

Project 4: The SWOT Analysis and Final Presentation – Group (40 points)

Purpose: To conduct detailed research and complete a SWOT analysis for your community partner or the local non-profit you investigated for Project 2; compose and present an professional PowerPoint slide show with your team

Audience: Your instructor, your peers, and your community partner or local non-profit.

The Assignment

The SWOT analysis takes your community partner/local non-profit research one step further by asking you to investigate the organization's Strengths, Weaknesses, Opportunities, and Threats and help them develop a strategic plan for future action. The SWOT analysis emerged during the 1960s and 1970s and evolved as an effective method for helping for-profit and non-profit organizations plan for success. Your ability to conduct research, think and write critically using a SWOT analysis approach will be invaluable as you move into graduate school and/or the workplace as effective writers.

Use the information you gathered for Project 2 and conduct new research to complete this assignment. You may have to conduct interviews or re-interview your community partners or contact people at the local non-profit organization you investigated for Project 2. Be mindful of their schedules and their valuable time and please plan ahead so that you do not have to submit shabby work.

Goals of the Assignment

The goals of Project 4 are to work individually and with your peers to accomplish the following:

- Writing Process – Develop and understand various strategies for planning, researching, drafting, testing, and revising a reader-centered SWOT analysis document and professional PowerPoint presentation
- Research – Understand and use secondary and empirical research methods to produce an effective SWOT analysis and PowerPoint presentation for your community partner or local non-profit organization
- Technology – Use desktop publishing (Word, PowerPoint, Photoshop, InDesign) to help you develop your documents; you may use the online resources to help you design SWOT visuals for this project but please remember to cite them
- Document Design – Learn to communicate with visual information, understanding and implementing various principles of format, layout, and design of a set of instructions

Format for the SWOT Analysis and PowerPoint Presentation

Your SWOT analysis should be a visually dynamic and informative document. Overall, the document should run about five pages with attendant visuals, as well as front and back matter if appropriate. For your final presentation, compose a 15-minute PowerPoint slide show that combines the information you gathered for Project 2 with your SWOT analysis. Please use the Anderson text and the presentation checklist on the course website to guide your work.

Online Help

The Purdue OWL contains good information on professional writing.

Revision

You will be able to revise this document during the composition and testing process, and you will be able to revise *one individual assignment*, which will be due with Project 4 on the day of our final exam. However, you will *not* be able to revise the SWOT analysis and presentation once submitted because these are the final assignments of the term.