English 1A Spring 2017 **Alternative Spring Break Project Portfolio (details)**

**Overview:** Now that you have gotten a good start on your ASB Proposal, here are details about what you’re aiming for in that final portfolio you’ll turn in.

**The Assignments:** Some of these will have been turned in once already by the time the final portfolio is due, but they will be resubmitted in the portfolio as an updated, revised final form to help me judge the project as a whole.

1) **Audience Analysis**: Individually you will write a fairly detailed analysis of the audience you are addressing in your proposal. If I indicate any problems on the rough draft, revise it for the final draft and include in the portfolio.

2) **Proposal to your stakeholder**: You get to decide what length would be appropriate, but it should be at least 300 words and no more than 1100, including any supporting material such as visuals, the works cited page, and any appendices.

3) **Rhetorical Analysis memo**: To explain the rhetorical choices you made in your proposal, you will write a fairly brief memo to me (250-500 words) explaining your strategies. How did you establish your **ethos** (credibility: good sense, good morals, good will)? How did you appeal to the audience’s values and emotions (**pathos**)? What evidence did you offer of the program’s general feasibility and likely effectiveness (**logos**)?

You can also discuss the highlights of your **research process**: how you found out about the **site** where this would take place, how you found out about the **organization(s)/person(s)** you would be working with/for, how you learned about the larger context of the problem you would be helping to address in the service learning part of the class, and anything else you did for the research part of the task.

4) **Works cited page** (MLA 8th edition): Individually, you will create a list of sources that you consulted/cited in your work. It will include personal interviews and any written or Web sources you used in your research process. There should be at least a few, no more than 15. (20 points)

5) **The Proposal Portfolio:** This will be the final package that you turn in as a group: a combination of each individual group member’s proposal to his/her stakeholder. Though the materials above will be graded individually, they will be presented together in a portfolio, as if it were to be offered to a school’s Alternative Spring Break board, which could approve or deny a proposed project. (300 points for each student)

**DUE:** rough draft **T 4/25** final draft **T 5/2**