

Congratulations - it is 2025 and you are working for an energy consulting company specializing in helping colleges and universities in their transition to 100 percent renewable and sustainable energy.

Your newest client - Westfield State University - needs a new heating plant for the campus (aka. Owl Heat) and your task is to prepare a briefing paper for the Board of Trustees that describes explains one of the following technologies and their advantages and disadvantages for Westfield State:

1. Gas Turbine / Co-Gen heating plant.
2. Biomass heating plant.
3. Geothermal heating plant.

The chair of the Westfield State University Board of Trustees is a picky reader and demands the briefing in a very specific 8-page format:

Page 1	Title Page
Page 2, 3	How the technology works and how it could be implemented here
Page 4	Summary / description of two relevant case studies
Page 5	Figure 1 that illustrates and explains the technology
Page 6	Figure 2 that illustrates and explains the technology
Page 7, 8	Annotated bibliography of at least five reliable sources for further study

Your briefing paper has to be obviously professional and well-written – after all you want Westfield State to hire your company to design and built the new Owl Heat heating plant.

Think of it as a writing sample to show to a potential employer at a job or internship interview.

Formatting and layout details:

- Use 1 inch margins, Times Roman 11, 1.5 line spacing.
- Include page numbers on every page.
- Attention to detail and consistency: please proofread your work.

I'm happy to clarify this Mini-Project and my expectations as needed.

Please contact me for additional help and support at cbraun@westfield.ma.edu, chat with me after class, or swing-by my office anytime.

If you are unsure about how to deal with figures or how to compile and format a professional annotated bibliography please check the resources provided and ask me for help!

You do not have to be a great writer to write well - just follow some basic rules, use these helpful tips, and be professional and prepared. [Helpful Tips!](#)

Remember the 4 Cs of Scientific Writing or Speaking: Correct, Clear, Concise, Coherent.

- Write for a specific audience – here the President of the United States.
- Assume that your audience is not as knowledgeable as you are.
- Provide clear and specific examples to illustrate your points and arguments.
- Explain the limitations of your analysis.
- Discuss alternative explanations and viewpoints (even if they disagree with your analysis, interpretations, or conclusions).

Figures. Figures are useful for organizing and illustrating an argument or explanation: find a few useful figures and organize your argument, paragraph, or entire paper around them. [Helpful Tips!](#)

- Every figure needs a figure number, a figure caption, and the figure source.
- Figures in scientific writing are numbered sequentially: Figure 1, Figure 2, etc.
- The figure caption is an explanation to make the figure understandable without reading the paper. A useful figure caption is usually about 3 to 4 sentences long.
- The figure or photograph source is required to avoid plagiarism - always include the complete and specific website address or URL.
- Figures are referenced in the text in order to support your argument.

Annotated Bibliography. An annotated bibliography is a list of citations to books, articles, websites, etc. Each citation is followed by a brief (about 150 words) descriptive and evaluative paragraph = the annotation. The annotation informs the reader of the relevance, accuracy, and quality of the sources cited.

- The annotation should give the reader enough information about the source so he/she can evaluate its usefulness before actually reading the source.
- Focus on reliable and general sources (e.g. EPA, NASA, UCIS) as opposed to detailed and specific scientific papers.
- [Helpful Tips!](#) and [More Helpful Tips!](#)

The Reading and Writing Center (RWC). The RWC is dedicated to supporting and encouraging all students as they write to communicate their ideas and to discover new ones. Acting as an engaged audience, the RWC staff assists writers on any type of project, in any major, at any stage of the writing process. To make a FREE appointment and to learn more about the RWC's services, including drop-in hours at Ely Library and workshops on a variety of topics, visit the website (<http://www.westfield.ma.edu/reading>), stop by Parenzo Hall, room 218, or call 413-572-5569.

Criteria	Comments	Max Points	Your Points
Is the briefing: <ul style="list-style-type: none">• prepared following the organization and layout instructions?• professional and well-written?		20	
Is the explanation: <ul style="list-style-type: none">• correct?• presented in a logical and coherent manner?• include relevant information?• includes the pros and cons for Westfield State?		20	
Are the figures: <ul style="list-style-type: none">• useful and relevant?• formatted with all required figure elements?• referenced in the text?• used to support the explanation?		20	
Are the case studies: <ul style="list-style-type: none">• useful and relevant?• described in appropriate detail?• connected to Westfield State?		20	
Does the annotated bibliography: <ul style="list-style-type: none">• include reliable and relevant sources?• include useful annotations?		10	
Overall impression: <ul style="list-style-type: none">• Attention to detail.• Effort and creativity.		10	
Name:			