

ENG 306: Persuasive Memo Assignment

Writing Requirements:

- Memo Format: Follow the Persuasive Memo on p. 77 (Figure 3-3)
- 12 point, Arial font
- 1 single-spaced page (approx. 300 words)

Due Dates & Submission Requirements:

- Peer review
 - Final draft
- SEE BA

Assignment Prompt:

Imagine that you work for a company where many of the new hires have been using text messaging and social media to pass on confidential material to each other or relay emergency information. This greatly concerns the chief executive officer (CEO), who especially has a problem with employees using text messages/social media to convey such sensitive information over unsecured and unregulated networks. Draft a company memo that persuades employees to adhere to company protocol and to stop sending company information via social media or text message.

Though you are free to invent company information (names, protocol numbers, etc.), you will have to consider how audience, purpose, context, and scope affect your memo.

Additional Help

You have several resources if you would like additional help:

1. Reread *Writing that Works*, pp. 298-300 ("Designing Memos"), pp. 276-279 & 279-289 ("Developing Style & Tone"; "Structuring Effective Correspondence"), and pp. 110-119 ("Point of View; Conciseness; & Plain Language").
2. Contact me via phone, email, or make an appointment to meet with me.

Documents

Date: April 10, 2013 03:30 (EST)
From: Teleforce E-Memo Administration (memofrom@TELADM.com)
Subject: Plans for Changeover to NRT/R4 System

TELEFORCE, Inc.

E-memo

TO: Engineering Sales Staff
FROM: Bernadine Kovak, Director, IT Administration
DATE: April 10, 2013
SUBJECT: Plans for Changeover to NRT/R4 System

As you all know, our workload has jumped by 30 percent in the past month. It has increased because our customer base and resulting technical support services have grown dramatically. This growth is also in part a result of our recent merger with Datacom. The increased workload has meant that we have all experienced the difficulty of providing our customers with up-to-date technical information when they need it. In the next few months, we anticipate that the workload will increase another 20 percent. Even a staff as experienced as ours cannot handle such a workload without help.

To cope with the expansion, in the next month we will be installing the NRT/R4 server and QCS enterprise software with Web-based applications and a global sales and service network. The system will speed processing significantly as well as give us access to all relevant companywide databases. It will enable us to access the information both we and our customers need.

Installation and testing of the new system, unfortunately, will cause some disruption at first. We will need to transfer many of our existing programs and software applications to the new format. And all of us need to learn to navigate the R4 and QCS environments. However, once we have made those adjustments, I believe we will welcome the changes.

I would like to put your knowledge and experience to work in getting the new system into operation. Let's meet in Conference Room 4-C to discuss these changes on Wednesday, April 17, at 1:30 p.m. I will have details of the plan, including a training schedule, to discuss with you. I'm also eager to get your comments, suggestions, and—most of all—your cooperation.

Message sorted by: [\[date\]](#) [\[thread\]](#) [\[subject\]](#) [\[author\]](#) [\[attachment\]](#)

Background of problem

Statement of problem

Statement of solution

*Candid
acknowledgment of
disruption*

Call for cooperation

Figure 3-3 Persuasive Memo (Sent as E-memo)