

Memorandum

To: Dr. Rhonda Stanton
From: Hallee Hinds
Subject: Proposal for client document to create a recruitment guide for the Professional Writing program
Date: September 7, 2017

I am writing to request approval for creating a guide for the Professional Writing program. After briefly discussing details about this project, this memo will outline the problem and the proposed solutions to that problem, a tentative work plan and schedule, the possible risks and resources needed, as well as my personal qualifications for completing this guide to the Professional Writing program.

Introduction

I want to write this guide to Missouri State's Professional Writing program because of my own involvement with professional and technical writing. Not many students are aware that there is a Professional Writing program, and if they do, there's a good chance they do not know what it is. When I first came to Missouri State, I had no idea this program existed; it wasn't until I got to school that I found out about the Professional Writing Program, and ever since, I have felt more "in my element." It is for this reason, among others, that a guide to recruit new students to the program, as well as provide more detailed information about the various ways to use the degree and complete the degree that I intend to create this guide. The guide will consist of career opportunities, program requirements, student testimonials, faculty information, and many other pieces of information that could be helpful to prospective and current students.

Problem Analysis

One problem we have discussed is the idea that students are sometimes confused about the difference between professional and technical writing. One main goal of the program and inherently, this guide, is to show students just what they can accomplish with a background or a degree in Professional Writing. We have discussed the idea of using Missouri State branding in every way possible to increase its usability on campus. As of right now, we have not discussed exact design specifications, however, this can be discussed in future progress meetings. It was also decided that I would include information about student groups and conferences that are held on and around campus.

Design Solutions

As discussed, there will be sections regarding the Bachelor's Master's, Accelerated Master's, and minor options for the Professional Writing Program. Requirements for the program will be included, as well as information for prospective students. Information to recruit students to the program will be included, such as job possibilities, salary possibilities, and leadership

possibilities. I have already secured the necessary licenses for using Missouri State’s branded typefaces, designs, and logos to make this document more appealing and useful around campus so students recognize its similarities to other University publications. I intend to base some design elements in this project on other Missouri State University publications. This will also give the document more of a chance to fit in with other program documents created on campus; it will match others around it. The information about student groups and conferences will be in its own section in this guide, but it will also include testimonials from current students, which will also help with the recruitment of new students.

Project Management

I have thoroughly thought out how much of my time and resources will need to be dedicated to completing this project, and you will find each section of planned project management that is possible prior to beginning below.

Work Plan

This section includes the major tasks that will be completed to create this guide, as well as a tentative schedule, which is shown in Figure 1, for completing them. The following task list and schedule is subject to change upon the addition of any other project materials or meetings.

- Request permission for Missouri State branding styles
- Conduct interviews
- Complete research
- Create rough draft of document
- Meet with client to discuss progress
- Add design elements to the document with text
- Identify 4-6 readers for usability testing
- Plan testing questions for readers
- Schedule usability tests
- Conduct usability tests
- Revise document after usability tests
- Proofread revised version of the document
- Print final copy of document
- Write cover letter to client
- Deliver final copy of document and get client’s signature

Figure 1. Schedule for Completing Guide

	Sept.		Oct.		Nov.		Dec.
Request branding permission							
Conduct interviews							
Complete research							
Create document rough draft							

	Sept.		Oct.		Nov.		Dec.
Progress meeting with client							
Add design elements							
Identify readers for testing							
Plan usability test questions							
Schedule usability tests							
Conduct usability tests							
Revise document							
Proofread revised document							
Print final copy							
Write cover letter							
Deliver and request signatures							

Risk Management

Because we can never be sure of internet connections and printer mishaps, I will prepare for all possible scenarios. Should the internet connection fail, I will do my best to find another source of power by going to the Missouri State campus and using a desktop computer. If there is a problem with a printer during a time I need a rough draft or my final copy, I will find another printer on campus to use. One other issue that could occur would be software issues. If I encounter any issues with Adobe InDesign or Microsoft Word, I will call a software technician, or try to restart the program myself.

Resource Needs

This project will require substantial time commitments, as well as some monetary needs. I will also be using InDesign and Microsoft Word to create my document, so time will need to be taken to use lab hours in Siceluff Hall. I will also need to interview students and faculty within the Professional Writing program. The actual printing of my rough draft and my final draft will cost money, because they will be printed in color at a printing company. I may have to take photos to use in the document, or I will use photos and design materials from the Missouri State website.

Figure 2. Monetary Budget for Completing Guide

Monetary Need	Cost
Printing rough draft	\$5.00
Printing final draft	\$15.00 (maximum)
Misc. Expenses	\$10.00
Total	\$30.00

Qualifications

I am qualified to write this guide for students because I am a Professional Writing major. Because I am involved in the program, I will be able to include my own thoughts, ideas, and experiences, along with the research I gather and the interviews I complete. I am also an editor for a publishing company, which will greatly help my writing stand out when completing this project. I have also gained time management and organizational skills while serving as the Treasurer for the Student Council for Exceptional Children by balancing priorities and making schedules. For further qualifications, please refer to my attached resumé.

Conclusion

I encourage you to approve this project proposal. I am highly interested in the subject I have chosen because it is my own area of study. I hope this guide can help others discover an interest in writing, and I hope it can help students better understand the program and all it has to offer. I believe this guide will be beneficial not only to the English Department, but the students in the program, and maybe outside of it as well while they work toward completing the Professional Writing Program.

I am willing to make any changes you deem necessary or meet to further discuss my proposal with you. If you would like to schedule a meeting to discuss my plans, please contact me via email at hmh522@live.missouristate.edu.