ANNOTATED ARTIFACTS: STRATEGIC COMMUNICATION ASSESSMENT

Demonstrate the ability to assess complex organizational environments and achieve communicative goals. (LO2)

Artifact: Venn Diagram and Salience Model (Foundations of Strategic Communication)

Date: September 27, 2018

In response to the "Identifying Your Organization's Stakeholders" assignment in Foundation in Strategic Communication coursework, I created this short, narrated presentation. We were given a choice between a video or written response and I felt this video would be the most effective medium of communication. This video outlines the stakeholders for William Ray Elementary School, as well as their salience as it relates to the 2019 Chicago Public School (CPS) volunteer policy. This was the first narrated presentation I have produced. The message is concise and is a strong representation of my ability to conduct stakeholder analysis to determine the urgency, legitimacy and power of stakeholder groups. During its production, I learned that I must create a script and review its timing prior to recording. I intend to utilize this tool more often throughout my studies to further develop my technique.

Keywords: stakeholder, analysis, salience, LO2, narrated presentation, power, legitimacy, urgency, video, LO2

Artifact: Quantitative Research Study (Using Data to Make Informed Decisions)

Date: January 30, 2019

This is a summary of a small quantitative research study I conducted for a for an educational program I facilitate as the Manager, Preceptorship, Coaching & Retooling in the Division of Education at the American College of Surgeons. I used the article, *How to Think Like a Data Scientist* to guide my research design. The goal of this study was to answer the following research question: Are course alumni that are affiliated with a simulation center prior to taking this course more engaged in simulation-based teaching after completing the course? The research methodology is detailed and includes the collection process, materials needed, sample population, sample size and study limitations. My organization has conducted similar research in the past, but the use of the scholarly techniques from this class, I was able to uncover a trend that will help in the designing more focused marketing materials, targeting the most appropriate learners for this course. Also, as a result of this research, I designed an infographic summarizing the outcomes of this study (see: LO6 - "Create an Advertisement").

Keywords: LO2, study, research question, methodology, sample, limitations, population

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Artifact: Big Data Memo (Using Data to Make Informed Decisions)

Date: February 6, 2019

During my study about big data, I wrote a persuasive memo to the Executive Director of the American College of Surgeons encouraging him to hire a big data analyst to analyze the organization's website. This fictitious memo addresses the plateaued sales revenue for some programs within the Division of Education. This example of my work showcases my ability to design a compelling proposal and summarize information for easy consumption. As part of this assignment, I defined big data and the value of its analysis for the organization. I also researched the average salary and job description for a data analyst, as a basis for conceptualizing my data reporting strategy. The foundation of this recommendation includes the project objective, goals, tactics and measures.

Keywords: LO2, big data, C-suite, analyze, analytics, recommendation, strategy

Address complex challenges by collaboratively leading teams across disciplines, distances, and sectors. (LO3)

Artifact: Reflection: Project RED Simulation

Course: Leading Collaboration

Date: May 5, 2019

Annotation: This simulated exercise put me and each of my team members as part of a taskforce working with NASA to plan a key piece of infrastructure to be built by the first crew to land on Mars. Our mission was to choose the best location to build a well on Mars to support a human colony. This simulated exercise placed me in a large cross-functional team of teams. I not only had to lead internally within my functional team, but I had to lead across. The reflection assignment describes leadership behaviors that were helpful to the team of teams, as well as the situation in my group at the time. I chronical the behavior, and why/how was it helpful to the team of teams.

Keywords: LO3, Project RED, simulation, team of teams, collaboration, leadership