Formal Report Development
Title Page -- Design it but make it look professional. (Fonts, colors, appropriate artwork)
- Title of report (straightforward and informative – include either the problem or the recommendation
- Whom the report is prepared for (individual’s name, job/title, name of organization & location)
- Whom it is prepared by (each team member’s name and then signed next to it; organization and location)
- Release (due) date
Letter of Transmittal
- Addressed to specific person within organization identified
- See page 430: transmit the report, summarize conclusions/recommendations; point out areas of special interests; give thanks for opportunity
Table of Contents
- Format according to headings; include dot leaders and page numbers (MS Word: Insert – references – index and tables
List of Illustrations – tables and figures; can be at bottom of T of C
Executive Summary
- Tell what the document is about through a logical skeleton of the report
- Summarizes the problem/background and recommendation of the report and reasons for recommendations
- Direct, clear and concise (edit, edit, edit)
- Formal language (as is the report) – no contractions, limited, if any, 2nd person, formal (but not stuffy) voice
Introduction
- Statement of purpose and scope of report
- Identify limitations of the report (i.e. technology changes fast; research limited)
- Explain assumptions (need, radius of travel [tracking/reporting devices], standard technology hardware, etc.)
- Research methods
- Criteria considered (segment, practicality, implementation, positive impact)
- Definitions (if necessary)
Background/History/Needs/Results – This is the BODY of the paper
- History of Web 2.0 technology’s’ integration into business
- Current use in area of business/industry, advantages and limitations, efficacy and inefficacy.
- Use, advantages and concerns regarding integration into specific sector
- Proposed functionality to specific business, with supporting reasons (rationale)
- Integration plan (this needs more than identification but a process and cost analysis)
- Etc
Closing Information
- Summarize the conclusions from the body (no new information)
- Make recommendations and provide rationale when needed/appropriate
- Forward movement
Attachments
- Designed document, referenced in report [informational flow chart, process document (directions), cost spreadsheet, adoption announcement, designed report coversheet (and design carry over)
- Responses to surveys and/or interviews (if used
- Individual team members’ Member Total Contribution Evaluation form
Putting it all together

Own it!
- Title Page include
  - Title of Report
  - Who written for
  - Who written by
  - Date submitted

Package it!
- Effective page numbering
  - Fore matter, lower case Roman numerals
    - Do not print page number on title page
  - Traditional numbering starting with 1st page of report, continued in header
    - Running header on 2nd & subsequent report pages
      - Name of addressee
      - Date of report
      - Page number
- Chunk out information logically and use headings and sub-headings to convey content and relation of ideas
  - report title on first page of report (either Level 1 or Level 5
  - use APA level heading guide for section and sub-section headings
- Use document design techniques discussed at beginning of semester to allow for visual access to information and scannability, including tables, graphs, charts, and/or diagrams as appropriate
  - Full block style