**Be sure to include the following:**

What is your understanding of the purpose of this project?

To invite parents in the community to enroll their children in the MTZ children’s center and take part in the child services they offer.

Who is the intended audience for the project?

Parents in the community (mostly local and Zion church members). QUESTION: Isn’t priority given over low-income families and those who qualify for free lunch? I remember talking to the bus driver about this.

What is the problem? What is the solution?

I think I know the problem (that childcare is not affordable to everyone and parents need a place like MTZ to have a genuine concern for the mental and spiritual well-being for their kids outside of school, so the parents can work more or w/e). However, I don’t think this problem is clearly outlined.

How is this document persuasive? Achieving the perceived solution?

What is effective about this piece? What is working well?

The pictures work very nicely!

What isn't as effective? What could be improved?

“Children’s Center” should be clearly labeled on the front. The enrollment opportunities box is effective but people won’t know exactly what their enrolling for!

If you’re going to include other programs (GED preparation and Affordable housing program) provide where to get more info or how to sign up!

Consider the design, layout, colors, and graphics. Suggestions?

It would be nice to have actual pictures from Mt.Zion!

What is bold? What is bulleted? What is listed? What works well? How can it be communicated more effectively?

DOES IT COST ANYTHING?!

I don’t think it’s necessary to underline words in the mission statement. I would make a new paragraph after “Christian Environment.”

The last sentence in the mission statement sounds weird! Instead, “We have a holistic approach- to develop children’s mind and spirit.”

How is organized? Is this organization working well? Why or why not?

The Mt.Zion Youth section sounds contradictory.

How is this project effectively addressing the audience?

How is it solving the problem addressed?

What could make this project stronger? Include specific recommendations and changes.

It doesn’t help the inquirer by saying that the children’s center lacks a kindergarten class. If there’s one opening this year, make sure to include (in this section of the brochure) where exactly the parent can inquire about kindergarten enrollment or what they can do to get on a waiting list or something.

Sentence level and clarity--how can they be more concise? Word choice?

Under “Community Outreach”- Mt. Zion STRIVES (not “attempts”!) This section needs to be re-worded. (Take out “that we can help.”) What are evidence-based services?

The wording and info provided on the back panel needs to be re-thought. I don’t think it’s necessary to include where Pat received her degree if you use an acronym that most people won’t know. “Pat Fried joined the Mt. Zion family in 2007. She has been working in childcare services for over twenty years.” Instead of listing her qualifications that are on paper, write about what she has done to improve Mt.Zion.

Any additional questions you have about the project?

Any additional suggestions?