**Memorandum**  
To: Dr. Erika Paterson, ENGL 301 99A Professor  
From: Nicholas Jang, ENGL301 99A Student  
Date: November 13th, 2020

As required in unit 2-3 of the ENGL 301 curriculum, below is my progress report of my formal report on how UBC CVC can increase engagement amongst its members

**Audience:**

UBC CVC Senior Executive Team  
UBC CVC Board Executive Team  
UBC CVC General Executive Body  
UBC CVC Current and Prospective General Members

**Purpose:**  
The purpose of this formal report is to explore strategies to increases engagement levels amongst UBC CVC’s general member body.

**Significance of the Report:**

UBC CVC is UBC’s largest social club with over 500 general members in the 2019 – 2020 school year. The on-going Covid-19 pandemic has negatively impacted the club’s engagement levels amongst general members. The research conducted in this report will outline strategies the club can employ to reverse this trend in the next school year.

**Research Plan:**  
Problem identification:  
Evaluate UBC CVC’s current and past offerings  
What are levels of feasible regarding financial and logistically for events and perks

**Primary Research:**  
Survey CVC’s target market and identify their wants and needs  
Interview(s) with CVC’s Board and Senior Executive members to gain potential solutions and events  
Secondary Data:  
Articles and infographics regarding the further general preferences of our target market  
Collect marketing data regarding which communication channels our target market prefers

**Writing Schedule**

Nov 13: Start conducting surveys and interviews  
Nov 20: Start secondary data research  
Nov 27: Combine data sources to outline findings into a preliminary draft  
Nov 30: Post formal report draft on the team forum  
Dec 6: Write and post peer review of formal report draft  
Dec 13: Revise a formal report with the help of the peer review  
Dec 16: Post formal report on the team forum

Please let me know if you have any questions or concerns regarding this assignment. I look forward to receiving your feedback on my progress report. Attached is a [Link](https://forms.gle/GH21EQ7Wubb9MKUP6) to my survey and interview questions.