E-mail Assignment

Value: 20%

Due date: <mark>Sunday, February 23, 11:59 PM (ET).</mark>

The vast proportion of your workplace communication will likely be via e-mail. In this assignment you'll write a professional, error-free e-mail requesting an informational interview. These are a great way to learn about an industry or company while building your professional network (and hopefully landing a job if that's your goal). This assignment requires you to write an email requesting an informational interview with a specific person.

If you're not familiar with requesting informational interviews, take a look at this helpful article from *The Muse* for some ideas: https://www.themuse.com/advice/how-to-ask-for-an-informational-interview-and-get-a-yes

Course Learning Outcomes (CLOs) Associated with this Assignment:

- Analyze diverse audience, context, and purposes to choose the most effective message structure, format, content, language, tone, and medium for the situation
- Design business documents conforming to AODA requirements and standard formatting conventions.
- Compose and adapt content and structure of correspondence and business reports using accurate, concise, inclusive, coherent and audience-centred language to suit a variety of purposes.
- Incorporate credible research material into business documents using ethical documentation, citation and declaration practices.

Your tasks:

Part 1)

- Find a person in your career field whom you'd like to meet and ask for advice. This could be in order to learn more about their company, your chosen career path, or the industry more generally. *Hint:* keep it realistic – as much as you might like to meet Barack Obama or Elon Musk, it's unlikely that you'll get a chance to sit down with them over coffee. In other words, don't use people like them in your assignment; <u>choose someone who can help you right now and who is likely to respond to you.</u>
- Please include the link to the person's biography on their company website or LinkedIn page. This can be at the beginning or end of the assignment (it doesn't need to be mentioned in the message itself).
- Based on what you know about informational interviews (do some more research if necessary), along with what you've learned about writing e-mails and writing audience-centred messages from the course material, you are to **write a**

concise, professional e-mail asking the person for an informational interview. Make sure to include all elements of a professional e-mail including, but not limited to, the "To", "From" and "Subject" fields, body, closing, etc.
NOTE: Do not actually send the e-mail to the person. Instead, please submit it as a Word or PDF document file through Blackboard by the due date.

Part 2)

- Write a **short reflection** (1.5-2 pages, single-spaced, 12-point font) about your email. Review the material covered in class up until this point and refer to specific concepts in your response. This can include lessons from the slide decks but should mainly refer to specific sections and units in our *Communication @ Work* textbook to support your insights. Submissions which do not properly cite the textbook / course material will be penalized. Please also see the document posted along with this Assignment Description in the "Assignments" section of mySeneca for guidance. And the library is your friend here: use this guide to help you with citation.

 Consider these elements in your reflection (these are to get you thinking – they're not meant as a checklist to answer one-by-one):

   - Why did you choose this person? How did you find them? How did you find information about them that made you choose to contact them?
   - How do you believe they can help you with your career path? Be specific.
   - Why is email a proper format to use to communicate with this person?
   - Describe your process for writing this email.
   - What organizational pattern did you use, and why?
   - How did you create an audience-centred message (how did you make the message interesting to the reader, and not just about you)?
   - Be specific and detailed, and please refer to specific concepts covered in the textbook / weekly modules to support your opinion.
   - Make sure to use proper writing style in your reflection: introduction, conclusion, proper paragraphs, etc.

   NOTE on Plagiarism and GenAI Use: Ensure that your e-mail is written in your own words and doesn't simply copy an existing e-mail from the Internet: this is plagiarism. Furthermore, tools like Chat GPT may seem like the easy option, but these do not help you learn how to write and think for yourself, and that's the whole point of this class. I care about what you think, not what an algorithm thinks. Don't use AI to simply complete this assignment for you. Proper use of GenAI tools is explained in the "Assignments" section in Learn@Seneca. Microsoft *CoPilot* and *Adobe Express* are the only permitted GenAI tools for this assignment, and a signed GenAI Declaration form must be submitted along with the assignment.

LATE SUBMISSIONS: Following Seneca's policy, late assignments will not be accepted without documented evidence of extenuating circumstances. Students must contact the instructor well in advance (a minimum of 48 hours before the assignment is due) if you require more time to complete the assignment.

Please see the grading rubric beginning on the next page.

EAC 594 Request E-mail Rubric

Element	4 Exceptional	3 Strong	2 Capable	1 Developing	0 Incomplete
Format	Exceptional display of proper email format including appropriate subject line, etc. All elements included and fully developed.	Strong display of proper email format including appropriate subject line, etc. Elements may be missing or require more detail.	A capable display of proper email format, with some elements missing and an overall need for improvement.	More attention required to capture and fully develop the required formatting elements for this assignment.	Required format is not followed.
Level of detail	Information is developed extremely well to promote clarity. Exceptional organization and flow to the ideas presented. Page design promotes readability exceptionally well. All required elements are included.	Information is strongly developed to promote clarity. Very good organization and flow to the ideas presented. Page design promotes readability very well. All required elements are included.	Assignment shows a capable level of detail but could use improvement in terms of clarity. Page design contributes to readability but could be improved. Some elements may be missing or require more discussion.	More detail is required to properly discuss the elements of the assignment to ensure clarity. Some required elements of the assignment are missing.	Key elements of the assignment are missing or are covered in inadequate level of detail.

Reflection	Exceptional evidence of personal reflection on own work. Very strong awareness of decisions made and deeper connections to course material and personal knowledge. Material from the course is incorporated to a very strong degree in supporting the reflection.	Strong evidence of personal reflection on own work. Demonstrates good awareness of decisions made and deeper connections to course material and personal knowledge. Material from the course is incorporated to a strong degree in supporting the reflection.	Good evidence of personal reflection on own work. Shows good awareness of decisions made and deeper connections to course material and individual knowledge. Explanations and examples are adequately detailed but require more explanation. There may be no evidence of using material from the course to support the reflection or require clearer connections.	More work needed to provide a thorough reflection on student's own work. Required level of detail is lacking or may have been AI-generated. Material from the course is not specifically and clearly used to support the reflection.	The reflection fails to discuss key elements and is therefore incomplete.

Professional writing style and tone	Exceptional evidence of proper style for this type of writing. It is concise, clear, reader-centred, polished, and very professional. Class material is properly cited.	Strong evidence of proper style for this type of writing. It is concise, clear, reader-centred, and professional. Class material is properly cited.	Adequate evidence of proper style for this type of writing. It is professional, but could be more concise, clear, reader-centred, and professional. More effort required to properly cite course material.	The writing requires improvement. It may use an inappropriate tone, level of formality, choice of language, or be unclear or too wordy. Weak attempt at citing course material. Assistance from the Learning Centre is recommended.	The writing is unfocused, lacks the proper style and tone for professional writing, or no effort made to cite course material. Assistance from the Learning Centre is urged to improve writing skills.
Grammar and mechanics	Exceptional clarity and focus, with excellent grammar, word choice and sentence structure, with zero errors.	Strong clarity and focus, with very good grammar, word choice and sentence structure, and some minor areas for improvement that do not affect the overall message.	Good clarity and focus, with appropriate grammar, word choice and sentence structure, and multiple areas for improvement. The student may find it useful to seek assistance from the Learning Centre.	The writing is unfocused, with multiple and significant errors in writing mechanics. The student is encouraged to seek assistance from the Learning Centre.	The level of writing does not meet expected college level standards. The student is strongly encouraged to seek assistance from the Learning Centre.
GenAI Declaration	Declaration is properly completed and GenAI use is properly documented.	-	-	-	Declaration is not properly completed, unapproved tools are used, or Gen AI use is not properly documented.

Total   / 24