

September 5, 2006

To: HU 2600
From: Ann Brady
Re: Assignment 1

Your first assignment is to write letter(s), tailored to four different groups, inviting them to a symposium. The symposium is sponsored by International Senior Design (ISD) and features civil and environmental engineering and scientific and technical communication work done this past month in Bolivia.

The purpose of the letter is to motivate people to attend this event, which celebrates work already completed, to increase awareness of the project across campus and in other communities, and to motivate others to become part of the project in the future.

The four audiences are:

1. Parents of ISD and STC students who were part of the work project this summer
2. MTU department chairs and deans
3. MTU faculty and staff
4. Potential donors

Secondary audiences are (1) your client, Linda Phillips, Director of the ISD Program; (2) your instructor, Ann Brady, Director of the STC Program; (3) Karina Jousma, just returning from Bolivia as the first STC student to work as a communication consultant there.

Your first step is to go online to the ISD website to get a better sense of this project and its purpose (<http://www.cee.mtu.edu/projects/>).

Your second step is to do audience profiles for your primary and secondary audiences: Who are the deans and chairs? What do they do? Why would STC faculty want to know about this event? Is there anything that parents would want to get out of this symposium, beyond “seeing their students shine”? Who are potential donors? Why would they give money? How could they be motivated? .

Next, you’ll interview Linda Phillips and Karina Jousma about their experiences this summer.

Finally, you’ll draft a letter to your audience(s) using information that is particularly suited to their interests, attitudes, and knowledge.

You’ll receive feedback from peers, from me, and finally from Linda Phillips, who will select the letters she will send to the audiences you’re writing for.

Important dates:

9/7: Audience profiles; 2-3 facts about ISD; 2-3 interview questions

9/12: Interview questions for Linda Phillips and Karina Jousma

9/14 Draft 1 due for peer review and my comments

9/19 Draft 2 due for peer review

9/21 Assignment 1 due

9/26 Client review