

Memo

To: Allen Brizee

From: Ellen Stewart

Date: April 28, 2006

Subject: Audience Analysis

This memo is to inform you about the audience I will be addressing in my Problem-Solution Report. You have received this memo because I find it beneficial for the both of us in the long run. I hope to be on the right path for my report, and you will have an insight into my approach on writing this report.

My audience includes the following:

- Decision makers
- Purdue faculty
- Education majors
- Stakeholders.

Decision makers are a very important audience for my report. These are the people who decided if my solution will be put into action or not. I have to make them believe there is a problem with literacy, and that they can help. The specific decision makers concerning my topic of literacy are the faculty on the Education Administration Board.

Mr. George Hynd is the Dean of the College of Education. He is the individual who heads the Education Administration Board. Sydney M. Moon and Jeffrey W. Gilger are both Associate Deans and are also on the board.

The Purdue faculty and students are also a part of my audience. The faculty, specifically those in the College of Education, will be the ones who teach and incorporate this solution if it is approved. The students will be affected because this solution will impact their course work and major.

The stakeholders include the adults or children in need of literary aid. These individuals will benefit from this solution in many ways. They will ultimately improve their literacy skills and possibly improve their futures.

107 Mac Arthur Dr.
Purdue University
West Lafayette, IN 47906
April 28, 2006

George Hynd
Office of the Dean
Education Administration
College of Education Purdue University
Beering Hall of Liberal Arts and Education
West Lafayette, IN 47906

Dear Mr. Hynd:

Enclosed is my problem solution report, *Addressing Literacy in the West Lafayette Area: How to Improve Literacy Rates and Education Levels Through Purdue and the Community*. My report includes literacy rates and other information on the poor literacy of our society today. This is all supported through my research, and I have included possible ways to improve literacy rates and the literacy of the West Lafayette community. It is important to improve our literacy because research has shown that better education leads to a better future for all. The proposed solution consists of a possible way to benefit the Purdue community and West Lafayette.

My proposal to bring literacy into the spotlight will increase literacy rates and lead to a better future. This is a way to address the current problem of literacy in the West Lafayette area while not spending outrageous amounts of money.

I am dedicated to seeing West Lafayette and Purdue excel in literacy and education. I have spent a lot of time and effort on this project, and I want to see it succeed. I believe that this solution will greatly impact our community. With your help, we can make all of this possible and benefit Purdue in many ways.

Thank you for your time and consideration of my proposed plan. If you have any questions or comments feel free to contact me at ecstewar@purdue.edu.

Sincerely,

Ellen Stewart

Ellen Stewart

Enclosure: Problem-Solution Report

Addressing Literacy in the West Lafayette Area: How to Improve Literacy Rates and Education Levels Through Purdue and the Community



April 28, 2006

Addressing Literacy in the West Lafayette Area: How to Improve Literacy Rates and Education Levels Through Purdue and the Community

Prepared for

English 106-8901, First Year Composition
English Department
Purdue University, West Lafayette, IN

By

Ellen Stewart
Freshman, Pre-Pharmacy Major

“I pledge my honor that I have not given or received any unauthorized assistance in the completion of this assignment. All work contained herein is my own. All referenced work is cited correctly.”

Title: Addressing Literacy in the West Lafayette Area:
How to Improve Literacy Rates and Education Levels Through Purdue and the
Community

By Ellen Stewart

Abstract: This problem-solution report addresses the problem with literacy in the West Lafayette area. Currently, literacy rates have been raising, but not enough to make a big difference. It is important to inform the community about the troubles with literacy and urge them to make a difference. In order to accomplish this, I propose we implement a literacy program through Purdue University.

My proposition directly affects the children of the West Lafayette community. Working through the Education Department at Purdue University, this program is set up to benefit both Purdue students and the children. The Purdue students will act as tutors for the children throughout the semester. This will all hopefully result in a better education for the children and a work experience for the Purdue students. With the help of Purdue and the rest of the community, literacy rates might increase in turn helping to solve future problems with literacy.

Table of Contents

Abstract.....	iii
Introduction.....	1
Solution Overview.....	1
Background Information.....	1
Initial Research.....	2
Survey Results.....	2
Proposal.....	3
Method.....	3
Timeline.....	4
Budget.....	5
Staffing.....	6
Conclusion.....	6
Works Cited.....	8
Appendix A.....	9
Appendix B.....	10
List of Figures	
1. Table of Survey Results.....	3
2. Budget Table.....	4
3. Timeline Table.....	5