

Baseline Self-Assessment Memo

Write a one- to two-page (single spaced) memo to your instructor and TA describing and evaluating your previous experience in written and spoken communication and setting goals for self-improvement. In describing your background, focus primarily on communication in a business or organizational setting. Provide enough background and detail (e.g., kinds of communication, audiences addressed, purposes) to give your instructor and TA a clear picture of you as a communicator.

In evaluating your strengths and weaknesses, consider feedback from others – both direct (what people have said to you about your skills) and indirect (whether you have generally succeeded in achieving the goals of your communication) – as well as your own opinion of your proficiency. In setting goals for yourself, state specifically what writing and speaking skills you would like to improve in this course. Make sure the goals are attainable and realistic. At the end of the course, you will be asked to write another memo reporting your progress against your goals.

Grade weight Homework (√+, √, √-)

Criteria for grading

Strategy and Structure: Have you organized the memo according to the readers' interests and needs? Does the introduction provide an overview to the rest of the memo? Does the conclusion provide closure to the memo?

Coverage: Have you covered all the areas discussed above in enough detail (including examples and illustrations) to give readers a complete picture of you as a communicator? Are your goals for the course specific, clear, realistic and attainable?

Document design: Is the format appropriate to a memo? Does it highlight the structure?