

You are the head of your major department at North Central University, and you need to write a form letter to 20 prominent business executives in your area. You will address the letter individually, but each person will get the same letter. The purpose of the letter is to ask them to serve on the Advisory Board for your department. As members of the board, they would be involved in developing scholarships, mentoring students, offering advice for special faculty or student projects, creating internship opportunities, and working in the community to enhance the reputation of the department. They would also be encouraged to contribute \$2,000 a year to the department to help purchase equipment and pay for special events. You are not sure if you should mention this contribution in the letter. You are inviting them to the first meeting of the

3. Select a "real-world" letter, memo, or e-mail of at least one page. Make enough copies for your classmate. Review a critique of the document in the class, and point out effective and ineffective elements in the message. In addition, present a revision of the document. The revisions should reflect your ideas for improvement. Do not change the original situation in the document, but you may add details that increase the effectiveness of the message.

Or, if your instructor prefers, develop a one-page letter or a brochure in the area during her trip. Tell her you are reading brochures under separate cover. Ms. Calvet that both provides information and persuades her to visit your state. Select one location or activity in your state, and write a letter to month-long visit to the United States and wants information about visiting other visitors. Suzette Calvet writes to your office from Paris. She is planning a (e.g., fishing, boating, skiing). These brochures are directed at tourists and attractions, such as state parks, historical sites, and recreational activities bureau. Your office prepares all the printed brochures about various state You are assistant to the communications director of your state's tourist

District Managers: We are having trouble with the increase in requests for life and medical proposals. As you well know, we have forms for basic life and medical lazy about doing these and would like to throw the work on us, but we need the agents to do the basic proposals themselves. If we feel the agent can't handle the numbers, we'll do the complicated ones. It's good that sales are up, but the agents have to help with the increase in paperwork.

The following email to district managers for Southern Life and Medical Insurance lacks persuasive appeal and includes negative language. Rewrite the memo with more you-attitude and positive language.

INDIVIDUAL EXERCISES

Chapter 14 Exercises

ASSIGNMENT #1

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ASSIGNMENT #2

Chapter 7 Exercises

LABORATIVE EXERCISES

Find a Web site for a specific sport or hobby that interests you. Analyze the home page design and decide whether it provides easy access to information pages. Report your analysis to the class. Or, if your instructor prefers, write a short memo report on your analysis and suggestions for change. Short reports are covered in Chapter 12.

Read "Eleven Commandments for Business Meeting Etiquette" by Smith in Part 2. Decide how you would divide this text into information pages for a Web site. Create headings that follow the advice in "First 2 Words: A Signal for the Scanning Eye" by Nielsen in Part 2. Discuss your results with the class.

Find a print article or book chapter on a topic related to your major. Assume you have to transfer this information to a Web site. Decide how to divide the material into separate Web pages or chunks and write links for these pages that would direct users to specific information. Write a memo to your instructor explaining your decisions about splitting the information into chunks for Web pages. Attach a copy of the original to your memo. Memos are covered in Chapter 14.

LABORATIVE EXERCISES

In groups, find the Web sites of the professional organizations for people in your major. Analyze the home pages and decide how well the links guide users to information pages. Write a short memo report explaining your analysis of the pages. Report format is covered in Chapter 12.

5. As a group, develop a fact sheet for a campus building or memorial site. Decide how to transfer the information to a Web page of the same information. Decide whether you want to add links to outside pages, such as background information relative to the memorial, or architectural information relative to the building. Report your results to the class. Or, if your instructor prefers, sketch an outline for the Web page you designed and write a transmittal memo to accompany it. Transmittal memos are covered in Chapter 11.

6. In groups, find the Web sites of three national charities. Assume you are interested in making a donation of \$100,000 to these charities. Test the Web sites for ease of use in finding out how to donate. How many clicks were needed to reach specific information about making a donation? How much information about how donations are used is available on the Web sites? As a donor, are you satisfied with the information available? Report your conclusions for the three sites to the class. Or, if your instructor prefers, write a group report on the three sites and their usefulness for potential donors. Report format is covered in Chapter 12.

Google Custom Search

Nuclear Security & Involvement

Physical forms. Stages of this cycle

fusion reactors

Water reactors

Federal Waste Repository

Recently approved (licensed) in level Waste Disposal.