UNIT 1 - On-Boarding Portfolio

Introductory Bio

While this is indeed just a brief introduction to yourself for a class, it also has a real-world counterpart: the bio page of a corporate website. When you join a corporate team, you'll likely be asked to provide a brief paragraph and a photo of yourself for either the company intranet or for their website (or both.) We'll revisit this sort of “Meet the Team” page when we get to the Instructions assignment.

Take a few moments to construct a brief, professional but appropriately personal bio. That is, it should focus on you as a professional but provide justenough personal details that we get to know you a bit as a person rather than just a name on the screen. When you get done, you should have approximately 50-60 well-crafted words. There's no need to worry about a photo at this point.Here are a few examples that we looked at in class:

http://www.facebook.com/press/info.php?execbios

http://www.stationfour.com/about-s4/team.aspx

http://www.wineindustrysaleseducation.com/index.php?page=bios_team_pg1

This assignment will be graded for professional balance as well as style and correctness.

Audience Analysis and Application Letter

You will write a one-page letter of application to the employer of your choosing. This letter should be carefully written and demonstrate solid rhetorical analysis. Your initial steps, then, will be to review the lectures on The Appeals and Audience

Analysis (week 1 day 2), and to do the assigned reading. Create a basic audience analysis for the document based on the elements outlined in the lecture, and then write the letter. You may choose to attach an existing resume to it, but resumes are not mandatory.

Your Introductory Bio, Audience Analysis, and Application letter (and optional resume) should be posted to your Syracuse Google Drive by 11:59pm on Sunday, Sept 2 in a separate folder that you will submit here on blackboard. We will be conducting peer-review of these documents, so be mindful that your colleagues will see them.

This assignment will be graded for letter formatting, quality of audience analysis, rhetorical effectiveness, style, and correctness

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Recommendation Letter and Recommendation Letter Memo

Based on your partner's audience analysis and application letter, write them a letter of application with a corresponding memo (for me) which explains the decisions you made for that letter (post this recommendation letter in your 307 google drive/portfolio at unit's end). I will read your memo to help guide my reading of your recommendation letter.

Recommendation Letter:

The recommendation letter should complement your partner's application letter, the two documents will work together and be used by the employer your partner is applying to.

- No more than 1 page. 12 pt font. No more than 1 inch margins.
- At least 3 paragraphs addressed to the same addressee as your partner's application letter.
- Written from an imagined stance of someone who would write a letter of recommendation for your partner.
- Letter content should be derived from your partner's materials (ie supporting what they communicate in their application letter and/or supplementing their other qualifications that they were not able to include in their application letter).
- Provide supporting details for statements.

Recommendation Memo:

Part reflection, part explanatory narrative, the memo is meant to give me an idea of the information and decisions that went into your recommendation letter. Think of it as a guide for how you created the letter but also how you want me to read it. In writing a reader-centered letter, who are you considering as the direct audience but also the additional stakeholders. What does this letter need to accomplish and how have you written it to do so? Did you choose to offer more details that support what they choose to share in their application letter? Or is your recommendation letter looking to speak to experiences that are still important but perhaps they did not include in their application letter? What did you ask your partner about in order to write your letter? etc.

- Can be informal writing style.
- Identifies the imagined stance you are taking and some explanation for why you did so (ie considering the differences between what a current direct supervisor can speak to vs. a former employer).
- Identifies information gleaned from partner's audience analysis AND information from application letter.
- Explains the decisions that went into your recommendation letter (think of the marginal comments from Anderson's example of the application letter in Chapter 2 on page 42).

- Includes relevant information gained from your conversation with your partner (ie what questions did you ask them to prepare for the recommendation letter and what were their responses).

Feedback Memo Revised Recommendation Letter

Write a memo to your partner that provides the feedback you discussed in the peer review workshop today. Then take the memo your partner wrote for you and use it to revise your recommendation letter.

Unit 1 Project Rubric Memo

Write a memo that states what you think the primary parameters should be for assessing your portfolio. We will use these memos to come to a class consensus and rubric for grading our first unit project. You must touch on the following in your memo:

- You have to make a case for the metrics that you want.
- Must have at least **4** categories that account for **30 pts** spread across those categories.
- Incorporate some of the (re)design elements we worked with today.

Unit 1 Portfolio Feedback Memo

As in Anderson's text, it is important to "test" your documents to see if they have the outcomes that you intend. Unit 1's portfolio has several components, not all of which you need extensive feedback on. You have a finite amount of time to get feedback from your peers; it is important to have a plan for what feedback you receive. In anticipation of peer review on Wednesday, you will need to write a memo that plans out your feedback and what you will need from your reviewer(s). Your memo should include:

- The appropriate header as per our style guide.
- An Observation section where you write in prose where you are at with each document (for instance: what you see as the strengths, what you are unsure or stuck on, etc).
- A "Recommendation" section where you list (as per the documents you want reviewed) what you want your reviewers' feedback focused on (for instance: specific changes you

are contemplating making, lingering questions you have for sections you are testing for clarity)

- You can have other sections in your memo as you deem appropriate for review.
- Keep in mind that this memo will need to be revised/polished to include in your final portfolio.

Peer Review Reflection Memo

As we finish out of on-boarding portfolios, it is important to have a plan for revisions as that will help you to not only identify revisions but complete them. First, run your portfolio through the class rubric and see how you would grade yourself. Look/Think back through the feedback, conversations, and insight gleaned from other classmates work. Then consider the feedback from your peers you received today. Now write a memo to yourself that explains where you are at with your portfolio and also articulates a plan for revising your documents. Your memo should include:

- The appropriate header as per our style guide. Addressee is ‘you.’
- An Observation section where you write in prose where you review all of the feedback you have received in various forms (i.e. memos, peer review feedback, conversations, insights from the rubric as you “grade” your portfolio, personal decisions as you have gone on this semester, etc).
- A "Plan of Action" section where you list what revision you plan on making before submitting [have a list for each document you are revising].
- You can have other sections in your memo as you deem appropriate for review.
- Memo is due with your portfolio so you can add to it as you see fit until then.

UNIT PROJECT: On-Boarding Portfolio

Throughout this unit we have been developing documents that communicate something about our experience, knowledge, skills, and expertise to future employers. We practiced audience analysis skills and developed letters speaking to the capabilities of our peers. We have also created a number of memos meant to mark/track our progress and to help us to sort information we need to revise our materials. For you first unit project, you will create a folder that contains a curated collection of these materials. Your Google Folder (shared with me) must include the following:

- Introductory Bio
- Application Letter
- Recommendation Letter
- Memos:
    - Audience analysis Memo*
    - Recommendation Letter Memo*
    - Recommendation Letter Feedback Memo
    - Peer Review Feedback Memo
    - Peer Review Reflection Memo

*indicates materials that must be “present” but do not need to be revised

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UNIT 2 - Instructions Portfolio

Bad Instructions Revision Memo

After finding an example of bad instructions, create a memo **addressed** to the instructions creator that provides a plan for revision.The **date** should be for Monday, October 8th 2018. The **subject** should be something to the effect of: "[name of instructions] Instructions Revision Recommendations." **Submit a link to your unit 2 portfolio folder on google drive.**

Your memo should have at least two sections (Explanation and Revision Suggestions). The explanation provides a broader understanding of the issues you see with the instructions, the types of changes you are suggesting and why, etc. Your revision suggestions should be a bulleted list.

Usability Test Script

We can't see inside someone else's head. We can make assumptions about how someone will use documents, such as instructions, but this is often centered from our perspectives, background knowledge, and intentions. As we observed with our "bad instructions," a lot of the problems come from engineers/technical communicators/supervisors/etc writing in ways that needed more attention to how their intended audience would actually use their documents. An important part of making effective instructions, then, is observing how your intended audience uses them and then making adjustments that better suits their needs. A usability consists of observing user actions and asking them follow-up questions in order to learn what their gaps of knowledge and comprehension may be, valuable information you can then use to make effective instructions. Part of planning for your usability tests is to have a consistent procedure for you follow for your two rounds of usability testing with multiple participants. Working from the usability test template, modify our model to suite the needs of your project. Then share a link to your usability test script with me.

Usability Test Report

For each of your two rounds of usability testing you will need to complete a usability test report that summarizes your findings and articulates a revision plan based on these findings. The report itself is a more extensive version of the memos we have been writing this semester (use the template). Each memo will ask you to describe your usability test method, summarize your findings, develop revisions for your instructions project. The first Usability Test is meant to test a rough draft of your instructions. This first round should focus on finding the right amount of steps for users to follow and how much information to provide. The second round is meant to test a more polished version of your instructions with additional feedback on navigating and using your instructions project website.

Unit Portfolio Self Assessment

Now that you have completed your usability reports and started to conduct your revisions, it will be helpful for your to self-assess your portfolio. Not only will the self-assessment help you to work through the rubric and manage your project expectations, it will also help you to devise a plan of action for finishing your portfolio. **You will need to complete this self-assessment by 5:05pm tomorrow (I anticipate this will take you a half-hour to complete thoughtfully)**. A thoughtful assessment will not only consider how many points you assign yourself in each category but a concise and precise explanation as to why you assigned yourself those points with supporting details. You will assess your portfolio again when it is completed and **submit this second self-assessment with your unit 2 portfolio which is due next Sunday, November 4th.**

NOTE: The grade you give yourself will not determine the grade you get for the project, but I will consider what you discuss in my evaluation of your portfolio.

Instructions for completing the self-assessment:

- Open the Unit 2 Rubric (also in thee Week 9 folder).
- Open the template linked to the Week 9 folder (should be above this assignment dropbox).
- Save a copy of your template in your Unit 2 Portfolio Folder with the name "Self-Assessment 1."
- Complete the memo using the template: Provide the amount of points your portfolio reflects for each category in addition to concise, precise, supporting details (consult the memo I wrote you for your unit 1 portfolio if you need an example).
- Post a link to your unit 2 portfolio folder when you are done (the self-assessment should be a file in your portfolio folder).

Recommendation Report Memo

At this stage you should have a version of your instructions website that has gone through two rounds of testing and revision. Working with a partner, provide three recommendations for improving their project. Write a memo to your partner that provides this feedback. Then take the memo your partner wrote for you and use it to revise your instructions website for submission.

Unit 2 Project Rubric Memo

Write a memo that states what you think the primary parameters should be for assessing your portfolio. We will use these memos to come to a class consensus and rubric for grading our first unit project. You must touch on the following in your memo:

- You have to make a case for the metrics that you want.
- Must have at least **4** categories that account for **30 pts** spread across those categories.
- Incorporate some of the (re)design elements we worked with today.

UNIT PROJECT - Instructions Portfolio

Throughout this unit we have considered how to break tasks down into smaller, reader-centered tasks. While this specific project has us making instructions for a process familiar to us, often times in our respective occupations we will be assigned to create documentation that is meant to teach other people how to complete tasks necessary to maintain the workplace. These processes can be higher-risk (i.e. meant to ensure compliance with laws and policies) or lower-risk (i.e. meant to preserve the communication structures of our workplace culture). Regardless, this documentation has an important place in our workflow, and as technical and professional communicators, this an important skill to develop and put into practice. To this end, we have also learned how to design and implement usability tests and to take our observations from these tests and put them towards specific improvements to our technical documents. Rather than one draft, effective technical documents are actually iteratively improved upon, to which our second unit project is a testament to all the background work that goes into what may seem like a relatively straightforward final product. For this second portfolio, you must include the following:

- Instruction Revision Memo
- Recommendation Report Memo
- Usability Test 1 Report
- Usability Test 2 Report
- Instructions Website (link to)
- Unit 2 Self-Assessment

UNIT 3 - Feasibility Report Portfolio

The final project for our course, a feasibility project, will extend over the last several weeks of our course and cover multiple workplace genres. Working with a client of your choice, you will conduct a feasibility study in order to recommend a course of action to solve a problem the client is experiencing, take advantage of an opportunity the client has, or make a decision the client is facing. In the process, you will write a client analysis, a proposal to conduct the feasibility study, a progress report and a recommendation report.

The feasibility project accounts for 40% of the final course grade. Components of this project are weighted as follows:

Client Analysis	10% (3pts)
Proposal	20% (6pts)
Progress Report	15% (4.5pts)
Presentation	15% (4.5pts)
Feasibility Report	40% (12pts)

Getting Started

For this assignment, imagine that you work for Voorheis Consulting. Typically a client would come to us for some help, but for this WRT 307 assignment, you will determine the client. Your first task is to select a **client** and a **problem, an opportunity or a decision** that the client is facing. Think broadly about who this client might be; if possible, work on a project that you care about or are in some way invested in.

Choose a client that will give you access to information. For example, don't propose to complete a feasibility study on how New York State should modify its tax code unless you know you'll have access to key decision-makers and state documents. You may choose a project where SU would be your client, but previous students have found SU reluctant to share data—if you don't have access to information, move on to another project idea.

Your client might be

- a campus or professional organization you're a member of
- a sports team that you play for or are otherwise affiliated with
- your fraternity or sorority (though I will compare your idea to previous semester's projects and will only approve projects that differ significantly from earlier projects)
- your major department
- your dorm or apartment complex
- a non-profit organization you do community service with

- a religious institution
- a family business
- a current or former employer

You're welcome to propose other clients that do not fit within any of the categories mentioned, with the understanding that all proposals need to be approved by the course project manager (me).

Typically, a feasibility study identifies a problem or issue that the client has been thinking about—whether to purchase new software or reconsider current advertising strategies or the costs/benefits of remodeling a sorority's kitchen. A feasibility study often compares two or three possible solutions in order to determine the best one, and that "best" solution becomes the basis for the final recommendation report.

Some successful feasibility studies have focused on

- public relations development for a campus club or organization
- renovations for empty space in a sorority or fraternity house
- improvements to a scheduling system for a parent's company
- an expansion study for a lighting business
- the best recreation addition to make to a summer camp
- recommendations for a campus organization's philanthropy
- vendor addition to Kimmel food options

This project will require that you develop a good understanding of your client's goals, needs and priorities as well as important constraints, like budget, timeline or space. You will conduct a significant amount of research so that you give legitimate consideration to all options, then present your recommendation in a report
—noting why you're recommending the option you are and why you're not recommending other options.

Feasibility Project – Proposal

The proposal is a 1-3 page memo you write to your client, proposing the feasibility study you wish to complete.

Reader: your client
Purpose: to gain your client's approval for your feasibility study
Goal: to persuade the client that

- you have a good understanding of the problem or opportunity or situation
- you have identified three viable options for addressing the problem or opportunity
- you have identified the research tasks necessary to evaluate each option

- you are committed to making a recommendation for the best option

Components
The proposal consists of several sections, though proposals will differ depending on the problem you're writing about.

- **Opening paragraph -** Give your client a clear sense of what this memo is about. You should briefly identify the problem and also highlight the considerations you think are most important to the client—cost, maintaining goodwill, timing. You want to frontload that you're requesting the client's approval.

- **Problem Section** – Establish for your client the problem (or opportunity) as you understand it. This section is crucial because the more serious the problem, the more likely your client will be to approve your feasibility study to try to identify a satisfying solution. Think carefully about headings and maybe sub-headings you use in this section, especially if the problem is creating several undesirable effects. Think about word choice—you may call this the problem section, but clients may not want to hear that word.

- **Options Section** – Talk briefly about the options you're going to explore and why you've chosen them. You won't be able to discuss them in great detail yet because you still have to research them. But your client will want to get some sense of what you'll be considering. (**Note**: occasionally your research leads you to identify an option you hadn't considered. Changing an option during the feasibility research phase is acceptable.)

- **Research Protocol** – Describe the research you'll do. Let your client know what information will you gather, who will you talk to, etc.

- **Deliverable** – Identify the deliverable you'll provide the client (the recommendation report) and note the date you will present it

- **Closing** – Reiterate your request for approval. The standard close for a proposal like this is to request approval to begin the work for the feasibility study.

Consultant:

Client:

Problem/Opportunity/Decision:

Key Issues/Criteria – what will impact your client's decision (budget, timing, need to enhance customer service or sales, importance of maintaining tradition, desire to attract new members/customers/clients, etc.):

Options You Will Research

Option A	**Option B**	**Option C**

List the Research Tasks You Will Complete (interview people, gather documents, get price quotes, survey stakeholders):

1.

2.

3.

4.

UNIT PROECT - Feasibility Report

☑	Content and Format	
	Front Matter:	Chapter 11 - Front and Back Matter
	- Cover	typically includes the communication's title, the name or logo of the organization that created it, and the date it was issued.
	- Abstract	a general overview of the project that summarizes the content of the report; this helps readers build a mental framework for understanding the information they're about to process
	- Table of Contents	table of contents lists the page numbers of your headings for each section in your report
	- Executive Summary	a summary that guides readers through understanding the layout of your report
	Body:	Chapter 26 - Feasibility Reports
	- Introduction	What is the problem? Why is it important for us to consider the alternatives you're proposing
	- Method/ology	How are you approaching solving the problem? What kind of study are you going to conduct? Why is it the most appropriate method for solving this particular problem? What are the logistics of conducting these studies? Are your criteria reasonable and appropriate? Are your facts reliable?
	- Facts/Discussion (interpretation) [illustrations]	What are the findings of your study?
	- Conclusions	Assess your findings and cost analysis

	[illustrations]	
	- Recommendations based on conclusions	Recommendations you have for implementing your solutions (ranked from best to worst).
	<u>Back Matter:</u>	<u>Chapter 11 - Front and Back Matter</u>
	- Works Cited Page	All of the sources for your research in APA Format
	- Glossary	Key terms that your reader may not know or that would be helpful to more specifically define
	- Appendices (Include your final proposal here)	Additional, more detailed information that your reader can consult if they want to. This information is not required to understand what the feasibility report argues/proposes but it the contents backup claims. You will include your full, completed proposal at least.