media posts? E.g., humorous, positive, motivational, serious, etc.

Be detailed and thorough. Don't just summarize. For example, if you are doing advertisements, where would you place them? Radio station? Billboard? Newspaper or magazine?

- Insert the textbook format here. Review the format on page 228 from *The Concise Guide to Writing*. Use the outline on the left that states, "If you are writing primarily for readers who acknowledge *that the problem exists and are open to your solution.*"

- Appendix

The purpose of the appendix is to include additional materials and illustrations. At a minimum include:

- All your resumes
- Brochures or menu (or both)

You may also include pictures of the location of your business. You can take your own pictures of a lot or business retail area. You can also use pictures you find online for your project, but please cite these pictures or use free stock photos.

- See: <https://bootstrapbay.com/blog/free-stock-photos/>.

Other possible appendix materials include business cards, product photos, ads, prototypes, videos, etc.