WEEK 3

Academic Literacy Week
1st Year Autumn 2011

Workshop — Communicating Professionally

SCENARIO 1:
You require course advice regarding unit selection and course progression. You need to send an email to the appropriate person asking for an appointment time to meet with them for advice.

INSTRUCTIONS:
1. Construct an email in the representation of an email on the right.

2. In the appropriate space, complete the ‘From’ section using your student email address.

3. Using the extracts from the Information Guide for Commencing Students (page 4), determine who is the most appropriate person to address your email to.

4. Complete the ‘To’ section using the email address of the appropriate person.

5. Make sure you read the email protocol for the School of Communication Arts (page 3) first before beginning the next steps. (Remember the ‘pet peevs’ mentioned in the lecture and make sure you avoid making those mistakes in your email)

6. Create a well-structured, relevant and meaningful subject in the subject line.

7. Now write the email content to that person (remember it should contain a suitable greeting, a concise summary of the issue you are hoping to get help with, your availability and an appropriate thanks and sign off including your full name and student number).
**Workshop — Communicating Professionally**

**SCENARIO 2:**
You are generally happy with the way your studies are progressing. You have found it a little difficult settling in to university life. It wasn’t quite what you were expecting and very different to school. You did OK in the first assessment task but not as well as you had hoped for. You would like to discuss your concerns with someone and see if there may be workshops available to help you improve.

**INSTRUCTIONS:**
1. Send an appropriately structured and written email to the person that can offer you the help you are seeking.
2. In the appropriate space in email facsimile on the right, complete the ‘From’ section using your student email address.
3. Using the extracts from the *Information Guide for Commencing Students* (page 4), determine who is the most appropriate person to address your email to.
4. Complete the ‘To’ section using the email address of the appropriate person.
5. Make sure you read the email protocol for the School of Communication Arts (page 3) first before beginning the next steps. (Remember the ‘pet peevs’ mentioned in the lecture and make sure you avoid making those mistakes in your email)
6. Create a well-structured, relevant and meaningful subject in the subject line.
7. Now write the email content to that person (remember it should contain a suitable greeting, a concise summary of the issue you are hoping to get help with, your availability and an appropriate thanks and sign off).
Email protocol — School of Communication Arts

An ability to write clear, persuasive correspondence, in any form, is one of the skills you will want to take with you when you leave the University, not least because it will be important in your working life. With that in mind, the School would like you to observe the following guidelines when you email staff.

1. Use your University email account. It is UWS policy that staff should only respond to students on University email accounts. In addition, this address incorporates your student number, which staff need if they are to assist you. Please note that since this account is used by the University to distribute messages to students in bulk you should not set up an automated reply on this account.

2. Write to one person at a time. In general you should email a request to just one person. If the recipient thinks another staff member would be more appropriate they will forward the email to that person. Requests to several staff members at once are confusing and will result in either double handling or your email being overlooked by everyone on the list.

3. Give your email a clear subject line. Staff receive large numbers of emails so please make sure yours is clearly identifiable by giving it a sensible subject line. Avoid meaningless and generic terms such as ‘important’, ‘urgent’ or ‘help’ which could be picked up by the spam filter. Lines such as ‘Request for course advice’ or anything that clearly and concisely states the issue work well.

4. Keep your email concise. Once again, note that staff deal with large volumes of correspondence. An email that is short and clear will be dealt with more efficiently than one that is long and hard to understand. It's a good idea to make sure that the main point of your email (the issue you want us to help with) appears very close to the top.

5. Bear in mind the passage of time. Some issues can be resolved in a single email. Others take longer. Just remember those volumes of correspondence we've already mentioned if you have to write back. Don’t assume we will remember the original correspondence. Of course, we might need to check our files. But you can save time by including a quick summary of any previous correspondence at the top of your latest email. In other words, it’s a good idea to begin an email about an ongoing issue with something along the lines of ‘I emailed you in ... about .... You said at that time that ... I'm just checking if you have been able to ....’ And so on.

6. Addressing staff. Most staff members are happy to be addressed by their first name and it is common courtesy to include a greeting at the top of correspondence. ‘Dear ...’ or ‘Hi ...’ work well. ‘Hey’ is overly casual. Similarly, you should sign off with ‘Sincerely’ (or something similar) and your own name. We don't respond to anonymous correspondence.

7. Write clearly and with care. Staff are required to file correspondence with students which is just one reason you should pay attention to the way you write. We appreciate proper sentence structure (allowing for some informality in emails), correct spelling, grammar and punctuation. Please do not use SMS text style. We won't be troubled by the occasional small error and we are very mindful that some students and staff are using English as their second or third language. But just note that if you are asking someone for professional advice you should approach this in a professional manner. You should also remember that writing to another person carries a legal responsibility. You should never write anything that could be considered defamatory – in other words, something that might damage the reputation of a fellow student or staff member. This could cause significant problems for the University and for you.

8. Politeness works wonders. True. With this in mind, please do not use lines such as ‘get back to me ’asap’ or ‘give this your earliest consideration’. We always respond as promptly as we can and you don’t want to appear abrupt or rude.

9. Give us time to respond. We can't always get back to you the day you emailed us. Sometimes it will take a few days – depending on the teaching and administrative schedule. So don't leave things until the last minute. If you haven’t had a response after 72 hours you might want to send your email again with a gentle note to the effect that you hope we received it.
If your enquiries or questions relate to the work, content, due dates or issues affecting your studies in a particular unit your first point of contact should be your tutor for that unit. It is important to know who your tutor for each unit is and how to contact them. Their details will be on the Learning Guide for that unit or the vUWS site for that unit. In some circumstances the tutor may refer you on to the Unit Coordinator for that unit. Note: Tutors may be Casual or Sessional Tutors. This means that they are not permanent academic staff. As such they can only be contacted during the semester.

Semester units

<table>
<thead>
<tr>
<th>Unit</th>
<th>Tutor</th>
<th>Tutor</th>
<th>Tutor</th>
<th>Tutor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unit 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unit 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unit 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sometimes it is not clear who to contact and you need to be referred to the most appropriate staff member. In these circumstances you probably need to contact the Communication Arts First Year Coordinator and Disability Officer. Her role includes assisting undergraduate students in their first year of study during the transitional phase to university, primarily focusing on resolving transitional issues. If you are experiencing difficulty adjusting to University, balancing workload, or facing any other general study-related or personal issue that is impacting on your studies, then you should make an appointment with Milissa. Please note it is not Milissa’s job to explain your units of study to you.

First Year Coordinator & Disability Officer

Dr Milissa Deitz
Penrith (Werrington South) Campus : Bldg BB Rm BB138 Ph: 9852 5021 Email: m.deitz@uws.edu.au

If you have issues relating to the course (not individual units) such as progression advice and planning, enrolment issues, electives, rule waivers or cross-institutional study then it is probably the Course Adviser for your degree that you need to contact and make an appointment with. If you aren’t sure about this then the First Year Coordinator can advise you on who the most appropriate person to contact would be.

Communications Course Adviser
Mr David Cubby
Penrith (Werrington South) Campus : Bldg BB Rm BBG35 Ph: 9852 5166 Email: d.cubby@uws.edu.au

Design (Vis Comm) Course Adviser
Mrs Samantha Edwards-Vandenhoek
Penrith (Werrington South) Campus : Bldg BB Rm BBG31 Ph: 9852 5539 Email: s.edwards@uws.edu.au

Music Course Adviser
Ian Stevenson
Penrith Campus : Bldg O Rm OG05 Ph: 4736 0497 Email: i.stevenson@uws.edu.au

If you are seeking Advanced Standing for previous study, an overseas exchange or applying to graduate then you should contact the Head of Program for your degree. In some circumstances the First Year Coordinator or the Course Adviser may also refer you to the Head of Program as well.

Communications Head of Program
Mr David Cubby
Penrith (Werrington South) Campus : Bldg BB Rm BBG35 Ph: 9852 5166 Email: d.cubby@uws.edu.au

Design (Vis Comm) Head of Program
Mr Roman Goik
Penrith (Werrington South) Campus : Bldg BB Rm BB137 Ph: 98255448 Email: r.goik@uws.edu.au

Music Head of Program
Dr Diana Blom
Penrith Campus : Bldg O Rm OG08 Ph: 4736 0164 Email: d.blom@uws.edu.au

Please be aware that most academic staff prefer that you email them to set up a meeting time. Please refer to the School of Communication Arts Email Protocol in the appendix.