

MEMORANDUM OF UNDERSTANDING COM597A – 2016

Between

Student (*Print Name*)

Student's email address

Student's phone number

and

Organizational Representative (*Print Name*)

Organization (*Print Name*)

Representative's email

Representative's phone

Overview: The University of Washington's Communication Leadership program's course on *Building Successful Online Communities* during autumn quarter, 2016, requires students to work closely with a client in an external organization to help produce a report for the organization on how to design a new online community or how to improve an estant online community. All students must contact an organization and submit this completed and signed MOU by November 1, 2016.

Scope: Each student will assume the role of a outside consultant to help the organization think through issues related to their online community strategy. The topics on which the student will discuss staff include the history of the information and communication technologies (ICTs) used by the organization for various operations; details on the needs or sure of the organizations in terms of online communities, and details on existing experience with online communities. Additional contextual information may be relevant. For example, access to any existing online communities will likely be useful for students. The student will take notes during her/his interactions and reflect on those notes in light of course readings. At the end of the course, the student will produce a report for the organizations that lays out the design of a

new online community for the organization or a description of how to improve an existing community. The course will emphasize the social study of online communities over technical design choices and student's final report will reflect this. Each student will deliver their report by 12/19/2016.

Anonymity and Privacy: The student will ask staff members about their work and the organization's, but not about anything personal. The student might request to record the interviews s/he conducts, have access to any organizational records, and/or take photographs to use as supplemental materials in analyses. In all cases, it is the organization's prerogative whether to grant permission for any such request. Although the final reports will something each student can and will share (e.g. with their classmates in the course), organizations can request to remain anonymous in these reports. If the organization requests to remain anonymous, the only people who will know the actual name of the organization in which the student conducts fieldwork are the course instructors and the Comm Lead program administrator.

Cost and Benefit to the Organization: The cost to the organization is the time required on the part of one or more staff (to be determined by the organization) to interact with the student. The benefit to the organization will be the report that the student delivers to the organization that describes the design of a new online community or ideas for improving an existing online community.

Contacts for Questions, Concerns, or Complaints: If anyone in the organization has any questions, concerns, or complaints about this MOU, the fieldwork requirements for the course, or the student's behavior, they may contact Benjamin Mako Hill (Assistant Professor in the UW Department of Communication; makohill@uw.edu), or Anita Verna Crofts (Associate Director of the Communication Leadership graduate program; avcrofts@uw.edu) at any time.

Signature of Student

Date

Signature of Organizational representative

Date