



## ENG 1133 Assignment | Personal Case Statement

This assignment is intended to throw you into the practices and discipline of effective self-representation feet-first. For this assignment, you must prepare a brief report on a professional subject that you are driven to understand, or a goal that you are driven to achieve. Most importantly, your document should address the **why** of your passion, **how** it manifests, and **what** you will do with this passion in concrete, articulated terms.

In other words, you must argue the relevance of the direction that you are taking in your professional life, how you are doing this work, and what you will achieve. You must do so to a particular audience with whom you will have precious little space and opportunity to make an impression. I recommend that you revise your work at least once before handing it in for an initial grade. Remember, your task is not to finish the assignment, but to do so in a way that represents you well as a professional and connects to your audience.

Your overall mission for this brief report is to reverse your thinking about how you articulate the most important work of your career. We all have a drive to succeed in what we are doing, but can you explain yours in a compelling manner? For now, you may organize your report as simply as WHY/HOW/WHAT (if you must), or you can develop the internal logic of your document even more thoroughly. When you revise this document, you will develop the rhetorical format of your document individually as the complexity of your ideas grow.

### Directions

Assemble a 500 to 750 word "report" that articulates your what drives you in your professional life. Draft, revise, and edit your document using what you *believe* to be an appropriate format for a business report (this is purposely open-ended, but you can look up examples if you want).

Additionally:

1. Be sure that your work conforms to a high ethical standard of writing (e.g., don't plagiarize, cite any sources you use, etc.)
2. Use good design and rhetorical practices – in other words, format your text; use good grammar; revise and edit your work. Give your case statement an interesting title.
3. Upload your document to our shared Dropbox folder with the following file name:  
**YourLastName\_PersonalCaseStatement.**

### Details

Your draft of this assignment is due on Thursday, February 25th. A re-working of this document will be included as part of your portfolio of workplace documents. While you create the format of this report (to the best of your knowledge and ability), it must be consistently and thoughtfully executed.

## Grading

This assignment is worth 30 points, or about 3% of your final grade (more than one-half of a letter grade). As I evaluate your work, I will be looking for these qualities:

<b>Content and Development (20 points)</b>	
<p>All key elements of assignment are covered in a substantive way.</p> <ul style="list-style-type: none"> <li>• Report is 500 to 750 words or more.</li> <li>• Report develops a sense of what drives you as an emerging professional with a main idea focusing on why, how, and what.</li> </ul>	
<p>The content of the report is appropriately detailed, accurate, and persuasive.</p> <ul style="list-style-type: none"> <li>• Information and details provided are relevant to who you are as an emerging professional and this narrative is cohesive.</li> <li>• Audience concerns are anticipated and addressed – who are you, why are you doing what you are doing, what do you hope to gain from it, etc?</li> </ul>	
<p>Paragraphs develop ideas that support the main point. Main points are supported by relevant specific descriptive details and examples when appropriate.</p>	
<b>Style and Mechanics (10 points)</b>	
Sentences are complete, clear, and concise.	
Rules of grammar, usage, and punctuation are followed.	
Spelling is correct.	
Page design and format is consistent.	
The tone of the report is appropriate to an external audience.	
<b>Total: 30 points</b>	
Additional Comments:	