Make the Case

Study how a proposal fits its purpose and audience.

11-12.WHST.4 "Produce clear and coherent writing in which the development, organization, style, and tone are appropriate to task, purpose, and audience."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline the recommendation to the facilities director, circle two details chosen for that audience, and number the paragraphs by their jobs: problem, trial, and decision.

A Safer Glass Walkway

1. To the school facilities director: The glass walkway beside the courtyard looks open from a bird's approach, especially when it reflects nearby trees. A bird may fly toward that reflection instead of recognizing the pane as a barrier. This is a safety concern for wildlife and a maintenance concern for staff who must clear the area. I recommend testing closely spaced markings on the outside of the walkway glass. The goal is not to block students' view. It is to make the glass visible to birds while keeping the walkway usable for everyone.

2. A small trial would let us test the idea before covering every pane. For two weeks, staff could record any bird collisions reported near the walkway. They could then place removable dots on the outside of one section of glass, with gaps of about two inches between dots, and record reports for two more weeks. A student team could help log the date, weather, and location of each report without handling injured birds. Because weather and bird activity can change, a drop in reports would not prove that the dots alone caused it.

3. If collision reports fall after installation, I ask you to approve dots for the remaining panes, provided staff confirm that the pattern does not obscure exit signs or create a cleaning problem. If reports do not fall, we should revise the pattern rather than announce success. A short notice to students can explain the change without blaming anyone for past collisions. This modest request gives your office a way to weigh wildlife safety alongside visibility, staff time, and building access. It also states what evidence we need before making a permanent change.

2 ANSWER WITH EVIDENCE

Use the passage

1. How does the first paragraph connect the problem to the facilities director's responsibilities?

2. How does the second paragraph make the recommendation practical to evaluate?

3. Why does the writer say that fewer reports would not prove the dots alone caused the change?

4. How does the final paragraph keep its request appropriate for the facilities director?

3 YOUR TURN

Your own words

Write an 85 to 105 word paragraph to the school librarian proposing a trial to reduce paper waste from printed event flyers. State the problem and a practical change, explain how you would check whether it works, and close with a respectful recommendation that considers students who do not use phones.

Make the Case

PART 1 · READ AND MARK

Underline the recommendation to the facilities director, circle two details chosen for that audience, and number the paragraphs by their jobs: problem, trial, and decision. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How does the first paragraph connect the problem to the facilities director's responsibilities?	**It identifies both a wildlife safety concern and the staff work of clearing the area, then recommends a change to the glass.**
2	How does the second paragraph make the recommendation practical to evaluate?	**It proposes recording collision reports before and after adding removable dots to one section of glass.**
3	Why does the writer say that fewer reports would not prove the dots alone caused the change?	**The caution acknowledges that weather and bird activity can change, giving the proposal a careful, credible tone.**
4	How does the final paragraph keep its request appropriate for the facilities director?	**It makes expansion conditional on the reports and asks staff to check exit-sign visibility and cleaning concerns before a permanent change.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Dear Librarian, stacks of single-event flyers near the checkout desk often end up unread, which uses paper without reliably reaching students. Could we try posting one weekly event sheet at the desk and keeping a small stack of copies for students who want one? For four weeks, staff could count copies taken and compare the number printed with the previous four weeks. A brief question at checkout could reveal whether students still hear about events. Please consider this trial before changing the flyer system permanently, so students without phones can still find information on paper.

Accept different marked details if students can explain their relevance to the director's work. In the open response, look for a feasible trial, a way to assess it, and a respectful recommendation that preserves access to information without a phone.