Full (Appropriate) Title Here

Student’s full name here

St. Lawrence College

# Assignment summary-

*Note:* The final report will not include a section called ‘Assignment Summary’; the first heading in the final report will read **Executive Summary.**

This project involves doing a little research about an industry, learning about a specific company in the field of interest, and conducting an informational interview with an employee in that field**. The primary and secondary source information will be included (and cited) in the final report.**

The key focus of the interview is to learn about the interviewee’s qualifications, training, duties, responsibilities, and the demands of the position.

*Note*: Perform the research about the industry and the organization prior to the interview.

This project has the following deadlines:

* Week 3: List of questions and initial contact request letter due (10%)
  + DO NOT contact the interviewee before you receive feedback on this part of the assignment
* Week 10: Final report and Thank You letter due (20% + 10%)

Reports will be written in professional language; they will be typed and submitted as per guidelines (with an APA cover page, running head, parenthetical citations, and reference page). All due dates must be met; a penalty of 20% per day will apply if any part of the assignment is late.

An overview of what is expected in each section of the report is outlined in this document (in Business Report format), and this will be further expanded on and explained in class.

***Note*: the table of contents must be formatted using MS Word**

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# 1.0 Executive Summary

The Executive Summary is a summary of the entire document and is to be placed at the beginning of the report; however, the Executive Summary **can not be written until after the rest of the report has been written** (*hint:* you can not summarise a document before the document exists). It should include the following elements (**written in paragraph format**). Caution: avoid repetition with the rest of the document.

* Background
* Briefly state focus of the report
* Methods used to gather information and information gathered
* Main Conclusions and Recommendation

# 2.0 Introduction

**DOCUMENT DESIGN REMINDER**: do not put two headings beside each other. Introduce the subheading with text. Be sure not to repeat the executive summary here.

# 3.0 Secondary source information

This section may require multiple subheadings. The above heading ‘Secondary Source Information’ is appropriate for these assignment guidelines, but more relevant headings will be used in the report. This section will provide background about the industry, salary projections, trends, and details about the organisation. If appropriate, include the mission or mandate for the organisation where the interviewee works. **Be sure to cite all sources.**

# 4.0 The interview

This is not a transcript. Include the content of the interview here. See **example** subheadings below. The headings in this section will be guided by each specific interview. Do not use the questions as headings. Be sure to introduce the interview and cite the name of the interviewee in each section. See ‘Useful Resources’ in Blackboard for how to appropriately cite the interview. Include the following.

* Reiterate the interviewee’s name, position, title, and name of organization
* Indicate how the individual was contacted, and include a copy of the initial email/letter as Appendix A (Always introduce appendices in the text of the document – include the words ‘See Appendix A’)
* State time and format of interview
* Include the list of questions as Appendix B (refer to the appended document in your text- include the words ‘See Appendix B’)

## 4.1 Subheadings for this section will vary

Creatively integrate secondary source information with information gathered from the interview.

## 4.2 Career Overview

Education, training, skills, experience. Headings in this section will be different for each student as the headings will align with the information gathered in the interview and through research.

## 4.3 On-the job demands

… These headings are suggestions. Each student’s content will dictate the headings.

## 4.4 Typical day

…..

## 4.4 The Importance of Communication

……

**DOCUMENT DESIGN REMINDER:** ensure all spacing is even. Look for balance between words and white space. Be aware of spacing between headings and subheadings. **Be sure to place headings closer to the text they are heading.**

# 5.0 Conclusion/Recommendations

**DOUMENT DESIGN REMINDER**: Always introduce a bullet list with text.

The conclusion-recommendations section will be written in **third** person and can include the following.

* An analysis about what might have been done differently
* A list of recommendations for someone considering working in this field

# 6.0 References

Hyperlinks are acceptable. Otherwise, alphabetically list all sources according to APA guidelines (minimum three supplementary sources not including the company website). Place Reference list on a unique page. **Make sure every reference on your reference list corresponds with an in-text citation.**

# Appendix A- Initial Contact

Regardless of whether your first contact will be in person, via email, or through another media, you must write a professional introduction/request. Even if you intend to send an email, submit the letter in block letter format.

***Note:* Make sure your appendices are referred to in the content of your document**

# Letter Guidelines

Remember that you are asking a favour, so phrase your request accordingly. Have a ‘hook’; how can you persuade a busy person to spend time with you?

For this letter, you should consider the following points

* Identify who you are (a student at SLC)
* Indicate that you will not take up much time
* Explain why you are writing
  + Be polite and gracious
  + Carefully select words to reflect a professional tone (the assignment should be secondary- you are interested in learning)
* Provide essential information regarding the interview
  + - Indicate potential interview channel options
    - **Ask permission to share the information in a report and presentation**
* Indicate that you have attached a copy of the potential questions
* Reinforce how you will benefit from the interview
* Indicate how **YOU** will follow up
* Provide your contact information

# Appendix B- The Questions

***Note:* Make sure your appendices are referred to in the content of your document – each appendix should have a unique page**

Please read appropriate pages in the course manual found on Blackboard under ‘Useful Resources’

Submit 10 clear, specific, and non-repetitive questions to the instructor for feedback prior to the interview.

# Appendix C- The Thank You Letter

***Note:* Make sure your appendices are referred to in the content of your document**

**Please see course manual.**

A copy of the thank you letter must be submitted for review and approval before it is sent to the individual.

This type of letter should be quite short. The sentences should enthusiastically refer to the person and his/her efforts. The writer should use **clear specific examples from the interview** rather than make general statements of thanks. Thank you letters are most effective if sent in a timely fashion; therefore, an effective letter should be sent within a week of the original interview.

## Potential Organization of letter

Opening

* Thank the reader

Body

* Supply specific details about the interview: personalize the letter by specifically referring to at least one highlight

Closing

* Demonstrate how you benefitted from their assistance (it may not be appropriate to mention the assignment)
* Conclude with a compliment and your appreciation

## Format

* Use letter format outlined in the course manual (see ‘Useful Resources’ on Blackboard, or format the letter as an email clearly indicating the subject heading to be used.
* Check the tone; ensure that your enthusiasm and sincerity is evident and authentic
* Maintain credibility

**DOCUMENT DESIGN REMINDER:** Each appendix will be on a unique page.