

Unit 1: Onboarding Project

Project Date Range: January 13 – February 12

Deadline: February 12, in class

Points Possible: 250

When most companies or other institutions hire new employees, they provide some sort of orientation that helps those new people to acclimate to their environment. This process also allows the employer to articulate policies and procedures as well as establish expectations under fairly distraction-free conditions. In some places this amounts a brief slideshow and encouragement to ask questions; in others, it is an elaborate and carefully structured boot camp in which new employees complete tax forms and sign nondisclosure agreements, listen to presentations on topics as varied as hazardous materials, sexual harassment, computer use policies, sick and vacation days, copier use, the organizational hierarchy and culture, ethics, appropriate dress, email etiquette, reporting structures, and expense account reconciliation, and undergo batteries of aptitude and problem-solving tests. The human resources professionals who design and execute these processes call this "onboarding."

In this class, we're going to employ this framework as a means of introducing a number of fundamental concepts, establishing this course's expectations of you, and familiarizing you with the day-to-day functioning of this class. We've already begun this process. The syllabus articulates a number of the policies and procedures you as new "employees" of 307 need to know. In addition to learning about our professional writing class, you will also begin learning how to pitch yourself as a potential employee for a future career of your choosing.

You will create a digital bio that is appropriate for your selected career and choose an ideal company that you will research and create materials for: a résumé, application letter, and recommendation letter. From there, we will explore other basic professional communication genres that you would encounter in a workplace setting, such as memos and emails. As we proceed through these different genres, we will reflect on the ways in which these are different from academic writing. At the end of this unit, you will submit a well-written, well-designed, well-considered portfolio that highlights your original and revised work.

Products/Deliverables:

Introductory Bio	15
Audience Analysis	30
Résumé	25
Application Letter	30
Recommendation Letter	30
Recommendation Memo	20
Recommendation Email	20
Editing Test	30
Portfolio Design	20
Portfolio Reflections	30
Total	250