Email and Memo Assignment

Professional Communications OER: Writing

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## Introduction

In this assignment, you will need to plan and create a professionally structured email or memo based on information outlined in a scenario. You will need to choose one of these scenarios for your assignment, or alternatively, your instructor may assign one of them to you.

One of the scenarios is about providing a recommendation, while the other two are about justifying an action. In each of these scenarios you will take on a position within different companies. Your role in each includes some level of authority but not ultimate authority.

Review the bullet points below to help with your planning. Also review each scenario to establish a clear understanding of the main issue or purpose. Plan your email or memo following the structure and guidelines you learned about in the Writing Module. Your instructor may optionally provide an assessment rubric to help ensure your work meets expectations.

* Scenario #1 should be modelled on providing a recommendation. As such, you should include authentic information to support the recommendation. The focus should be on persuasion using factual details.
* Scenario #2 and #3 should be modelled on justifying a position. Both of these scenarios should focus on factual details. The purpose for each is to inform officially.

## Required

* You should ensure that as you create your email or memo, you pay particular attention to the rules of punctuation and writing paragraphs as outlined in the module eText. Spelling and grammar are also very important, so make sure you proofread your work carefully. These writing mechanics will be considered in grading your work.
* Create your email or memo following the format, structure, and the tips presented in the module. Your work will be graded on how well you can apply these concepts.
* Ensure that you have used a direct approach and that this is clearly evident to the reader. Note that scenario #3 has an optional part 2. If your instructor includes part 2 for this assignment, it needs to be based on an indirect approach. Details on the difference between direct and indirect can be found in the “Preparing a Workplace Document” section of the eText.
* Use your name as the sender of the email or memo, which will help identify who the assignment belongs to. Remember that in these scenarios you have a position within the company and that you will use your real name.

## Submission

Your instructor will outline the process for submitting your assignment.

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## Assignment Scenarios

**Scenario #1 - Recommendation Email**

You are a safety officer at Ayre Restorations, a company specializing in disaster clean-ups. While perusing a trade publication, you come across an article that describes how the industry your company is part of is changing and becoming more sensitive to environmental issues. This piques your interest. While examining some of the cleaning products used at your company, you notice one in particular that is very toxic. However, the product is provided by a long-standing supplier with deep ties to upper management.

Prepare an email to your immediate supervisor recommending that the company switch to a more environmentally friendly product. Indicate that you have researched a replacement to the one currently used. Point out some unique features of the product and attach a copy of the product listing its details as proof. Your recommendation should focus on environmental issues and how the company image might be enhanced. You also need to address how the change might affect relations with the current supplier.

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**Scenario #2 - Justification Memo**

You are the project manager of ABC Construction Company.

The current policy in your company states that potential employees must agree to pre-employment drug screening as part of the hiring process. After that, there are no tests required unless you or one of your job supervisors has reason to suspect that an employee is working under the influence of drugs and that the safety of the employee and others working with the employee is at risk .

Lately, a number of the sub-trade clients your company contracts with have strongly suggested that you should have random drug screening for all workers. They argue that the on-the-job risk to life and property is sufficient to justify this periodic testing and without warning. The majority of your job site supervisors agree.

You have consulted with your immediate manager, who likes the idea. You have also discussed this thoroughly with the company attorney, who assures you that random testing can be legal, but the criteria under which this random testing can occur is not clear-cut. Furthermore, the attorney indicates that laws apply differently to drugs and alcohol screening.

Although justification for the new policy would be based on elements of personal safety, enforcement of the policy could be problematic. After considerable thought, you decide not to implement the new policy but instead retain the current policy.

Write a memo to your job site supervisors advising them that the new policy will not be implemented, along with the justification for your decision.

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**Scenario #3 - Justification Memo**

As the branch manager of Acme Inc., you have just learned from the accounting department that last year's profits were higher than previously expected. Apparently, several large contracts had not been counted in the first reporting of profits.

You and your local managers had already announced raises before you learned of this good news. Now you want to write a memo to all branch employees stating they will get a $1,000 across-the-board bonus by year end, in addition to the individual raises already announced for next year.

You decide to also include details of what led to these bonuses and that although the company expects similar financial results in the coming year, the economy is simply too fragile to guarantee bonuses for the next year.

**Part 2** (optional)

For this part of the assignment, you need to demonstrate using an indirect approach to crafting a message.

Create a second copy of your original memo for this scenario. Revise the copy based on the following:

* Write a memo to all local branch managers telling them that they will need to advise employees in their departments that the previously announced raise will be rescinded and replaced with the $1,000 across-the-board bonus. The main reason for this change is that performance in the coming year is predicted to be gloomier than originally thought; therefore, the raise is not financially viable at this time.
* If the performance outlook improves by mid-year, the company will reassess the financial impact of offering raises and may reinstate them.