

INSTRUCTIONS for ANALYTICAL REPORT

The Basics:

- Abstract
- List of tables and figures (if possible)
- 1500 – 1750 words NOT including abstract or reference page
- APA style (in text citations and reference page)
- 10 primary sources
 - o 4 secondary sources at least (I have provided 7 secondary sources to use if necessary if not then must find your own)
 - o 1 primary source at least
 - I have provided interview questions (use if needed)

Topic: The challenges of a college student organization's recruitment during a pandemic

- The specific student organization is called Twelve
 - o Twelve is a co-ed organization created to bring unity across all classifications and majors, while maintaining diversity.
 - o This year Twelve had a fall virtual recruitment due to the pandemic and did not recruit as many members as previous semesters
- I was an officer in charge of the social media posting hoping to reach a larger audience to apply to organization

The Details: Must create an analytical report investigating a specific group and its specific recruiting challenges.

- Must provide details on the specific campus community, its makeup, similar groups that already exist.
- Must provide at least one solution

**** You are not producing a typical academic report upon a topic- you are producing a formal, analytical report upon a real-life scenario that is ongoing and can have a possible solution****

- The more localized and focused, the better

- You must conduct the three types of analysis
 - o Causal
 - o Comparative
 - o Feasibility
- You need real numbers, reference to individual personalities/ behaviors/ challenges/ needs/ desires within the group (this can be made up)
- Be sure you are letting the evidence guide your analyses – do not set out to prove a single hypothesis about the cause of the problem
- Be sure to address counter-arguments or to acknowledge your audience is likely to have
- Remember to substantiate everything with hard evidence

Websites for information references:

<https://hiring.monster.com/employer-resources/recruiting-strategies/hiring-and-recruiting-in-a-crisis-the-lessons-of-covid-19/>

<https://www.forbes.com/sites/robinryan/2020/05/27/how-the-coronavirus-is-changing-hiring-and-recruiting-going-forward/?sh=34220fe65ce4>

<https://journals.sagepub.com/doi/full/10.1177/0194599820957952>

<https://u2b.com/2020/03/26/data-analytics-can-increase-student-recruitment-retention-heres-how/>

NO PLAGIARISM

HARD DEAD LINE OF 1:00 PM Central Standard Time