ASSIGNMENT #2: Professional Email

DUE: in D2L on date listed online
FORMAT: Professional email as illustrated in chapter 18 of Gurak and Lannon.
Length: Successful emails are typically between 250 and 400 words.

ASSIGNMENT DETAILS: Draft a friendly but professional email _from the_ MSU president in which you ask students who live on campus to help the university conserve energy.

Content Considerations: The email should address both **how** students can conserve and **why** it's important. There are many factors to consider here, not the least of which is that students in the residence halls don't pay their own power bills and thus have little immediate financial incentive to comply. If you reference outside material, include citation information—either imbedded in the writing (According to a 2010 EPA study, ….)_ or footnotes or MLA in-text citation. Just do so thoroughly without detracting from the otherwise professional aesthetic.

To be persuasive, your email will need to take students' needs, values, and interests into account. It will also need to be specific, **providing concrete suggestions** that students can easily put into practice.

Past emails have offered students **concrete incentives** such as dorm contests that award free pizza or other goods/benefits; free stickers; gift cards, etc. to compel action.

Finally, an effective email will require some **research**--people respond to numbers and compelling quotes, so see if you can find credible sources to back-up your persuasive message. If you make a statement about energy use rising, give numbers/statistics or link to a credible study that states growth statistics and projections.

Format Considerations:

- Follow standard email formatting as described and illustrated in Guark and Lannon.

- Remember readers likely have dozens of emails in their inbox each day; content, therefore, must be accessible—use formatting to boost accessibility.

- Consider using simple emphatic/organizational devices like bold, color, indentation, bullets, etc. to help readers read. Successful emails in the past have been visual, as most technical documents are to best reach their intended readers. Knowing your audience means understanding that students are busy and accustomed to interactive formatting.