Activity Overview

You have learned about the vital role of communication in meeting the needs of different stakeholders in the data professional career space. In this activity, you will write emails to two stakeholders in different roles at an agency.

To review tips for communicating effectively as a data professional, refer to the reading about essential data professional communication practices↗ .

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the following scenario. Then complete the step-by-step instructions.

You are a data analyst working for the National Parks Service. One of the major concerns of this governmental agency is wildfires, which destroy an average of 7.4 million acres annually in the United States. The National Parks Service has created a data team to improve the predictability of wildfires. As a result, prevention efforts have been targeted more effectively and resources have been delegated to the appropriate areas.

The agency set an internal goal for the wildfire predictive model of at least 90% accuracy. The team's final model consistently met this goal when running data from past years. As a direct result of the wildfire project, the prior prediction system was improved by 35% and helped wildfire prevention efforts globally. The results of this study are now referenced in numerous courses used to train firefighters, park rangers, and national park employees.

Your manager has asked you to email the following two new agency employees and give them an overview of the wildfire project:

A data analytics professional who will be working within your team. This person will need to know details about the data team's workflow and relevant information required to maintain the accuracy of the wildfire project's machine learning model.

A writer for the agency's public relations department. This person will need relevant information in order to create non-technical articles that promote the National Parks Service's fire safety efforts.

Step-By-Step Instructions

Follow the instructions to complete each step of the activity. Then, answer the three questions at the end of the activity before going to the next course item to compare your work to a completed exemplar.

Step 1: Access the template

To use the template for this course item, click the following link and select *Use Template*.

Link to template: ↗Emails to different stakeholders↗

OR

If you don't have a Google account, you can download the template directly from the following attachment.

📎Activity Template_ Emails to different stakeholders
DOCX File

⟩Step 2: Complete the email to the new data professional

Review the scenario and identify the needs of your audience—the data professional joining your team:

Why are you emailing this stakeholder?

What does this stakeholder need from this interaction?

What is important to them?

Consider what information would be most relevant to the agency's new data professional. Then complete Email #1 with that information, and be sure to invite them to ask follow-up questions.

⟩ Step 3: Complete the email to the new public relations writer

Review the scenario and the questions listed in Step 2 in relation to the agency's new public relations writer. Consider what information would be most relevant to the agency's public relations writer. Then complete Email #2 with that information.

Since a public relations writer may not be familiar with the more technical aspects of your work, use direct language and avoid embellishments, technical jargon, or unnecessary detail. Also, be sure to invite them to ask follow-up questions.

Pro Tip: Save the template

Finally, be sure to save a blank copy of the template you used to complete this activity. You can use it for further practice or in your professional projects. These templates will help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed activity:

Two completed emails to a new data professional on your team and a new public relations writer in your agency that:

Indicate why you are emailing them

Address what they need from the interaction

Identify what is important to them

Invite them to ask follow-up questions

1. Did you complete this activity?   1 / 1 point

   ⦿ Yes
   ◯ No

   ✓ Correct
   Thank you for completing this activity! Being able to identify your audience and determine what information you need to share is an essential part of professional communication. Review the quiz question feedback to find out how you did. Then go to the next course item to compare your work to a completed exemplar.

2. Which information is most relevant to include in the email to the new data professional on the team? Select all that apply.   0.75 / 1 point

   ☑ A description of the data team's workflow

✓ **Correct**
Sharing details about the data team's workflow will give the new data professional insight into how the agency's data team shares their results and invites feedback from internal stakeholders. It would also be useful to include the accuracy goal for the wildfire model and an invitation to ask follow-up questions.

☑ An overview of how predictive machine learning models work

✗ **This should not be selected**
The new data professional should already be familiar with how machine learning models work. More useful information to include in an email to a new data team member would be a description of the data team's workflow, the accuracy goal for the wildfire model, and an invitation to ask follow-up questions.

☑ An invitation to ask follow-up questions

✓ **Correct**
Inviting questions from the new data professional would help improve communication with them about the project. It would also be useful to include a description of the data team's workflow and the accuracy goal for the wildfire model.

☑ The accuracy goal for the wildfire model

✓ **Correct**
Knowing the criteria the agency requires for the accuracy of the final model will be important for a professional working to maintain the agency's predictive wildfire machine learning models. It would also be useful to include a description of the data team's workflow and an invitation to ask follow-up questions.

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3. Which information is most relevant to include in the email to the new writer for the agency's public relations department? Select all that apply.   0.75 / 1 point

☑ An overview of the National Parks Service's wildfire project

✓ **Correct**
An overview of the wildfire project would be relevant information for the new writer. They could use this information when creating articles promoting fire safety efforts in national parks. It would also be useful to include details about how the project has improved wildfire predictions and an invitation to ask follow-up questions.

☑ Details about how much the project has improved the agency's ability to predict wildfires

✓ **Correct**
Including statistics about how much the project has improved the agency's ability to predict wildfires would be relevant information for the new writer. They could use this information when creating articles promoting fire safety efforts in national parks. It would also be useful to include an overview of the wildfire project and an invitation to ask follow-up questions.

☑ An invitation to ask follow-up questions

✓ **Correct**

Inviting questions from the new writer would help improve communication with them about the project. It would also be useful to include an overview of the wildfire project and details about how the project has improved wildfire predictions.

☑ Details about the technical aspects of the project

⊗ This should not be selected
Since the public relations writer may not be familiar with the more technical aspects of the project, it would not be useful to include technical details in the email. More useful information to include in an email to a new writer would be an overview of the wildfire project, details about how the project has improved wildfire predictions, and an invitation to ask follow-up questions.