

July 13, 2015

To: Norma McDuffie

From: Rayan Alzahrani

Subject: Audience Analysis for Final Project

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Background

The aim of this project's goal is to identify the reasons why Winthrop University should establish a late-hours operations and high quality of food. The solution suggested is to have a late-hour operation with a variety of food options. Winthrop students will benefit from this project. It will facilitate them to improve their health in general and perform better on the studies. At the Winthrop University, graduate and undergraduate degrees are offered through five schools and colleges. It has been established as South Carolina's popular University and received numerous rankings as Top-10 Regional Public University. All students and stuff can have an access to Thompson Cafeteria.

One of the biggest issues that the students face is to correctly manage their time to be able to adhere to their schedule and not fall behind. Occasionally, they do not find time to eat between ~~sp~~ classes as the cafeteria at Thompson colse at 7 p.m during the fall and spring semester. Some students finish their classes after 7 p.m and Being obliged to skip meals during the day can affect their health adversely. Some students do not have cars so they walk long distance to get food, even though, some students have cars, they still waste time and gas driving every night. It has been proven that ^{for} people to perform better they have to regularly eat healthy including carbohydrates, vitamins proteins and avoid fat. As a result, without enough vitamins and nutrients in their bodies, it is practically impossible to train for hours fully and this can lead to severe health problems. Establishing a late-hours operation at Thompson. ~~do~~

flag Purpose

Approach

After the approval of my topic, I began to contact and notify each of the resources that I would be using for my study and asked if they would be willing to help by giving their professional opinions. I contacted Winthrop Dining services by a phone call to Pam Yurkovic to have better information about Winthrop Dining services. ~~I~~ ^{she} created a survey for my tertiary audience, who are the full-time Winthrop University students. I

In my research, I interviewed Director of Dining Services, Pam Yurkovic, and she told me that the notion of creating a late-hours operations would be difficult ~~to~~ but not impossible. She further informed me that it would be rather expensive because they would need to buy and establish a late-hours operations as well as a variety of food options. Nevertheless, they would not have to recruit many employees to run it, maybe 2 or 3 employees a day that would shift between each other after ✓ working a given amount of hours would be enough.

The surveys formed a big part of my project. They provided the beneficial feedback and opinions from many students which was vital. My target group was student ^s who live ~~s~~ (in) the campus in ^{on} specific because they are the ones gaining a late-hours operations as well as a variety of food options. I conducted 135 surveys amongst all classifications of students and different age groups. I surveyed 83 females and 52 males. Surveys were meant to discover and appreciate students' opinions about my idea. Below is all of the information and data gathered that I will analyze depict it in empirical form.

Figure 1: Classification of surveyed students

Figure 1 shows the classification of Winthrop students who have taken surveys. There were 15 freshmen taking surveys, which is 15% of all the students, 26 sophomores which is 26%, and 33 juniors which is 33% and 26 seniors which is 26%.

Figure 2: Number of students live in campus surveyed

Figure 2 shows that among the 135 people that I surveyed 27 persons were students from Winthrop University and 108 of them were actual students who live in campus. The number of student lives in campus is much bigger than students out campus

Figure 3 shows that 78 student which is 78% do not have time to have healthy meals during the day between classes, and 22 students which is 22% do have time to eat. This illustrates that a very big number of students experience the same problem regarding the lack of time to eat.

Figure 4: Amount of people who agreed on the idea of establishing a late-hours operations in Thompson Cafeteria

created a physical hard copy of the survey and took it to various labs around campus for students to take. I also modified the survey in order to have an online version via Google Forms. The online version was distributed via Winthrop University's All Student Announcement listserve. The online survey wasn't as successful so I tried distributing the link via Facebook which proved to be substantially more successful than using the All Student Listserv. I also conducted independent research on various colleges and universities that have options similar to the ones that I am proposing. Although I will not be attaching each university's financial breakdown to the feasibility, it would be very beneficial in predicting the overall success, *Schools*

I made contact Winthrop Dining services by making a phone call to Sarah Ruch, Catering Director at Winthrop University. She directed me to Pam Yurkovic to have better information about Winthrop Dining services. I interviewed Pam Yurkovic, Director of Dining Services, so as to find out the costs of such a project and pros and cons of launching it. Also, to help me understand the procedure I have to go through and explain to me the steps needed to launch a late-hours operations as well as high quality of food. →

Results

This figure shows that 96 people who were surveyed, which is 96% of the people, agreed on the idea of establishing a late-hours operations at Thompson Cafeteria. The other 4 people, which is 4% disagree on the idea. This illustrates that most of the student will be willing to have a late-hours Cafeteria.

UNCC and other university
what other two universities have
for late option
Discussion