

To: Dr. Folk  
From: Lidia Nesci  
Date: October 20, 2014  
Subject: Vegetarian/Vegan Options

# Memo

I decided on the idea of incorporating more vegetarian/vegan options on campus and building a specific section in the dining areas catering to the peoples' needs. I chose this topic because I felt that Kutztown University was not offering the vegetarian/vegan students many plant-based food options. I personally am not a vegetarian or vegan, but I do have friends that are and it was brought to my attention that this is a serious issue for the university.

During the peer review days in class, I learned some previous techniques I was using weren't getting across to my audience as well as I had hoped. I made some significant changes in the organization of my report and problem statement.

The recommendation report was a tough process at times due to gathering the information and statistics about vegetarians and vegans on campus. I tried contacting VEG, the vegetarian/vegan club at Kutztown University, to discuss how many members they have and how big of a problem the lack of food options is. Finding the statistics about the vegetarian/vegan community on campus was the most difficult task because I had to rely on the information VEG provided me with. Composing the recommendation report wasn't as difficult as I had originally planned. Putting together the different paragraphs and topics was fairly easy.

There were statistics I found online to help with the ethos and logos aspect of the report. The statistics I used were from credible vegetarian/vegan educational websites. These statistics appealed to the ethos side of the report because they came from credible sources. I incorporated logos by having statistics and tables providing important information. I specifically used this technique in the construction section of the report to show the costs for building the vegetarian/vegan sections.

The overall structure of the recommendation report has a fair amount of white space to make a distinct separation between topics. The white space appeals to the readers' eyes and allows them to focus on each paragraph individually and creates a sense of organization.

Thank you,

Lidia Nesci