

ENGLISH 3771 CLASS ASSIGNMENT

Section E264 & D559

Dates: 8/28/2013 to 12/23/2013



Portfolio Assignment: Persuasive Message

Draft due: 11/1/13

Background

CUNY – New York City College of Technology prides itself on being a leader in applied educational practice. Each academic discipline is expected to provide “high impact learning practices” for students in their programs. A common high impact learning practice at City Tech is a capstone experience, such as an internship. Each school at City Tech offers multiple internship opportunities for qualified students so that student develop on-site skills and relationships to enhance their competitiveness on the open job market.

Problem

Imagine that College has begun an aggressive new campaign to recruit Brooklyn business and industry partners to provide internship opportunities for students. The new Director of Internship Opportunities has asked selected students (i.e., you) from each degree program to write a persuasive appeal to employers in their intended field urging these employers to consider accepting one or more City Tech interns. The Director wants a generic “boilerplate” letter that she can send out to dozens of employers at once.

Solution

You must write a persuasive appeal to businesses in your field and convince them to contact the Director of Internship Opportunities at City Tech (see address below) to learn more information.

In your brief meeting with Dr. Doh, she explained to you what the requirements for City Tech interns are.

- Four courses in area of internship with grades of “B” or better.
- 100 hours minimum in the workplace.
- Must involve substantive work supervised by a qualified workplace mentor.
- Mentors must provide a short weekly evaluation for each intern.

Dr. Doh also tells you that she is planning a new onsite assessment program for workplaces considering mentoring City Tech interns, where she or a member of her staff will come to the workplace and help potential employers assess their own needs and how the internship program can help them.

Dr. Pla Y. Doh
Director of Internship Opportunities
CUNY – New York City College of Technology
City Tech Placement, Room NG-08
300 Jay Street
Brooklyn, NY 11201

Directions

Draft a persuasive letter using the problem-solving rhetorical form for Dr. Doh to use. You do not need to include a date, or an address for a particular employer since those will be determined by her.

Rubric

The rubric below will be used to assess the draft of your assignment. Note, because this is a draft assignment, you will not receive a grade. Instead, you will receive a response designed to help you improve your document for submission as part of your portfolio:

Objective:	Points Earned	Points Possible
Letter's content demonstrates an effective content organization strategy for a persuasive message in the problem-solving format.		
Appropriate details are used in the letter to highlight the problem, mutual benefits, and overcome potential objections.		
The letter uses an appropriate tone, with a you-attitude.		
The letter asks for action appropriate for the situation and recipient.		
Grammar, punctuation, and style are controlled.		
Total:		