

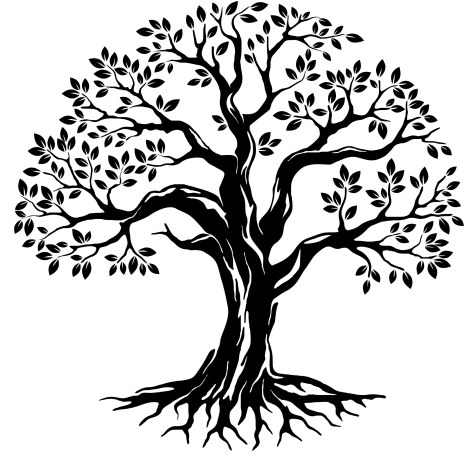
Memorandum

Date: 3/23/2025

From: The Oak Group | TOG

To: Shelley Thomas

Subject: Document Creation Proposal for Utah Preppers.



Purpose

The Oak Group is submitting a project proposal to create documentation and templates for the zombie apocalypse preparedness company, Utah Preppers (UP).

Introduction

Utah Preppers is a new organization who wants to ensure people are properly preparing for a zombie apocalypse. They are concerned about the current emergency preparedness information and resources on the general market. They are in need of flyers, brochures, and some organization level policies and procedures that will allow more access to their products and information.

Documents Set

Utah Preppers want a professional polished look to their communication. They are seeking professionals to help develop brochures, flyers, and other communication. They engaged us so we could put all of their ideas together and format them for clarity and legibility to people who still have their brains!

Our personnel are Joseph, Colleen, Candice and the staff of Utah Preppers. We will be working on a remote basis using our own computers or laptops. We will establish communication through Zoom once a week to touch base and talk about work that has been done and set up tasks for the next week. We will be using Google Docs for the email templates and InDesign for the document design.

The goal is to provide information and not propaganda. We are starting at a basic communication package of brochures, flyers, templates, and policy and procedure documentation. This will give UP somewhere to build from in order to get the word out about their business and what they offer.

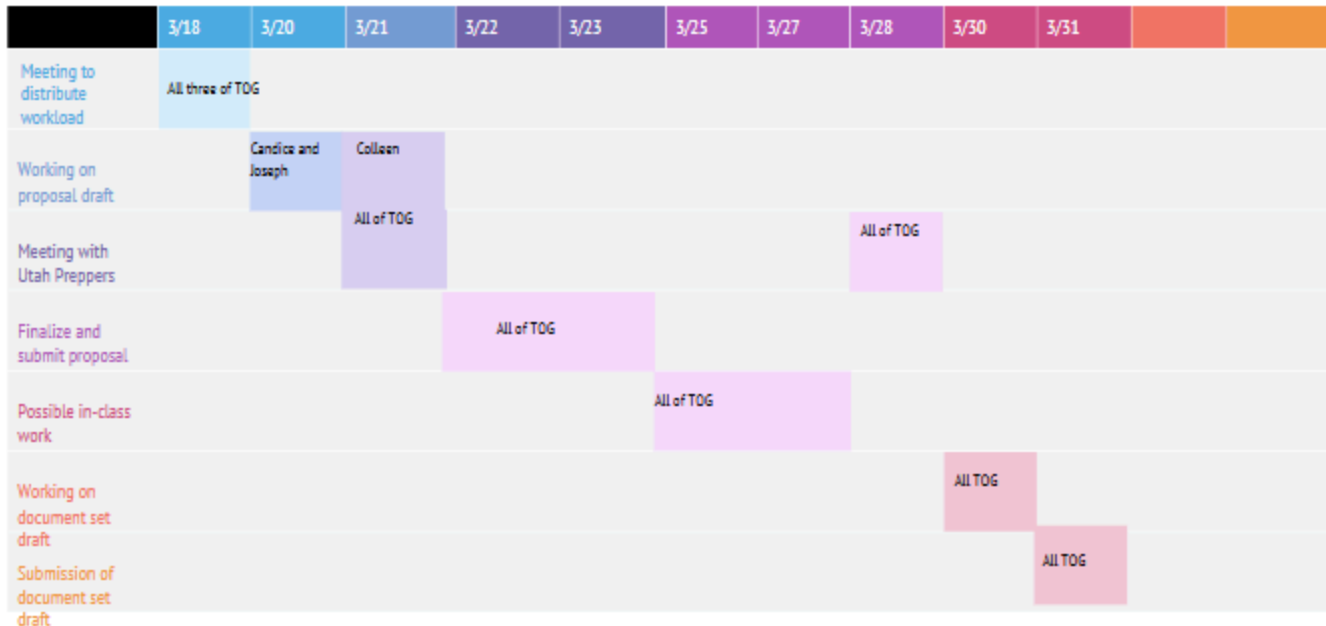
Project Timeline Chart:

The following is our timeline chart with agenda items for each day.

Day	Location	Participants	Agenda
3/18/2025	Stewart Library	All TOG	Meeting to distribute workload and construct schedule
3/20/2025	Elizabeth Hall, in class	Joseph and Candice	Decision on colors, begin creating style guide, learn information, work time Looking at proposal draft, discussion 9:30 to end of class
3/21/2025	Virtual	Colleen	Found logos for oak, shared gantt chart website with Joseph
3/21/2025	Zoom call	Utah Preppers and TOG	
3/22/2025	Virtual	All of TOG	Proposal draft, have come to conclusion about style guide
3/23/2025	Virtual	Candice	Proposal edits, comments, and submission
3/28/2025	Zoom call	Utah Preppers and TOG	Check in
3/31/2025	TBD	Colleen, TOG	Document draft submissions, Document drafts, (Candice specifically network, email templates, policy procedures) (Joseph business card) (Collen for the rest)
4/4/2025	Zoom call	Utah Preppers and TOG	Check in
4/11/2025	Zoom call	Utah Preppers and TOG	Check in
4/13/2025	Virtual	TOG	Reflection and Status report submissions
4/14/2025	Elizabeth Hall, in class	TOG	Consultation with
4/14/2025 or 4/15/2025	Library or campus or Javiers, TBD	TOG	Interim review, print out documents and physically mark them
4/18/2025	Zoom call	Utah Preppers and TOG	Final Check in
4/20/2025	TBD	TOG	Document set analysis submission
4/20/2025	Virtual	TOG	Document set submission

The Oak Group Gantt Chart

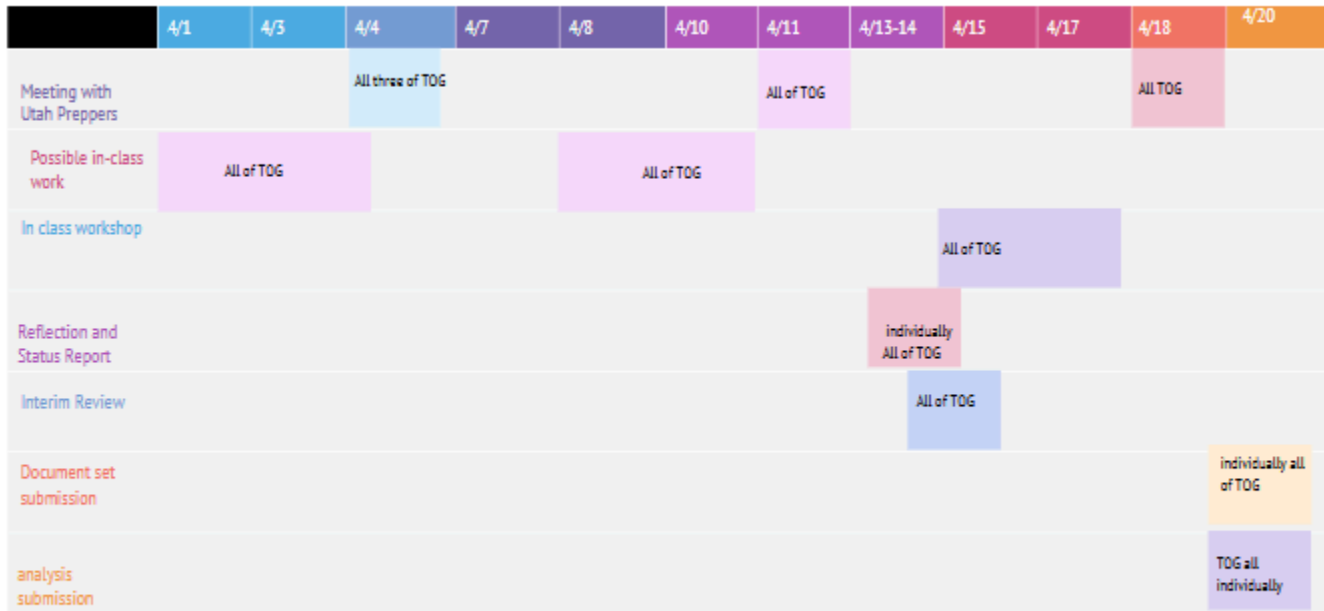
https://docs.google.com/spreadsheets/d/18C4NH9mzShpVWcodFHix_gyrDgAWbsN7QHv9h5bawky/edit?usp=sharing



In order to accomplish a document set project successfully, TOG decided to come up with a comprehensive Gantt chart that could help them streamline everything. First, they worked on identifying the tasks required for research completion. Then they laid out a plan reflecting the anticipated duration of each activity. We expect to be market-ready in mid to late 2025. This Gantt chart provides TOG with an efficient way to communicate timelines to all research team members and associated stakeholders.

The Oak Group Gantt Chart

https://docs.google.com/spreadsheets/d/18C4NH9mzShpVWcodFHix_gyrDgAWbsN7QHv9h5bawky/edit?usp=sharing



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Audience Analysis of Client

Utah Preppers is a newer organization that wants their business to run smoothly. They would like their documents to clearly communicate their services, products, values, and policies. They want their message to be clear, concise, and structured.

UP has requested we create an accessible policy and procedures page, email templates, brochures of services, and a business card.

Qualifications and Experience

The Oak Group has extensive experience with technical writing, editing, and document design. Colleen has experience with graphic design, illustration, document design, and publication. Joseph has experience with organization and project management. Candice has experience with document creation, design, and research.

Conclusion

The Utah Preppers mission is to help people so they can have the best information possible *before* the zombie apocalypse. We feel it is important to provide them with a professional service that reaches into a few areas of professional and technical writing. The experience will use all of our abilities and will strengthen areas we are wanting to improve.

The Oak Group will showcase products the Utah Preppers are offering through flyers and brochures to include: food, supplies, and equipment. We will also provide information for the general public through brochures that can be handed out. TOG will also provide UP with clear internal communications with email templates and set appropriate expectations through the policy and procedures page.

We request the approval of this project so we can enhance our skills in various areas and help Utah Preppers encourage people to be more prepared and informed. If you have any questions or concerns about this project, please feel free to reach out at any time during the process.

TOG