

DOCUMENT SERIES

PROJECT INSTRUCTIONS

Percentage Weight of Final Grade: 10-20%

LEARNING OBJECTIVES

- Write for a specific purpose and audience
- Create various forms of business correspondence and documents
- Develop effective business correspondence writing style, paying particular attention to concision (i.e., avoiding wordiness), paragraph construction, and tone

ASSIGNMENT

Choose one of the following scenarios, and produce the requested documents for one scenario only. Each scenario asks you to prepare a range of documents. Students are responsible for determining the appropriate genre (email, memo, business letter, etc.) as well as the content of those documents.

SCENARIO 1

You have been an employee for almost two years with Innovative Residential Solutions, a firm that provides support services for design and construction of residential and commercial buildings, and other types of infrastructure. One of your company's specialties is innovative security features for multi-use facilities, such as keyless entry for residents.

Innovative Residential Solutions has just released a new sensor that needs to be installed at a number of buildings the company holds maintenance contracts for across town. The new sensors update residential entry points so that the resident's key fobs are functional at a greater distance.

You have been tasked with your first big project. You are to coordinate the replacement of old sensors with the newly designed ones. Coordinating with your team, you provide all the necessary parts to do the work. The first stage of replacements--five buildings with 20 replacement points--was completed, but you received a call from Levi Kouma, the manager of those buildings, because residents are reporting they cannot enter the building.

You get in touch with the person who did the replacement, Hagen Smith, and send him back over to troubleshoot. He lets you know that, because of the recalibration, the sensors in the residents' key fobs no longer work with the new technology. Upon further research, you are able to locate the cause of the problem. At the Research & Development (R&D) warehouse, the documentation for the sensor system is unclear regarding the use of updated technology with older models of keys. Therefore, any future sensor replacements must also update the key fob technology.

When you advise Levi that the residents will need new fobs to use the updated technology, he asks if you will write a letter that will be sent to the residents advising them they will need to turn in their old fobs and pick up new ones. You also need to let R&D know that they will have to update their documentation clarifying which model/version of the fob is necessary to work

with the new sensors. Finally, you will need to inform other project managers that a new fob is required for all future installations using the new sensor technology |

DELIVERABLES

- Correspondence to all residents in the current installation stating that they will need to pick up new fobs
- Correspondence to Ahsan Trevino, the manager of the R&D unit
- Correspondence all other Innovative Residential Solutions project managers advising of the situation with the new sensors and using the correct fobs

SCENARIO 2

You are the project manager of a civil engineering company. Your current project is a large-scale (100 miles) construction project that is restoring a portion of the wetlands in coastal Louisiana and SE Texas. The majority of the community is a minority population that identifies as Cajun, many of which are of low socioeconomic status.

Currently, you are building a series of temporary access roads so that you can get equipment to one of the low-lying areas. Although the project is environmentally beneficial, the local community has taken issue with the inconvenience of heavy construction in its midst. This project involves a convoy of heavy trucks. Your firm has received numerous complaints from local residents about the noise and dust. In particular, you've received three letters from the same woman, Winnifred Doucette Lejeune. The last letter contained 10 additional signatures, and it also made the claim that feedback from the community was not solicited as per the original agreement with the company. Maintaining good will with the community is important because residents have provided local knowledge that has assisted the project at varying stages. |

In fact, in going through project records, it appears residents were not consulted as the project was planned. Communication is necessary. If residents' complaints continue to escalate, they could slow down the project and put this environmentally important project behind schedule, which of course would increase overall costs.

You make a trip from the office headquarters in Lafayette, LA to the Calcasieu/Sabine Coastal Wetlands Planning, Protection, and Restoration Area to see what's going on. On site, you see that everything seems to be progressing fine. Workers are on the job by 7:00am and running until almost sundown, but in the local bar and grill, all the talk is about "the darn government project to nowhere" and "what's with all the racket when good, hardworking folks need peace when they get home?" |

When you get back to the office you decide you need to take action.

DELIVERABLES

- Document to Winnifred Doucette Lejeune, who after further investigation, is a local resident that seems to spearhead any effort the town needs.
- Document to the company vice-president, Richard Smith, who asked to be told of any

Commented [LM1]: let's complicate the issue a bit. That the recalibration means that the fobs have to be replaced. Meaning all residents need to come pick up a new fob. The older ones do not work with the new sensor technology.

So then you have to let Levi know. and Levi asks you to write the letter the residents that he will forward.

You are also letting the R&D people know that the new sensors require the updated fob because in all the documentation about the sensor system it is not clear what model/version is necessary.

Other project managers letting them know that if they do this replacement they need to ensure fob replacements as well.

Commented [TZ2]: Ooo. That's smooth, LI

Commented [LM3]: maybe something about the noise and hard working people needing to get to their rest or have peace when they get home

- problem, or in his words, “anything that even remotely smells like a problem” with the project.
- Document to sub-contractor supervisor at the construction site, Caspian Bauer. Your firm has used this sub-contractor for almost five years, but this is the first project you’ve worked on with this particular supervisor.

SCENARIO 3

You are the technical manager of a large Internet design firm (100+ employees). One of your primary responsibilities is to manage a team of developers. Your unit’s primary goal is to build and deliver custom web applications and to update client websites. About 8 months ago you hired a small start-up company, MaintainU, to perform routine maintenance for clients’ websites because you needed to focus more attention on the custom applications. MaintainU does not interact with your clients, and they work as sub-contractors through your company. Your clients are not aware of this move and for now, you and Nathan Elder, your company president, want to keep it this way.

One of the tasks you have assigned to MaintainU is keeping website security certificates, or Secure Socket Layer (SSL) certificates, up to date. Unlike some services that renew automatically until specifically canceled, SSL Certificates have a set expiry date. These certificates authenticate a website’s identity and enable an encrypted connection. Companies and organizations need to add SSL certificates to their websites to secure online transactions and keep customer information private and secure.

Yesterday, you received an angry call from a client, Sheila Links at Gateway Industries, because users of the company website were getting error messages stating that the SSL certificate was expired and the content could not be trusted. You immediately got in touch with Jason Hughes, the president of MaintainU, to inform him of the problem. Jason and his team were able to update the certificate, but there remains work to be done.

Gateway Industries was one of the first clients your firm ever signed. While you were able to get the mistake corrected, this penetration in security is a major transgression and has compromised the client’s faith in the company. Further, for the first 6 months or so, the relationship with MaintainU was great, but this error is a serious breach in security. At this point, you’re uncertain if you want to continue the relationship, but at the same time, you cannot afford to bring maintenance work back in-house. You have to reestablish productive working relationships on several fronts.

DELIVERABLES

- Document to the client, Sheila Links at Gateway Industries
- Document to Jason Hughes at MaintainU
- Document to Nathan Elder, the president of your company, who is a micro-manager and likes to know everything that is going on

