

COM 101: TRANSFER PROJECT (30%)

What is Transfer?

Transfer is the process of taking something you learned in one context and applying that knowledge successfully to another context, setting, or task. Thinking deeply about the writing process and adopting specific vocabulary for different situations will enable skill transfer across the curriculum and into your professional life. You will develop the skills to effectively communicate in a variety of contexts by learning how to draw on prior resources and knowledge, and by seeking out new resources through research. Additionally, being conscientious about writing will better equip you to adapt your skills to a variety of genres, purposes, audiences, and settings. As you learn to write in different academic, public, and workplace genres you will see the connection your past writing has to new contexts, resulting in highly-valued transferable skills.

Scenario:

Your place of employment is seeking to expand its philanthropy and community outreach. Your manager has put out a call for proposals and you see this as a great opportunity to secure investment for an important social cause. As an advocate, you are responsible for drafting a pitch for your manager, an editorial/press release for a local news publication, and a formal proposal for the Board of Directors.

Part A: The Person, the Purpose, and the Pitch: A Mission Statement (5%)

Genre: Email
Audience: A Workplace Supervisor
Due Date: FRIDAY, FEBRUARY 8th before 6:00 p.m.

Task: Select a **social cause**. In an **email** to your manager, reveal your mission statement by outlining the **purpose** of your pitch. Who are you? Why is this cause important to you? Why should your employers invest their money in your choice of cause?

Part B: Persuading the Public: A Press Release (10%)

Genre: Editorial/Press Release
Audience: The Public
Due Date: FRIDAY, MARCH 15th before 6:00 p.m.

Task: Compose an editorial for a local news source advocating the importance of your social cause on behalf of your company. Your editorial should be framed as an appeal to the general public explaining why your company has chosen to invest, and why the public should care about this issue. Locate **TWO** recent articles that highlight cases or concerns associated with your social cause and refer to them in support of your argument (these sources should be newspaper and/or magazine articles). What recent reports or evidence can you refer to?

Part C: The Proposal (15%)

Genre: Proposal

Audience: Board of Directors

Due Date: FRIDAY, APRIL 5th before 6:00 p.m.

Task: Write a formal **proposal** to the Board of Directors. Start out with an introduction that will hook your **audience** and emphasize why the cause is an important one to consider. Next, outline the major issues or problems by referring to specific **evidence** from collected sources (**TWO** peer-reviewed articles). Then, refer the Board to a not-for-profit organization of your choosing and specify what areas the funding will address. Finally, wrap up your proposal with a conclusion that leaves a strong lasting impression of how the Board's funding will be impactful.

Part D: Reflection Journal (5% - Grade included in Formative Assessments Category)

Task: You will complete five entries in your Reflection Journal throughout the semester. The purpose of the journal is to facilitate metacognition about the strategies you use in your writing. You will reflect on the choices you make in regards to the core concepts of the course: purpose, audience, genre, language and tone, persuasion, main ideas and supporting details.

Reflection Journal Entries:

1. Week 5 – Genre #1: Email
2. Week 7 – Genre #2: Academic Essay
3. Week 9 – Genre #3: Press Release
4. Week 12 – Genre #4: Proposal
5. Week 13 – Final Course Reflection

Important Note:

Once you have selected a social cause, focus exclusively on that cause for each part of the Transfer Project. Changing your social cause without prior approval may result in a loss of marks. Finally, try to avoid fictionalizing supporting details. Since you are composing in real professional genres, you should rely only on credible, factual evidence in your Transfer Project.

Final Thoughts:

Each part of the Transfer Project will be outlined in greater detail as we get closer to the individual due dates. The important thing to keep in mind is to focus on one part of this project at a time and to not overwhelm yourself.