



To: Dr. Nahrwold
From: Marilyn Jones, Adrienne Oliver, and Casey Dodson
Course: Writing for the Workplace
Subject: Proposal memo for course plan

As you requested, the following is our proposal memo for a course plan to be used in a workplace training workshop.

This course plan was developed to give employees of the Arkansas State Board of Massage Therapy practice with using Janice Redish's Model of Information Design Process and Beebe and Beebe's Communication Principles for a Lifetime. After evaluating different interoffice documents, we recognize a need for a workshop that will train employees how to write memos, business letters, minutes, formal reports, and other business correspondence. We developed the course plan with these objectives in mind:

- To introduce the role of technical communication in workplace writing.
 - To explain the use of style guides and style sheets.
 - To define genre.
 - To introduce theories and practices of various workplace genres.
 - To teach the writing process.
 - To identify the essential elements for good workplace writing.
 - To stimulate practice with writing and revising business correspondence.
 - To help heighten employees' awareness of the rhetorical situation, especially audience and purpose.
 - To promote collaboration.
 - To establish the importance of ethics in technical communication.
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These are the general objectives, but more specific sub-objectives can be found in the course plan. The cost of the workshop includes one copy of the *Business Writer's Handbook* and *The Gregg Reference Manual*. I look forward to any feedback that you may provide.

Attachments