Task #1: Set 2 Goals for Your Own Outreach and Engagement of Advisees

Write a paragraph or two in which you identify two specific goals for increasing communication and outreach with your advisees. These goals should be practical, achievable, and able to be assessed.

In drafting this goals statement, be sure to consider the following*:

- State the goal as specifically as possible
- Provide a rationale for the goal
- Discuss ways you might achieve the goal
- Include an assessment measure, i.e., how will you know you achieved the goal? (some form of assessment such as survey, feedback from advisees, observations, record of advisee contacts, etc.)

Task #2: Draft 2 Sample Letters

Using the sample letters and templates from the workshop as one type of communication model, draft your own letters to advisees. Create two letters that you would actually mail or email to an advisee or group of advisees. Before drafting the letters, consider the specific audience (advisee/s) and purposes for these letters as a way to help you compose your ideas and deliver them in effective ways.

In drafting these two letters, keep in mind the following elements*:

- Intended audience and reader needs
- Purpose(s) for which you are writing
- Organization that is most effective and reader-friendly for intended audience
- Tone and style that are most effective for intended audience
- Effective letter format
- Careful proofreading

*These elements serve as the rubric for assessing and providing feedback to you for the above two tasks.

SUBMITTING Deliverables for PDI

Please send your completed “2 Tasks” above as attached documents to Debra Cox at coxd@ferris.edu by Monday, October 15th. The presenter will also review your documents and provide feedback and comments for you. Thank you for your participation in this Academic Advising event.