

## **Initial Impression**

Your report on the comparative & feasibility analysis for improving program tracking and reporting at the Daniel Centers offer a great overview of the company's main departments and the RD/ER Coordinator's role. You clearly identified the purpose of your report and the structure of the paper within 2 paragraphs with an appropriate amount of detail. Excellent use of visuals aided the understanding of the intended results of program tracking and information sharing and the comparison of several comprehensive applications that clearly outlines the strengths and limitation of each. Each section is immensely informative, with clear headings and sub-headings, and consists of smooth transitions. The report is well organized and easy to read, but the YOU attitude can be used throughout the document to maintain professionalism.

## **Content**

- The introduction and methodology of report was very well-written, offering concise but logical details that informed the reader of the rationale behind the research.
- Appropriate solutions were suggested for the identified problem, with a great line of reasoning on how non-profits can benefit from an organizational calendar, brief meetings, and reminders.
- The terms used in the report were suitable for its intended audience and did not require extensive definitions.
- Illustrating how the program tracking will function (using the Figure 1) with examples specific to Daniel Centers might be useful in examining how feasible it is for the organization.
- In the section discussing methodology for program tracking, reporting individual responses of how the information could be more easily organized might be useful to inform further designs of the system, even though there was not a consensus between the program managers.
- Providing a brief interpretation of the findings in the conclusion in how the findings contributed to the overall design and feasibility of the system might further sum up the aim of the report.
- Placing more emphasis on the relevant literature that pertains to the strategies that are chosen specifically for the Daniel Center might be more effective in highlighting their suitability.

## **Organization**

- The report is effective in illustrating the different options the Daniel Centers has in program tracking and information sharing strategies.
- The report flows in a logical manner and avoids unnecessary sidetracks
- Ensuring that the table of contents and page numbers are correctly formatted (each page is "page 1")

## **Style**

- The tone is very positive throughout the paper, even in discussing the limitations of possible program tracking systems or challenges a non-profit might face.
- Maintaining objectivity, especially in the recommendations section of the report ensures that the reader is not influenced by the author's opinion on the subject.

- Reflecting the YOU attitude will improve the overall tone of the report
  - Avoiding the use of “I” in the recommendations.
  - Eliminating imperatives in bullet points that suggests tips
    - Under the sub-title “Resources and technical readiness” – first bullet point: “Have information...” can be written as “Having information...”.
  - The two subtitles that indicate “Methods commonly used by Nonprofits” and “Methodology for program tracking” might be misleading because of the similarity between the two topics, clearly identifying the interview findings within the title might be more effective.

### **Design**

- The visuals were a great addition to the report, clearly labelled, and appropriate in reducing the amount of writing in the report.
- Differentiating the larger sub-topics from smaller-subtopics might enhance the clarity of the report
  - The 2<sup>nd</sup> and 3<sup>rd</sup> level sub-headings, especially when there is copious amounts of writing surrounding them, can be further distinguished

### **Concluding Comments**

It was a pleasure reading the draft of your report. You did an excellent job communicating the purpose, benefits, and challenges of implementing a program tracking strategies at the Daniel Centers in a concise and informative manner. Should you have any questions regarding the feedback, please feel free to contact me at [christine1221@me.com](mailto:christine1221@me.com).