

Instructions:

You will have one hour to complete the following assessment. Open a Microsoft Word file and respond to the prompt below. When you have finished writing, save your file to your computer and attach a copy and submit in through the link provided in BBL. **Before you start writing, save your file as FirstName LastName HDFS Writing Assessment Fall 2020**

This assessment uses real scenarios as the basis for a writing assignment that will be used to evaluate your competency in written communication.

The following scenario will present you with the relevant **background** information that you need to write an email that fulfills a specific **purpose** and is addressed to a particular **audience** by using an appropriate **communication strategy**. Your response will be evaluated based on your attention to the purpose of the writing, your organization, clarity of communication, and your control of language and grammar. *Please see the rubric on the back of this sheet for more information on how this assignment is rated.*

Communicate Priorities to a Group of Volunteers

The background. In this scenario, you are the coordinator of volunteer outreach for a school district's Reading Partners program, which is designed to enhance the reading experiences and literacy of grade-school students. You need to write an email to volunteers from a dozen local companies (such as Shell, Texas Children's Hospital, and Chase) to communicate the importance of the work that this diverse group of individuals will be doing in this after-school program for children aged 5 to 12 years old.

The purpose. You need to communicate your organization's priorities to a group of 25 volunteers who have agreed to engage in reading activities for children at least twice a week for a total of 1 hour a week. Your organization will schedule several orientation sessions about the organization's expectations and goals for the volunteers, weekly procedures, and practical strategies to use when working with the children. Your group will also train the volunteers on your program's reading curriculum.

The audience. Your audience in this case is made up successful business people throughout the city of Houston. Since they have volunteered, but may have done so for a variety of reasons and will need to be persuaded that reading proficiency among young children is a serious concern and that their time will be well spent. Since you would ideally want these volunteers to continue their involvement with your program, you'll want to make sure they're aware of the "big picture" of why this kind of work with children is helpful to them and their community.

The communication strategy. Write in the spirit of one individual dedicated to community service to another; that is, appeal to the recipients' established interests in civic engagement and community responsibility. You may display some of your own passion for social justice and child outcomes, but only as it serves the larger purpose of your email. Assure the volunteers that, in the end, this will be a rewarding experience for them.

Adapted from *Business Writing Scenarios* by Jon Ramsey
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Write an email that you, as the volunteer coordinator of the Reading Partners program, would write to communicate the importance of your program and the priorities that should be the focus of your volunteers, and that fulfills the requirements of the scenario. **Your email should include a subject line and should be between 200-300 words in length.**