WCU Disciplinary Writing Guide

Professional Writing

2018-2019

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with support from

2018 College of Arts and Humanities Research and Creative Activities Grant[i]

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Introduction

Professional writing is an area within a larger field called writing studies, within a larger field called rhetoric and composition often located within an even larger field, English studies. It can be helpful to think of professional writing studies in the analogy of a Russian doll, a doll within a larger doll, sometimes within a larger doll. The relationship between professional writing and English departments can be contested, but it is important to distinguish the disciplinarity of this area because the container within which we place professional writing had implications for the kinds of work we do and the theories we utilize and practice as professional writers.

Sometimes professional writing will be classified as professional and technical writing (PTW), professional and technical communication (PTC), or professional business writing (PBW). While none of these is more correct than the other, at West Chester University of Pennsylvania, it is important to note that professional writing is housed within the Department of English as Professional and Technical Writing. Writers may take courses in Business and Organizational Writing and Technical Writing or take courses focused on writing online and visual rhetorics. Further, students may engage in across our campus as they take writing-intensive courses in the College of Business and Public Management, the College of Nursing, and the College of Education, and more.

Since professional writing is found in many locations, it is interdisciplinary; that is, professional writing inherently adopts many disciplines and is found across the curriculum and in nearly every industry and sector of working life. Professional writing is ultimately concerned with writing as a tool for getting work done when we step outside the classroom and great professional writers play a powerful role in everyday life.

The goals of this Disciplinary Writing Guide on Professional Writing are numerous:
- To provide you with a broad understanding of professional writing
- To enable you to identify some of the most common genres in professional writing
- To serve as a flexible resource for you when engaging in professional writing
- To guide you through frequently asked questions and moves in professional writing

What is a Professional Writer?

Do you identify as a professional writer? Professional writers can produce concise audience-centered writing with plain language for very specific audience members. These audiences include other peers and colleagues who are also professional writers, clients, patients, customers, employees, laypersons, those associated with public and private for profit and not-for-profit organizations, persons in industry, and many others. **Professional writers are purposeful** and often hope to facilitate and communicate work completed or in progress. Sounds like about everything and everyone? In fact, professional writers (and professional writing) include everyone involved in work outside academia. Professional writers had a hand in writing the ingredients on our toothpaste, the manual in our cars, the reports that tell the Department of Transportation which roads need to be fixed or expanded, the new residential development being put up across the street has professional writers crafting progress reports, decisions made about finance and technology you hear on the news or read online are all rooted in professional writings like whitepapers and recommendation reports, and of course there is *plenty* of professional writing happening inside our classrooms and offices as well. Professional writing is all around us and touches nearly every aspect of our daily lives.

What Drives Professional Writing?

Professional writing is largely driven by three core questions:

1) **context**: what prompted the need for the writing?
2) **task**: what has to be done to complete the writing?, and
3) **purpose**: what is the purpose of the document being written?

Professional writing also wants to know how well the needs of the target audience are being met by the document and whether the reader can locate valuable information in a timely manner. There are also other, more abstract questions that drive the field of professional writing. One example of this theoretical consideration, "Is the writing useful?" leads scholars and novice writers alike down a newly emerging connection to **UX (user experience), UCD (user centered**

design), HCI (human computer interaction) and **Experience Architecture** as professional writing makes deeper strides to shift from its "analog" beginnings to its "digital" future.

As the conversation continues to shift to include additional interests in the "user" and "human" professional writers are also considering more practices that are inclusive and representative of a wide array of people. Questions such as, "What do people need and how do I give it to them?" attempt to take a more human-centered approach to writing and other textual constructions. What data or evidence is needed to persuade the reader within this specific context?

Ultimately, professional writers, and those who craft professional writing, are driven by an interest in people and problem-solving. **Properly identifying the problem that needs to be addressed and making clear, efficient decisions about how to address those problems allows professional writers to be deeply curious people.** Curious about the people they are helping. Curious about the problems they have identified. Curious about the world they inhabit. Curious about writing data-driven, evidence-based, reader-centered, context specific documents.

On Transitioning into Professional Writing

It is important to recognize that all writing is a process that takes place in stages and drafts over time. **Professional writers often rely on using previous documents, notes, and external resources to craft an initial draft** and then will **seek out the support and guidance of a trusted peer or colleague to review their work** so that any potential revisions can be caught prior to being submitted. Although it may sound strange to share your work with others preemptively, professional writing situations do not often allow for a supervisor to offer comments and suggested edits once the file is received. Unfortunately, in most professional writing situations there are no second drafts, unless requested by a client (usually for content, during negotiation).

Unlike college papers you may have done in the past, **professional writing courses and situations require you to construct a document "out of order" or at different points with multiple co-writers instead of beginning to end, all in one attempt.** This focus on writing as a process and as a

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collaborative experience is inherent to professional writing. It is likely that you have been trained for many years to explain and argue a variety of complex points throughout your writing careers. If you find yourself making those writing moves in a professional document, your reader will get easily frustrated because he or she wants the most valuable information first. Many target audiences for professional writing documents are busy people uninterested in discovering your solution at the end of the document. One technique you can use to transition from the academic writer role to the professional writer role is to continue to explain and to argue, but summarize after you do so and put the summary at the top of the document and any under headings you provide throughout.

An overall desire to access information quickly produces professional writing that is shorter than other types of writing you may have experienced in the past. Professional texts such as magazine articles, case studies, and reports are common texts, but there are so many others (more on these in the "On Common Genres" section on page 4). Overall, the texts we read in professional writing are like the texts we write, short, clear, concise and filled with purpose.

To explore these ideas we can look at an example from [Dave Ulrich's (2010) report on the state of Human Resources titled Are We There Yet? What's Next for HR](#):

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ARE WE THERE YET?
What's Next for HR

Dave Ulrich - Professor, Stephen M. Ross School of Business, University of Michigan, and Partner, the RBL Group

Although the writer is aiming for a concise overview of Human Resources, the writer still utilizes an introductory paragraph to provide readers with context and premise for the report.

Anyone who has been on a trip with a child has heard the endless question "Are we there yet?" At first, the question captures the excitement of the child anticipating a new place. After awhile, the questioning becomes exasperating and only adds to the length of the journey.

Many in HR seem to be asking the same question, "Are we there yet?" Too often, many in HR seek but never seem to arrive at their destination. Professional conferences continue to lament HR more as an administrative service or compliance function than a business partner. Sometimes these lamentations only lengthen the journey to HR credibility. Maybe HR's aspiration for the future is less a specific destination that pinpoints when we have arrived and more a direction for aspiring HR professionals to help their organizations succeed. Most HR professionals have made enormous progress in the last few decades in their professional stature and contribution to business success. But the journey ahead should focus on the intent to deliver ongoing and increasing value, rather than striving for an end point when that value will be realized. In the spirit of simplicity, let me suggest steps in the journey ahead and discuss them accordingly.[1]

Notice here that the author summarizes the entire report on page one so that readers looking for an immediate take-away can find that valuable information immediately. In this case readers learn that "The creation of value" should be the "mega-message" for HR.

1. **One mega-message for HR's direction:**
   The creation of value.

2. **Two components of HR's relationship to the business:**
   - Context: Understanding the changing business setting which redefines work.
   - Stakeholders: Recognizing and serving both internal and external stakeholders who are the recipients of HR work.

3. **Three targets or outcomes of HR work:**
   - Individuals as evidenced through a formula for productivity which is competence * commitment * contribution.
   - Organizations as defined by their capabilities more than their structures.
   - Leaders whose thoughts and actions embody the firm's brand.

4. **Four domains of HR investments:**
   - HR departments where strategies and structures need to be designed to deliver value.
   - HR practices which need to be aligned, integrated, and innovative.
   - HR professionals who must have the competencies to respond to future demands.
   - HR analytics where HR investments can be tracked and monitored.

The logic for HR's future is simple. We begin with a direction: HR should add value. This direction needs to be connected to the business, both the business context which shapes decision making and specific stakeholders around whom business strategies are created. Out of this context, HR defines targets for HR work: individual abilities (talent), organization capabilities (culture), and leadership. Finally, HR budget and people investments redefine the HR organization that makes the above happen. But the simple logic requires more detailed assessment to accomplish the journey. In this article, I want to propose "what's next" in each of these four areas (see summary in Figure 1).

1. One Mega-Message for HR's Direction:
The Creation of Value

In seminars with HR professionals, I often start with a simple question, "What is the greatest challenge you face in your job today?" Inevitably, the answers are around things like building credibility with my line managers, managing the flow of talent (bringing in new people, matching people to jobs, or removing people), handling employee grievances, managing HR costs efficiently, and so forth.

My sense is that many of these appropriate responses need to move forward. I suggest that the HR profession has been through three general waves (see Figure 2). Wave 1 was the administrative work of HR, where HR focused on terms and conditions of work, delivering HR services, and working on regulatory compliance.

Here the author begins to provide a more detailed explanation of the "mega-message for HR" which is "the creation of value" so that readers who want to dive deeper and know more read further into the report.

[1] The frameworks and ideas in this monograph represent my view of the future of HR but are drawn from collaborations and conversations with my partners at the University of Michigan and in the RBL Group (www.rbl.net), Wayne Brockbank, Norm Smallwood, and Jon Younger. In addition, I have drawn extensively on ideas from consulting and academic thought leaders as summarized in the Appendix.

On Rhetoric

Professional writing, much like all forms of communication, employs rhetoric to reach their readers. Rhetoric is the ancient art of discourse believed to have ancient roots, but most notably, the philosopher and scholar Aristotle popularized the term. Rhetoric, often defined as "The art of persuasion," or "the art of discovering the available means of persuasion" is at the center of all writing. For professional writing, the rhetorical appeals (*ethos*, *pathos*, *logos*, and *kairos*) and the rhetorical situation (audience, author, purpose, and context) are common considerations.

- *Ethos* – Appeal to Credibility/Authority: this element involves establishing your credibility or expertise to produce information.
- *Pathos* – Appeal to Emotion/Values: this element involves appealing to the emotions and/or values of the audience.
- *Logos* – Appeal to Logic: this element involves rooting arguments in reason and evidence.
- *Kairos* – Appeal to Timeliness/Appropriateness: using this appeal means being aware of what is appropriate in a given time. Knowing when it is the "right time" to broach a topic or propose an idea when crafting a text.

Common Genres in Professional Writing

Professional writers are almost always working with one or more genres of writing while they conduct they do the work of organizations. Students my not think of the term *genre* when they think about the work of professional writing, but a genre is a term used to describe how particular actions or goals lead writers to ways of writing that are typical for that kind of action. While every work of writing is unique its own ways, works of writing that require writers to make some common or typical moves to achieve a similar purpose often get classified as genres. For example, if a writer needs to articulate a need or concern with a client or team member, that writer will likely utilize a correspondence genre, which may be an email or a text message or a memorandum, or some cases even a Tweet. And no matter which of these mediums a writer is using to correspond with a client or team member that writing will make some typical moves, which make up the correspondence genre. Knowing and being able to articulate the typical moves or rules of a genre (and sometimes creatively breaking those moves or rules) is one of the

chief skills of an expert professional writer. In this guide, we will review just a few common genres in professional writing and some of the moves writers make in these genres.

Correspondence

Communication is one of the foundations for all professional writers. Correspondence, traceable to the humble origins of the telegram that developed into the memorandum, the email, and still emerging social communication tools, such as Tweets, allow disparate communities to share knowledge in industrial and academic settings. Correspondence also must be mindful of the tone and content because it is a written record of an exchange. **Remember that once written it cannot be retracted, so get it right before sending it.** Recent controversies regarding email and Tweets highlight the importance of communicating with others respectfully and professionally. The most common correspondence subgenres: memorandum, email, letters, and now social messaging, each require very similar writing moves.

Move 1: Recognize the audience

The audience/recipient of your information will help to determine the delivery of your message. Is the correspondence for a colleague, supervisor, client? What do they expect from you? What are their needs and values? What expectations have previous exchanges with them established?

Move 2: Greet the recipient

Every exchange has a greeting. "Hey" is usually inappropriate, but sometimes for a colleague there is a previous relationship established and the expectations are different than those shared with a supervisor or client. The most common greetings are "Hello, [name]," or "Dear [name]." Determining which greeting to use is dependent on the medium and relationship, but both are formal and acceptable greetings. Tip: Do not use "To Whom It May Concern:" unless you truly do not know who it concerns. A name makes a personal and memorable connection.

Move 3: State the purpose

Make the purpose of your correspondence known early using the subject line or the first few sentences of the body. Not only does this remove mystery from your recipient, it allows a reader to make a choice about when and how to respond. By stating your purpose clearly and early you

can also avoid the "tl;dr" (too long, did not read) feeling that comes from receiving too many emails throughout the day or too much information at once.

Move 4: Dedicate each topic to one paragraph

A screen or page filled with one large block of text can be intimidating and a reader may have trouble locating all the important details. Using smaller, 3-4 line paragraphs (all left aligned, no indentation) that contain a single topic will help your reader understand the content with ease.

Move 5: Provide follow-up or requests

This move is not always necessary, but usually there is a purpose for corresponding with someone (see moves 1 and 3). Do you need an answer to a question? Do you require additional information? Do you want the recipient to contact you? Are you following up after a face-to-face conversation? If you require a response, make the request near the end of the correspondence. Note: Make your request politely. Using "please" maintains relationships.

Move 6: Close the message

Phrases such as "Thank you," "Sincerely," are the most common after correspondence in professional writing, but others are acceptable. Being sensitive to the most commonly used closings in your field and those closings expected by your audience.

Move 7: Provide your name

For most correspondence, you want to include your name at the end even if you included your name at the beginning of the exchange. There are some exceptions to this for social media messaging or in different environments, but using at least your first name is expected, if not required. You can develop a prefixed signature containing your name, position, and contact information for the end of your emails in the settings. Note: Do not include your favorite quote, funny images, or other distracting information after your name. It can cause disagreement and discord with colleagues, supervisors, and/or clients.

Move 8: Review for errors and missteps

Proofreading and editing your correspondence is a key step because it is a written record of an exchange. Your credibility will be harmed and you risk being misunderstood if your recipient notices typos, grammar mistakes, or an informal tone.

Emails

The most common correspondence in business writing is an email. Most companies and organizations have policies surrounding email sending and monitoring. The basic elements of an email are very similar to a memo because they are related.

"CC" stands for courtesy copy. All recipients of the email know you are sending a copy to this person.

Like a memo, an email has a very specific subject line.

Including a personalized salutation demonstrates respect and ensures a proper tone.

From: bobmacky@company.com
To: gingerross@company.com
CC: amyshort@company.com
Date: June 1, 2019
Subject: Policy on Printed Documents

Hello Ginger,

As I mentioned at our meeting yesterday, I want to get your input on an idea about changing the frequency in which we print and distribute documents in our company. I will be meeting with Amy Short, the lead for Sustainability, next week and I want to endure we are all supporting one direction.

The first paragraph of an email clarifies the purpose.

The idea is to encourage printing contracts and other sensitive material while discouraging printing "toss-able" documents such as flyers, emails, announcements, and other widely distributed texts. To support this movement in the company we will send out announcements and start a new campaign. We believe this move will help to reduce paper costs and decrease toner usage.

The second paragraph (and subsequent paragraphs) describes the content and/or ideas. Notice how these paragraphs are brief and include skipped lines between them.

We do not have to stick with this idea permanently, but I want to make sure our voices are heard.

The email ends with a request and provides a clearly stated deadline.

Please respond by email using the REPLY-ALL by Friday at 12:00 PM. Thank you.

Regards,
Bob

Bob Mackey, Senior Budget Specialist
Company Inc
phone: 610-224-7601

A signature, which includes contact information, accompanies the email. The signature is automatically attached to every email (often found in "Settings").

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Brief Informational Reports

A report is comparable to a research paper in professional writing. Brief reports usually provide information and can include genres such as:

- a progress report explaining what has been accomplished during a project
- an incident report after a workplace accident,
- meeting minutes recording the actions from a meeting
- Analytic reports, such as whitepapers, recommendation, and feasibility reports

They all share one goal: to describe something that is happening or had happened. Analytic reports are sometimes brief, but they are often longer and more persuasive than brief informational reports. All reports make similar moves.

Move 1: Recognize the audience

The audience/recipient of your information will help add depth and content of your message. Is the report for a colleague, supervisor, client? What do they expect from you? What are their needs and values? What expectations does your audience have for the information you present?

Move 2: Analyze the purpose

Determine your purpose. What do you want the document to accomplish? What do you want your reader to know or believe after reading the document? What content and organization do you need to achieve your goals?

Move 3: Research your subject and gather information

Using primary and secondary research is a widespread practice for writing reports. Consider what types of media you might use (books, journals, reports, websites, etc.) and what types of primary research you might conduct (observations, experiments, interviews, focus groups, surveys, etc.). Keep records of your information and incorporate it in a manner befitting your audience.

Move 4: Choose an appropriate format

Most brief informational reports are presented in email and memos. You may be asked to follow a specific format that may include a cover page, title page, a table of contents, or other

requirements for more formal reports. The formatting will depend on the company/organization, your audience, and purpose.

Move 5: Draft, revise, edit, and proofread

Brief informational reports require as much if not more attention to detail. Errors in grammar and mechanics reduce your ethos and can diminish your ability to reach your purpose.

Additional moves for longer reports may include taking a problem-solving approach by establishing the criteria for responding to the problem, determining the options, drawing conclusions for each option, and presenting recommendations based on the findings. Each report will have different moves based on the different purposes. It is important to return to Move 1 and Move 2 and to consider the requirements and standards before drafting.

Progress Reports

You may find it helpful to think about progress reports as "Then, Now, Next." What was the work completed in the past? What work in being completed now? What work will be completed next? Sometimes you will be given a template to create your progress reports and other times you may develop a memo or an email to deliver the information.

Progress Report

Note how the progress report is addressed to the reader directly rather than to a general audience.

Hello Jonathan,

Previous Work
I have completed one-third of the project; I expect to have the deliverable before the deadline, December 5. In the following sections of this progress report, I have included a brief project description. I discuss the work that has been completed, the work I am currently involved in, and the work that needs to be finished.

This section discusses the "Then," that is the work completed prior to the writing of the progress report.

Project Description
Few people who own elderly pets know what treatments are available as they start to age and become ill. Once dog owners find out their beloved animal is ill, they do not know what is the best

course of action and/or do not understand how various treatments improve their animal's health and longevity. The report will be broken into two major topics: (1) end of life care and (2) alternative pet medicine.

Work Completed

As of this time, I have completed all the research and I am constructing parts of the final report. What follows is what I have completed.

End of life care

The topic describing end of life care for pets is complete. I have fully described the impact of this decision on pet owners. This section includes the assorted options, the terminology needed to communicate elective euthanasia, the forms of euthanasia, and the handling of the remains. These points will help pet parents understand their choice.

Alternative pet medicine

Alternative pet medicine is completely researched. I have finished describing the history of alternative medicines and therapies which will give background to how the alternative movement has evolved. So far, I have detailed CBD oil usage, acupuncture, homeopathy, and aromatherapy as alternatives to traditional medication options.

Current Work

Right now, I am working on organizing the report. Also, I am looking for graphics to illustrate each of the alternative medical treatments. Since both sections of the report are done, I am determining which areas is lacking information. Most of my time is devoted the end of life care section since the purpose of the report is to present the support for our pet patients. I am also making the final changes on the history and introduction of the report and the report to establish the relationship between end of life care and alternative medicines. I am also asking my colleagues to proofread this report for proper grammar and mechanics, accuracy, and comprehension. If you wish, I can send the draft of this report for your review as well.

Future Work

I have planned to ask my colleagues to proofread and edit the finished report so that the information in the report is explained accurately and understandably. I will need to insert my found graphics into the text of the alternative pet medicine section. I plan to use graphics illustrating the holistic methods through open source, copyright free images. I will also make tables about the effects of each medication on most household pets, so that pet parents have a reference as to which might be best for their pet. I am concerned that some of the terminology

might be confusing to readers; therefore, I plan to have non-specialists (pet owners) and our clients read this section so I can receive feedback and make the necessary changes.

If you have any questions or suggestions about the direction of the project, or if you would like to read the report in its current draft state, please let me know. Currently, the progress and construction is coming together well; thus, I expect the final report to be turned in before or on the scheduled date, December 5.

Sincerely,
Lisa Bandolero
VP of Relations
WellnessNorth Veterinary Hospital

Proposal Writing

Another common writing genre in professional writing is the proposal. Proposals are utilized when a writer or company needs to formally outline a proposed project or idea. In such reports the audience is often a funder or lender of some kind. In other cases, the proposal audience is a board or team charged with granting contracts and the proposal seeks that board's approval. Regardless of the audience or context for the proposal, some common moves are made by professional writers crafting proposals:

Move 1: Analyze the audience

The audience/recipient of a proposal is among the most important pieces of information. A proposal written for a non-profit grant will look different than a proposal for a government grant, which will look different than a proposal or bid for private contract work, etc. One core question to answer before writing a proposal: what is the chief motivation of the reader(s) in this situation? Other questions to consider: Do readers want the proposal to succeed or are they looking for an excuse to reject it? Is it their money and resources that will ultimately contribute to the proposed project or are they stewarding somebody else's resources? What guidelines or restrictions (both implicit and explicit) are used in decision making about the proposals being reviewed?

Move 2: Keyword writing

Because proposal are often read quickly by many readers, proposal writers have to find ways to make obvious and clear that the proposal aligns with the needs or expectations of the readers. Proposal writers should pay very close attention to any supportive documents provided by the audience, such as RFPs (Requests for Proposals) or CFPs (Calls for Proposals). Sometimes organizations provide documents like "funding guidelines" or "FAQs" in which case proposal writers carefully read these materials to better understand audience expectations. Identifying keywords and utilizing them in proposal writing can be very helpful. For example, you may be proposing a project that you identify as "human services" but as you read an RFP you learn that the funder refers to their interest as "social services." Ignoring this distinction and maintaining your own phrase could easily sink the the entire proposal.

Move 3: Balance understanding/background knowledge with proposing

No matter whether you are writing a non-profit proposal for a grant, a business proposal to a bank, or a commercial proposal for a private contract, effective proposals don't just pitch the project but also show that the organization you're representing is well-informed about the topic, problem, or project. A non-profit proposal for a grant must persuade readers that the problem the grant will address is serious and important before proposing a solution. A business proposal for a bank loan must establish that there is a need for the product or service being proposed. A commercial proposal for a private contract must establish that the proposing contractor has knowledge and experience with the kind of project they're proposing to complete.

Move 4: Be detailed

As a proposal develops from introduction to conclusion, the proposal itself should become as detailed as possible. Readers are often looking to see if the proposing organization as thoroughly planned and thought-through the project because this suggests a higher likelihood that the project will be successful. While being brief and general may provide for a cleaner and simpler appearance, be careful not to provide too little detail. If your proposed budget requires compensation of employees, for example, then detail how many employees are needed, for how many hours, and what pay rate, and with what additional benefits, insurance, etc. are needed.

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Move 5: Draft, revise, edit, and proofread

Proposals require great attention to detail. Errors in grammar and mechanics reduce your ethos and are often perceived as indications that the proposing organization as a whole is sloppy or careless—is that a group you want to trust to an important and expensive project? Proposals must be painstakingly proofread and copyedited prior to submission.

Let's take a look at a sample proposal to see some of these moves at work:

Sample Proposal

Summary

The purpose of this document is to discuss and address the problem that has recently surfaced in our pizza franchise. These actions are considered unacceptable and won't be tolerated any longer. In response to these actions that occurred our team has come up with multiple solutions that will be put in place immediately.

Introduction

The introduction of a proposal is important for providing a context for the proposal which provides basic background information on the object of concern in the proposal. In this case, the object of concern is Bullseye Pizza, and the proposal writer provides vital background information on this franchise.

Bullseye Pizza is a regional pizza chain based in the Southeast United States. There are 10 locations, throughout all of Florida, Georgia, and southern Alabama. Bullseye Pizza employees around 150 employees, 50% of which are ex-baseball (Major/Minor League Baseball) players from Latin America seeking purposeful work, a smooth transition into American life, and completing some form of formal education. The CEO of Bullseye Pizza is Maritza Fernandez, the mother of the former Marlins starting pitcher Jose Fernandez. Maritza founded the company after Jose's death to help foreign born athletes that don't make it in baseball to make a living. She had the help and support from the Miami Marlins organization to promote this business idea.

A problem description paragraph or section has to be provided as soon as possible in a proposal. The purpose of the problem description it to persuade readers that a problem or situation exists and that therefore a solution is needed. In this case, the proposal writer is making clear that many talented athletes who travel to the USA to play professional sports don't become professional athletes and face an educational barrier.

Over the years, Major League Baseball teams have been drawing players from foreign countries. Only 62% of males in the Dominican Republic attend high school, and out of the number of young adults that get brought over to the states,

only 10% of them make it to the MLB (Gelb). Life after baseball can be very tough for foreign players that come from a different country and haven't already completed High School. Bullseye Pizza offers a unique program for not just for Dominican players, but for all foreign employees. Santiago Perez, a former MLB player, had a career ending injury that would not allow him to play baseball anymore. Without a High School Diploma or college degree, he had to work at Bullseye Pizza. Santiago doesn't speak much English and it is tough for him to understand most of it. Throughout the job, he was made fun of and discriminated against because he couldn't communicate to the other workers. After going back and graduating with a degree in management, Santiago is now a manager at our headquarters in Tampa, Florida.

An effective problem description in proposal writing provides both general statistical information and specific anecdotal information. In this case, readers learn that in general very few players statistically make it to the MLB and that in particular Santiago Perez made it into the MLB but had a career ending injury that left him stranded for work.

Once it is clear that a problem exists and is serious, proposal writers use that persuasive energy to propose a solution—the basis of what's being proposed. In this case, the proposers is making a case for an educational program at Bullseye Pizza for players who seek to close the educational barriers to work they are experiencing.

To address the increasing population of English language learners within our company, we propose rolling out a new program to help Santiago and the others like him. During our newly designed programs for our employees who weren't fortunate enough to finish high school or a GED, we will hold tutoring sessions after work for anyone that needs them. Also, current employees will be taught about why discrimination is bad in the workplace and what the foreign-born employees had to go through to come to America. Lastly, they will be taught how to assist those employees so they can have the best work experience possible. In the information that follows, we detail the direction our company should take to help give back to our employees while also furthering the bond of the company.

Proposed Program
Scholarship Fund
This fund will help employees who want to go and pursue a higher education. The foundation will be named "The Perez Foundation," in honor of Santiago and his accomplishments of finishing school and graduating with a degree. There will be three scholarships of $500 each, totaling $1,500, for any employee who plans to pursue furthering their education. Money will be raised through fundraisers and donations from the community.

After the proposed idea has been pitched in general, a proposal writer has to provide specifics—a detailed summary of the project being proposed. The proposal writer is counting on readers being generally convinced thus far that these ex-players need help and that an education program is the way to provide that help. Now, the details of that project have to show what the program will look like

Tutoring Sessions

Twice a week, a professor from University of Tampa, Dr. Geoff Bevier, will come to our pizza shop near the Clearwater Mall to help employees and other community members who struggle to understand and speak English. Everyone is welcome, regardless of age. There will be pizza provided for all that come.

Social at the Ballpark

A company meet and greet day each year at Rodger Dean Chevrolet Stadium in Jupiter, Florida for all our employees. This is to ensure our company has a close-knit bond with each other and a day of fun for all that participate in our annual meet and greet baseball game.

Costs

Scholarship Fund (3 seasons)	$4,500
Tutoring Sessions (one year)	$2,000
Social at the Ballpark (1 visit)	$8,000
Promotion	$500
Total	**$15,000**

Is this a three-season budget or one-year budget?

Is the 2K for tutoring for the educator or the pizza?

It seems like most of the money is going to the Social? Is that what's important here?

Promotion wasn't covered in the project plan: what is it?

Qualifications and Experience

We have worked for Bullseye Pizza for a collective 15 years. One of us has benefitted from additional instruction in English and used donation monies to seek out educational opportunities. Further, another member of this proposal team has hosted fundraiser events at the ballpark and has established a relationship with the head of fundraising, planning, and community events.

Expected Results and Feasibility

Our programming will help to foster inclusion in the workplace and education for foreign-born employees, especially former MLB players. With the proper education and training, we feel our foreign employees will be more confident in

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their ability to not only do their jobs proficiently, but also communicate effectively with coworkers and customers. *The Perez Foundation Scholarship* aims to encourage our foreign-born employees to pursue a higher education, just as Santiago Perez did. In addition to the scholarship offer, we will have a professor from Clearwater High School, Dr. Geoff Bevier, come to our location at the Clearwater Mall twice a week to teach English language and grammar. All members of the community will be welcome. This will help to form bonds and an appreciation for diversity in our community. For employees of the company, we will attend a Miami Marlins spring training game. We believe our employees will appreciate watching the game they love, while also strengthening our partnership with the community.

References

Gelb, M. (31 Jan 2017). Beyond baseball: Phillies offer Dominican players a high-school education. Philly.com. Retrieved from:
www.philly.com/philly/sports/phillies/20170202_Life_after_baseball__Phillies_offer_Dominican_players_high_school_education.html.

On Reading

When we read in professional writing we read for purpose and understanding. Reading a report is to gather information necessary to act. A proposal? To act. An email? To act. The results of a national study? To act. You get the idea. Often, we are reading texts quickly and to push ideas or people forward, to make progress.

Our ways of reading in professional writing are often dictated by the genre of the text. Many of the genres we produce and consume in professional writing have a variety of visual signals presented that inform the audience of how to engage with the text. Colors, headings, indentations, and even the use of **bolding** aid our understanding of the content.

If a reader is convinced by a proposal that a problem exists and that the proposed program or project is an affordable, thought-out, and valuable way to address that problem, a final consideration is going to be how and whether the program can measure success. Sometimes this is narrated as a set of goals or objectives that will be reported back to funders and supporters.

Professional writers may not read an alphanumeric text linearly. What's more interesting is that a professional writer may not even read the entirety of a text. Some readers may skip the introduction all together or jump from the introduction to quick glances at the next four pages to read one paragraph on the fifth page and finish by reading the conclusion.

One primary distinction is audience: academic writers tend to write to other academic writers, either peers or teachers, whereas technical writers are usually writing to more narrow audiences, which often means that technical writers need to work hard to simplify complex topics. In this way, technical writers work more as translators, working from the complex to the simple while academic writers, particularly when writing for professional journals, may pitch content at a higher level, assuming a greater knowledge base on the part of their readers. For example, when writing instructions, a technical writer can't assume knowledge of terms and tools. Additionally, professional and technical writing genres tend to avoid long blocks of texts. Visual design is a big deal in technical communication environments.

On Structure and Arrangement

Most general, most important (summary, abstract, introduction, rationale, background). The reader should be able to gain ALL the findings. The reader should be able to draw a line after this material, decide, and not read the rest of the text if he or she chooses not to. Explanations (body segments like method, results, discussion, and other body segments). These segments must be self-contained and not refer to previous segments. Headings can be telegraphic to have maximum impact—subject plus the "so what?"

On Citations

The kind of citation format should you use in professional writing texts depends on a lot of factors. Any approved citation format is fine, if you remain consistent in your formatting throughout your writing. Professional writers may choose to follow the citation format that most closely fits with the conventions most used in their field. Sometimes citation and style formatting is chosen by the company or organization you are writing for or alongside. In professional writing, APA (American Psychological Association) and MLA (Modern Language Association)

are very commonly used, especially in college courses. CMS (Chicago Manual of Style) may also be used when the used of endnotes or footnotes best fits the needs of the audience, client, and writer.

[i i] Dr. Justin Rademaekers, Associate Professor of English and Writing Across the Curriculum Director coordinated this grant alongside a development team from the College of Arts and Humanities: Dr. Robert Kodosky (History), Dr. Ginger DaCosta (Art + Design), and Dr. Sherri Craig (English and Professional Writing).

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