

# Group Organization Contract Assignment

**Step 1: Group Organization Contract (50 points)**  
**Due Date: 5:00 p.m. Friday, September 4, 2009.**

The purpose of this assignment is three-fold. First, it is designed to engage the group members in a team-building process. Second, it is designed to assist in the organization of group affairs. Third, it establishes and communicates expectations for the conduct of the group project. On the specified date, each group will submit to Professor Guth a document that will serve as a contract governing group activities in the coming semester. Specifically, each contract must contain:

- **The name the group has chosen for itself.** (In the event two or more groups select the same name, Professor Guth will initiate a tie-breaking procedure.)
- **Values Statement.** This is a statement of the values to which each group member is expected to adhere in managing his or her relationship with other group members, the client, and Professor Guth. Your performance in the group process will be judged, in part, according to your adherence to these principles. There is no prescribed format for this statement. Prepare it in a manner that best described the values you intend to follow.
- **The schedule of deadlines** the group intends to follow in the completion of Steps 2-6 of this course's Strategic Communications Campaigns Process. *NOTE: The research section (step 2) has four distinct sections – situation analysis, secondary research, primary research and summary of key findings – that may be submitted on either the same or separate dates.*
- **The schedule of weekly briefings.** During the course of the semester, each member of the group is required to submit

two weekly briefings on his or her group's activities. During the Fall 2009 semester, the first day that weekly briefings are due is Friday, September 11. The last day weekly briefings are due is Friday, December 4. No weekly briefings should be scheduled for the weeks ending Friday, October 16 (Fall Break) or Friday, November 27 (Thanksgiving Break). *NOTE: Because of the size of groups and the limited number of reporting dates, it may be necessary to have more than one person submitting briefings on the same date. All eligible reporting dates should be filled before assigning duplicate dates. No more than two people within a group may submit on any given date. When two people submit on the same date, each person is responsible for his or her own confidential weekly briefing.)*

- **The name and e-mail address to the group's client liaison.** One name only. This person will be responsible for handling communications between the group and the client. No other person in the group will be permitted to directly contact the client.
- **The name and e-mail address of the group's focus group liaison(s).** This person(s) will assist Professor Guth in the creation and administration of any class-wide focus group research we may choose to do.
- **The name and e-mail address of the group's survey liaison(s).** This person(s) will assist Professor Guth in the creation and administration of any class-wide survey research we may choose to do.
- **The name and e-mail address of the group's video liaison(s).** This person(s) will assist Professor Guth in the creation of any class-wide video pool we may choose to do.
- **The name and e-mail address of the group's PowerPoint liaison(s).** This person(s) will communicate with Professor Guth on matters relating to the group's PowerPoint presentation.

- **The name and e-mail address of the group's treasurer.** This person will be responsible to submitting the necessary paperwork for financial reimbursement at the end of the semester. Only one reimbursement check will be cut for each group. The group is responsible for the handling of its own financial affairs.
- **An alternate group meeting time.** While every effort will be made to schedule group consultations during the scheduled class period, the size of the class and the number of groups may dictate the need to schedule alternate meeting times. For that reason, please indicate a day of the week and time of day (outside the scheduled class period) that all members of the group will be available for a 30-minute consultation with Professor Guth. There will be one group consultation each week in the weeks leading up to the client presentation. Please consult the syllabus for the course schedule.
- **Mandatory language.** Please include the following language in the contract: "It is understood that none of the deadlines, group assignments, or the weekly briefing schedule noted in this contract may be amended without prior approval or Professor Guth. All requests to amend this contract must be submitted in writing. It is also understood that all materials produced in connection with this plan are considered work for hire and become the property of the client."
- **Signatures.** At the bottom of the contract, each group member is required to sign his or her name.

As with any other assignment in the class, the contract document will be graded for spelling, grammar and clarity. Although a specific format for this document is not specified, it may be easiest for groups to prepare this as a memorandum.