

Taylor Peatross
4409 Wingate Dr.
Raleigh, NC 27609
April 26, 2016

Dr. Veronica Lars
National Endowment Word Up
15 Fleming Street
Rockport, FL 12345


Dear Ms. Lars:

Attached to this letter is my proposal for having a campus yearbook at William Peace University (WPU), a small college in Raleigh, North Carolina that would benefit from the Lars Grant. The proposal outlines ways of getting a yearbook started again, including funding and student involvement. Having a publication like this would benefit our campus because it would allow for more graphic design classes as well as a sense of uniqueness that might draw in more prospective students.

I chose this topic because I am a Communications major concentrating in graphic design, and having a yearbook would improve the program. Also, I have a yearbook for every year I've been in school and believe they are great memories to have.

Thank you for taking the time to read over my proposal. My contact information is (919) 123-4567 or by email at tnpeatross@email.peace.edu; I look forward to speaking with you about making this proposal a reality for all students to enjoy.

Sincerely,



Taylor Peatross,
Junior at William Peace University

Enclosed: Proposal to bring back a campus yearbook to William Peace University

**Proposal to bring back a campus yearbook
to William Peace University**

Prepared for
Dr. Veronica Lars
And the National Endowment for Word Up

Prepared by
Taylor Peatross
Communications major
At William Peace University

26th April 2016

Table of Contents

Overview.....	1
Needs.....	1
Introduction.....	1
Why production stopped.....	1
Visual of former 2010 Peace yearbook.....	2
Possible solutions.....	3
<i>Preorders</i>	3
<i>Yearbook classes</i>	3
<i>Charge for the yearbook</i>	3
<i>Reevaluate student interests</i>	3
Solution benefits.....	3
Implementation plan.....	4
<i>Preorders</i>	4
<i>Yearbook classes</i>	4
<i>Charge for the yearbook</i>	4
<i>Reevaluate student interests</i>	4
Conclusion	5
Works Cited.....	6
Appendix I Survey with summary of results.....	7-8
Appendix II Interview with Sandy Nguyen.....	9

Abstract

William Peace University had a campus yearbook for over 100 years. It has been without this publication for 6 years now and it is time to consider bringing it back. Funding, time, and interest may have complicated things in the past, but with new research on student interests, a plan for a yearbook course, and new ways to bring costs down, bringing back an old tradition might not be so hard.

Solutions include, creating a preorder system to help with funding, and opening up a yearbook class to provide time for the publication to be designed. This involves getting approval for a new course and possibly hiring an additional staff member.

Having a yearbook at Peace again would benefit the Communications major by providing an additional course. It would also benefit current students who enjoy having a yearbook to look back on. Additionally, it would benefit the school because it would be a unique thing to show prospective students. Not every college is able to have a yearbook.

Overview

High costs and student interest may have been the reason production stopped in 2010; however, new research indicates a bright future for a William Peace University yearbook. The following proposal provides solutions to former problems and a step-by-step breakdown on how to implement a yearbook at WPU again.

Needs

According to a survey distributed to 40 WPU students, 75% of respondents indicated that they would be interested in Peace bringing back a campus yearbook. This shows an interest and need to bring a yearbook publication back into production.

Introduction

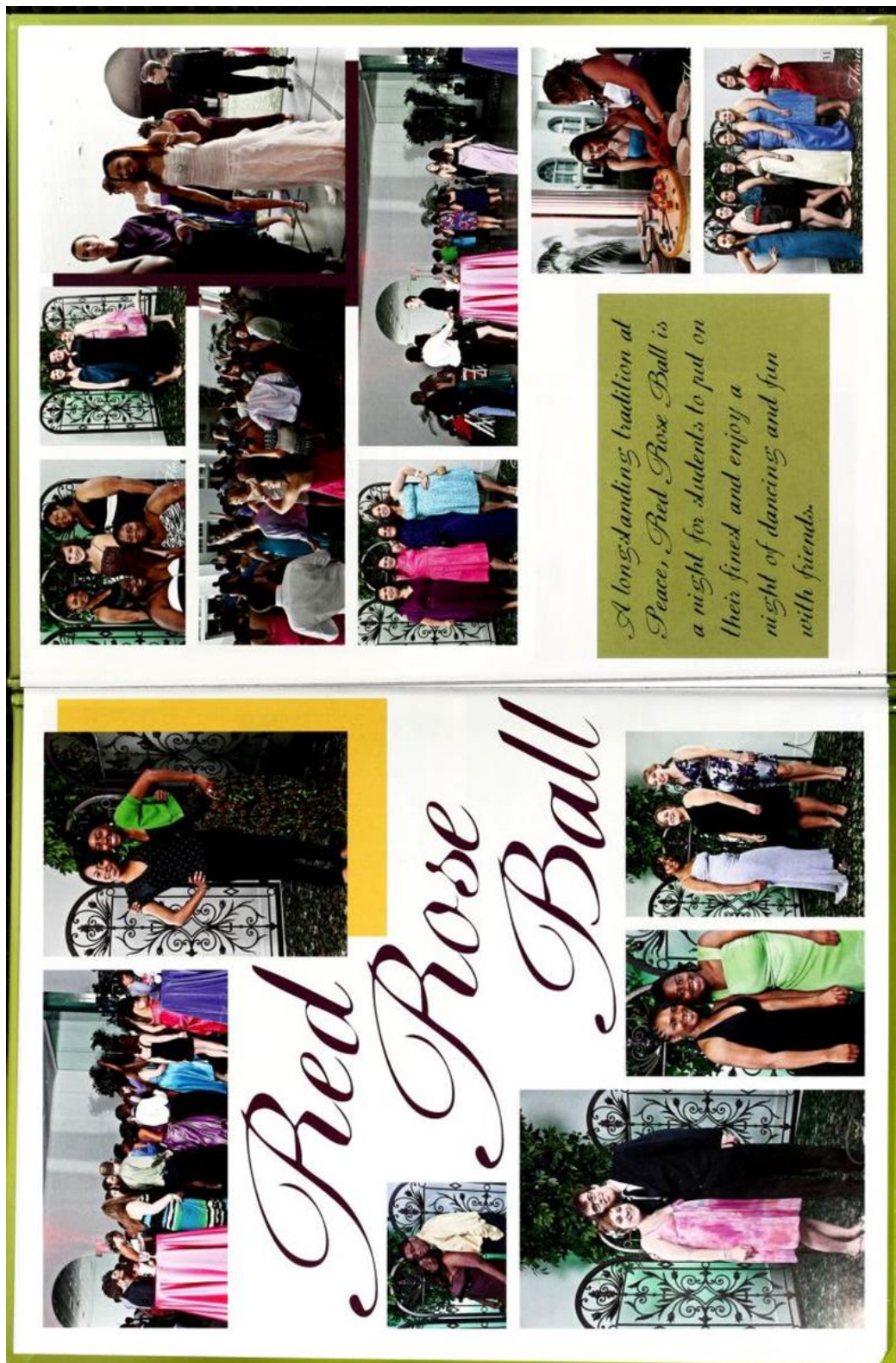
William Peace University is a small private school in downtown Raleigh. Established in 1857, Peace was an all-girls school up until 2012 when it went co-ed. Peace used to have a yearly publication of a campus yearbook called *The Lotus* that was in production from 1902 until 2010, during which time the school was all girls (William Peace University). Free to all students, the later editions of *The Lotus* were full color 25-35 page hardcover books designed and put together by a yearbook club. At the end of the school year an email would go out encouraging students to come up to student services to pick up a copy of the yearbook. Contents of *The Lotus* included pictures from school dances (see Visual on the following page), campus events, and theater productions, as well as Ms. Peace and some presidents and vice presidents of clubs (Nguyen). Please see Appendix II for more details on this interview with a WPU student, Sandy Nguyen.

Why Production Stopped

Production for the previous yearbook at WPU stopped because of the following reasons:

- Funding is one of the contributors to why there is no longer a yearbook. It cost a lot of money to produce hundreds of copies of a yearbook, especially if they are being given away for free.
- There used to be a class that was involved with making *The Lotus* and it was eliminated. When the course was taken away the only way to keep production going was to have a yearbook club. Students had to dedicate their free time to put it together.
- At the time Student Government Association (SGA) paneled students about their interests in a yearbook, an there was little. (Heenan, Sarah, Ms.)

Visual: Spread from 2010 Peace yearbook



"The Lotus [2010] :: North Carolina College and University Yearbooks."

Possible Solutions

The following are ways to bring a yearbook back into production at WPU:

1. *Preorders*

Because it is so expensive to produce a yearbook, instead of just making hundreds of copies, there could be a preorder system. That way we would know ahead of time how many copies to make.

2. *Yearbook classes*

After surveying 40 students, 23 of them said they would be interested in taking a 3 credit class to help layout, design, and produce the yearbook. 21 students also indicated that they would be interested in taking a 3 credit class to take pictures for the yearbook.

3. *Charge for the yearbook*

Instead of giving away a yearbook for free, there could be a cost. That way funding isn't so hard.

4. *Reevaluate student interests*

Repanel students on their interests. According to my survey, 30/40 students indicated that they would be interested in Peace bringing back a campus yearbook.

Solution Benefits

The following are benefits the above solutions will bring:

- If a preorder system was in place, students who knew they wanted a yearbook could go ahead and reserve one. Money could even be collected during the preorder process to help fund the production of the book.
- Yearbook classes could be tied with certain majors like Communication, English, or as a general elective. These classes would provide students a way to get credit for material they are interested in, while also contributing to a campus publication.
- Charging for a copy of a yearbook would help fund the cost of producing it. With additional funding the book could be made better and include more things.
- Most colleges are too big to have a yearbook. Peace is small enough to be able to have something special. This would be something for the school to brag about and could draw in more prospective students.

Implementation Plan

These are the steps needed to take in order to achieve the above solutions:

Preorders

1. In September send out an email to all students with the information on how to preorder their Peace yearbook.
2. Students could fill out an online form, or go up to student services and fill out a form and bring money.
3. Send the same email out again in February to encourage students to order.
4. Lastly send out the same email again at the beginning of April, indicating to students that this is their last chance to reserve a book of memories that will last a lifetime!
5. When it comes time to order the yearbooks, order however many have been preordered plus 20 extra for the people who change their mind at the last minute.

Yearbook classes

1. Find a faculty member that supports the idea of a yearbook and/or photography class.
2. Have the faculty member fill out the necessary forms.
3. Get approval from the department chair.
4. Pass the approved class to the curriculum committee.
5. Send course to the Vice President of Academic Affairs for approval.
6. Get a current professor or hire one adjunct to teach the course.
7. Open course section for student registration.

Charge for the yearbook

According to my surveys 26/40 students would be willing to pay for a campus yearbook. The average cost students are willing to pay is \$53.27. This cost could be collected at the time of preorder, or at the time of purchase.

Reevaluate student interests

1. Send out a survey to the entire student body similar to the survey conducted for this research (see Appendix I), asking if you are interested in bringing back a Peace yearbook, how much you are willing to pay, and would you be interested in taking courses related to the yearbook?
2. Inform students that Peace used to have a yearbook and that it can be done again. 36/40 survey respondents circled no to the question, "Did you know Peace had a campus yearbook up until 2010?" If students know it is a possibility, they might be more willing to get involved.

Conclusion

It is time to reevaluate William Peace University student's interests in having a campus yearbook. A lot has changed to the school since 2010, bringing in new groups of students. Being a small school allows Peace to do things other schools can't, so why not take advantage of them. Research shows that students "think the yearbook is a great idea." and "sounds cool!", so it's time to give it a second chance. Having a preorder system and implementing yearbook classes will provide a successful foundation to making a Peace yearbook part of history once again.

Works Cited

Cristman, Roger W., Mr. "Yearbook Project." Personal interview. 13 Apr. 2016.

Heenan, Sarah, Ms. "Questions about the Former Peace College Yearbook." Message to the author. 21 Mar. 2016. E-mail.

Nguyen, Sandy. Phone interview. 30 March.2016.

Taylor, Peatross. Print survey. 28 March.2016.

"The Lotus [2010] :: North Carolina College and University Yearbooks." *Lotus* 2010: 30-31. *The Lotus [2010] :: North Carolina College and University Yearbooks*. Digital NC. Web. 13 Apr. 2016.

William Peace University. n.d.Web. March 2016.

Appendix I Survey with summary of results

This is a survey for my ENG 314 professional writing class to determine the interest students have on a campus yearbook. Your participation is voluntary and appreciated.

1. What year are you?
Freshman-7 Sophomore-8 Junior-16 Senior-9 Other-0
2. Are you male or female?
Male-16 Female-24
3. Did you know Peace had a campus yearbook up until 2010?
Yes-4 No-36
4. Would you be interested in Peace bringing back a campus yearbook?
Yes-30 No-10
5. Would you want a Peace yearbook to include headshot pictures of all students?
Yes-30 No-10
6. Please indicate from the following choices what you would like to see in a Peace yearbook. Check all that apply.
30___ Pictures of sports teams 26___ Senior superlatives
35___ Pictures of clubs 27___ Best wishes notes to the seniors
15___ Baby pictures (then and now) 25___ Students get to submit their own pictures
7. Would you be interested in taking a 3 credit class to help layout, design and produce the yearbook?
Yes-23 No-17
8. Would you be interested in taking a 3 credit class to take pictures for the yearbook?
Yes-21 No-19
9. Would you be willing to pay for a campus yearbook? If so, how much?
Yes-26 No-12 Amount willing to pay \$_____

20	30	50	30	70	35	20	50	45	10	25	50
60	100	30	50	30	50	70	∞	30	150	100	100
100	60	20									

10. Additional comments

"I think the yearbook is a great idea"

"This could be a club as well"

"This sounds cool!"

We pay to get in, we pay to graduate they could at least give us all something free”

“Yearbooks are pointless. Why chronicle the times or colleges”

“I would be interested, maybe if I was not graduating”

“Very interesting idea! I’m not very involved in on campus activities, but someone who is would love this!”

Appendix II Interview with Sandy Nguyen

1. How many years while you were at Peace did they have a yearbook?
2 years.
2. Did it have headshots of all students in it?
No
3. Were there any senior superlatives?
No, but they had pictures of Ms. Peace and some presidents and vice presidents of clubs.
4. What kinds of pictures were in the yearbook?
Pictures from different events like Red Rose. There were pictures of students here and there and pictures from the plays.
5. Was a class involved with putting it together?
No there was not a class, but there was a club. A lot of them were English and com majors and most were interested in photography.
6. Was a certain professor in charge? If so which one?
Not sure.
7. How much did it cost?
It was free, students could just go up to student services and ask for one. They would send out an email saying to come pick up a yearbook, they would pass them out.
8. What did it look like? How big was the book, length, hard cover?
Hardcover, glossy, a little bigger than a piece of paper. 25-35 color pages.
9. Did many people you know get the yearbook?
A lot of people. It was free so people would just grab it and pick it up. they would also give away free t-shirts that were left over from the year.
10. Do you know why they stopped making it?
I don't know for sure, funding, I had friends who were involved who said it was time consuming. They said it would have been better if it was a class.
11. Were people upset/disappointed when they stopped making it?
Yes, for me and my friends. It was really nice to look at the pictures, but it was not a major disappointment. It would be really nice to have it again, but as a class.