

Memo

To: All Business and Professional Communication Students
From: Dr. Alison Witte
Date: 8 January 2020
Re: Instructions for completing the Professional Correspondence Assignment

The purpose of this memo is to provide instructions for the Professional Correspondence Assignment.

Summary:

In this individual project, you will compose two emails to two different people introducing yourself and explaining something that you might be interested in working on for the final proposal project.

Project Instructions:

1. ***Draw two names of people (not yourself, not people you know well).*** Do a little research online to find out something about these people, so that you can make a personal connection in your email. You might, for example, figure out what major each person is, whether he or she plays a sport, where they are from, and so on. Note that when you apply for jobs, it is a good idea to research the people with whom you will be interviewing, so this is a skill to practice now.
2. ***Compose and send a different email, with me (alison.witte@urbana.edu in the cc field) to each person in which you do the following:***
 - Make a personal connection
 - Introduce yourself briefly
 - Explain a problem or issue that you've seen so far at the university and explain why you may be interested in exploring it for the final project. **Now is the time for brainstorming! Choose two different problems—one for each email.**
3. ***Copy and paste the text of your two emails into a Microsoft Word document and upload it to Blue Quill.*** This will make it much easier for me to keep track of your assignments, grade them, and give you feedback.

Goals & Hints for Writing

There are four main purposes for this email:

1. To use writing to make a good impression on someone new
2. To get started thinking about your final project
3. To get ideas of what others might be thinking about the final project
4. Invite a response from a potential group member

Below is a sample of what an email might look like:

Dear Mike,

Hi! This is Jennifer Volz from your technical communication class. I saw on the website that you're on the baseball team and majoring in business. That's cool. I never played sports, but I do really like watching baseball, especially the Pittsburgh Pirates (greatest team ever). I was also impressed that you're doing a business major — I'm a Liberal Studies major, focusing on English, and the math in your major would scare me!

Anyway, as the professor said in class, we're supposed to be thinking about a problem at Urbana that students might have an innovative approach to solving. I don't really know what I want to do yet, but one thing that I think might be an issue is study space. I went over to the library the other day and every computer was taken and the tables in the quiet wing were full. I don't mind studying in my room, but it seems like you should always be able to go to the library and find a place to work. I'm not sure how we might solve that problem, but I think it would be interesting to find out why the library is set up that way.

Thanks very much for reading my email. If this is a problem you think you might be interested in, or if you've got ideas to solve it, write back any time. I'm looking forward to getting to know you more in class.

Jennifer Volz
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