Writing for the Workforce

Course Description: 12Th grade elective

Basic on-the-job writing is necessary to join, manage, and promote any organization, whether profit or nonprofit. The focus is primarily on short forms: résumés, memos, business letters, summaries, brochures, newsletters, press releases, informal proposals, and reports. Through this course, students will learn to write for professional audience, write to persuade using clear concise information gathered and sources cited, design documents to present information using titles, headings, style boxes etc, visual design using effective graphics, visuals and caption, design effective presentations, written and oral and collaboration skills such as co-producing documents, negotiating group responsibilities and achieve group goals.

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| 10-20 WEEKS | | | | | |
| Week | CCNGS | Topic | Essential Question/  I Can Statements | Assignment/Resource | Assessment |
| 1-2 |  | Building Classroom Community |  | Establish classroom norms, routines and expectations  Get to Know You Activities |  |
| 3 | 11-12R1:  11-12R7 | Class/  Workforce Overview | What will you learn over the course of this year?  I can identify three skills that are needed in the workplace | Resource: Article from Oregon State University <https://blog.pace.oregonstate.edu/the-importance-of-writing-in-the-workplace>  Choose one and read the attached article  [***"I Won't Hire People Who Use Poor Grammar. Here's Why."***](https://hbr.org/2012/07/i-wont-hire-people-who-use-poo)  *Harvard Business Review*  [***"Good Writing Can Help You******Succeed"***](http://business.time.com/2013/04/19/good-writing-can-help-you-succeed/) *TIME*  [***"Study: 73% of Employers Want Candidates With This Skill"***](https://www.inc.com/kaleigh-moore/study-73-of-employers-want-candidates-with-this-skill.html) *Inc.*  [***"Four reasons for improving your English writing skills in the workplace"***](https://www.linkedin.com/pulse/four-reasons-improving-your-fareed) *LinkedIn*  [***"The Importance of Technical Writing in the Workplace"***](http://www.ehow.com/info_12085541_importance-technical-writing-workplace.html) | Written Response  Visual presentations  Group discussions  Career Portfolio Part 1 |
| 4-5 | 11-12W6: 11-12W7: | Personality Surveys | What career suits your personality type?  What skills do I need to develop?  I can identify personal strengths and weaknesses  I can describe how my interests and skills will help me to choose a career. | Step 1  personality test  <http://www.humanmetrics.com/cgi-win/jtypes2.asp>  Step 2  <http://www.literacynet.org/mi/assessment/findyourstrengths.html>  Step 3  Career aptitude:  <https://www.whatcareerisrightforme.com/> **20 Quick Tips for Better Time Management**  <https://youtu.be/b3fVtWfhitc>  Motivation assessment <https://www.how-to-study.com/motivation-assessment/>  Test anxiety <https://www.how-to-study.com/test-anxiety-assessment/>  Procrastination: <https://www.how-to-study.com/procrastination-assessment/>  Study Skills Assessment <https://www.how-to-study.com/social-skills-assessment/>  Self-Esteem Assessment <https://www.how-to-study.com/self-esteem-assessment/>  The Power of Teamwork <https://www.youtube.com/watch?v=vtXKQOtNWPg>  <https://www.youtube.com/watch?v=ZnjJpa1LBOY>  Life’s an Adventure video  Define Your Vision worksheet  “Brand” Evaluation worksheet | Test assessments  Gallery walks  Career Portfolio Part 1  Vision Board/Sway Presentation |
|  | 11-12SL5: | Microsoft Teams Overview |  | Notebook |  |
| 6 | 11-12W2c: |  | I can identify five high-quality characteristics of a resume | **Articles**  **“**Tips for Creating a Great Resume”  “6 Universal Rules for Resume Writing” (notebook)  “25 action words to include in resume”  Active verb mini lesson |  |
| 7 | 11-12W2c: 1112W2d:  11-12W2f: 11-12SL6: | Resume draft | I can create a list of my extracurricular activities and community experiences to describe how they may influence my career development  I can analyze my personality test results to draft a resume | * Brag sheets:   <https://1.cdn.edl.io/J3HMX7GLHH16hINyHPupU2e8WUMLRtyebY1Dis7OlhvWCE2I.pdf>   * Analyze mock resumes * “How to write your first resume”   [**https://www.monster.com/career-advice/article/how-to-write-first-resume-0518**](https://www.monster.com/career-advice/article/how-to-write-first-resume-0518)   * Review personality test results * Nearpod: How to write a resume * Resume Writing Worksheet | Resume worksheet  Career Portfolio Part 1 |
| 8-9 | 11-12W2c:  11-12W2d:  11-12W2f:  11-12SL6: | **Business Basics**  Business letters  **Email** use and etiquette  **Grammar** | Why is learning proper business etiquette important?  I can create a formal email for business purposes.  I can email different types of formal organizations with a specific purpose, proper grammar and etiquette.  I can explain proper workplace etiquette and ethics | * Create email * The Key Forms of Business Writing: Basic Letter: <https://www.youtube.com/watch?v=I2txr6OY5dY> * Mock letter practice * “Email etiquette: 10 golden rules for sending work emails” by Hannah Wright   [https://www.sagepeople.com/about-us/news-hub/hr-guide-email-etiquette/#](https://www.sagepeople.com/about-us/news-hub/hr-guide-email-etiquette/)   * Identify types of email * MUG shots   <https://www.ted.com/talks/andreea_s_calude_does_grammar_matter>   * Text, email manners <https://share.nearpod.com/e/ZC3VTY7i7gb> | Business Etiquette Poster  Business letters  Nearpod results  Career Portfolio Part 1 |
| 10 |  | **Letters of Recommendations** | Why are letters of recommendations important?  Who should write you a letter of recommendation?  I can analyze resumes to create a letter of recommendation for a peer.  I can utilize proper email etiquette to request a letter of recommendation.  I can utilize proper email etiquette to send a formal response. | Students will use the brag sheets, resume draft, proper email etiquette to request letters of recommendation | Letters of recommendations  Feedback forms  Rubrics |
| 11 | 11-12W6: 11-12W7: | Career Interest Surveys | I have completed at least two (2) self-assessments  I can analyze the results of assessments to determine appropriate careers  I can create a career portfolio | * Career Cluster Activity: <https://tinyurl.com/9p5pbfb> * Career Inventory: <https://www.yourfreecareertest.com/> * Career Interest Survey: <https://tinyurl.com/ybgyocmp>   <http://www.educationplanner.org/students/career-planning/find-careers/career-clusters.shtml> | Career Portfolio-Part 1  Career Exploration Results |
| 12-14 | 11-12W6: 11-12W7: 11-12SL5:  RST7: | Career exploration (demands and outlook, salary, education) | I have reviewed my career options based on my self-assessments, experiences, and achievements.  experiences, and achievements.  I have researched five to ten careers that match my interests and aptitudes  Based on research, self-assessment, as well as school and work experiences, I can identify possible career paths. | * Career Exploration Project * “Why It Is Important to Know the Difference between a Job & a Career” article | Career Portfolio Part 2  Career Exploration Project  Article summary |
| 15-16 | 11-12W6  11-12W7 11-12SL5 | Online Job Searches  Identify Volunteering opportunities | I can analyze the requirements of independent living  I can compare and contrast living expenses to determine appropriate housing goals. | * Mock job applications * Job searches * Apartment applications * Lifestyle calculator   SPCA  Niagara Falls Memorial Medical Center |  |
|  | 11-12W6: 11-12W7  11-12SL5  11-12SL2  RST1  RST2 | Financial Management |  | Apartment/house  Payday loans  Saving and investing  Saving,investing <https://share.nearpod.com/e/KkiVqBUi7gb>  Payday Loans <https://share.nearpod.com/e/uKEFXFbj7gb>  Forms of Payment <https://share.nearpod.com/e/zeHPjQej7gb>  Managing Credit <https://share.nearpod.com/e/IVQ7YCjj7gb> |  |
|  |  | Editorial  Interview  Podcast |  |  |  |
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|  |  | Persuading an Audience: Writing Effective Letters to the Editor | choose and research a current local or national issue.  review persuasive writing structure and business letter format.  determine the criteria for effective letters.  explore the ways that purpose and audience influence a message.  develop arguments and support ideas with evidence. | <http://www.readwritethink.org/lesson_images/lesson929/summary.pdf>  <https://www.readwritethink.org/sites/default/files/resources/lesson_images/lesson929/peer-review.pdf>  <https://www.readwritethink.org/sites/default/files/resources/lesson_images/lesson875/PersuasionMapPlanning.pdf> | Persuasive Letter |
|  |  | Expressing Critical Opinions Writing a Review | read a variety of different kinds of reviews.  determine the qualities and characteristics of an effective review.  use critical thinking skills to formulate opinions about a writer's work.  apply knowledge to write their own reviews. | <https://www.readwritethink.org/sites/default/files/resources/lesson_images/lesson876/ReviewComponents.pdf>  <https://www.readwritethink.org/sites/default/files/resources/lesson_images/lesson876/ReviewGuidelines.pdf>  <https://www.readwritethink.org/sites/default/files/resources/lesson_images/lesson876/WtgReviewChecklist.pdf>  <https://www.nytimes.com/2019/11/06/learning/expressing-critical-opinions-two-movie-reviews.html> | Critical Opinion Review |
| 17-18 | 11-12W2c:  11-12W2d:  11-12W2f:  11-12SL6: | Interview skills, communications skills, soft skills | I can identify and display appropriate interview skills.  I can create a 30 second pitch that highlights my strengths to employers. | Soft skills overview: <https://youtu.be/OwPArMTI9i8>  Networking: <https://youtu.be/ZcOCJbvUY-w>  Professionalism: <https://youtu.be/7dPWVjQSad4>  Job Interview Basics <https://share.nearpod.com/e/ZcxqgVdj7gb>  Body language: <https://youtu.be/PCWVi5pAa30>  What not to wear to an interview: <https://youtu.be/bQRXpKUKT7k>  “Interviewing and The Power of 30” Worksheet  Speed Interview Worksheet | Mock interview  presentations  Video notes  30 second interview commercial  Speed Interview Worksheet |
| 16-20 | 1-12SL1:  11-12SL1a: 11-12SL1b: 11-12SL1c:  11-12SL1d:  11-12SL6: | Egg-treme Business | Build a prototype competing with several other companies for Eddie the Egg’s business.  I can build a prototype that will prevent an egg from breaking when dropped.  I can design a company and create a project proposal. | **Week 1** Develop  professional bio for each member  business email  social media page  mission statement  vision and goals  Slogan  **Week 2** Create  Product how to guide  Sales- (salaries, materials, product demand, competitor prices, product cost, target audience)  Ad or commercial  Prototype  **Week 3 Present**  Project proposal and presentation  Workplace communication <https://share.nearpod.com/e/fPpna18i7gb> | The winner will be determined based not only on the egg surviving the drops, but also on how well the group structures their company and presents their information. |
| 30-40 Weeks | | | | | |
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| Week |  | Topics | I Can Statement/ Guiding Questions |  | Assessments |
|  | 11-12W2c:  11-12W2d:  11-12SL2:  11-12SL5:  RST7: | presentation on Schools and careers |  |  |  |
|  | 11-12W2c:  11-12W2d:  11-12W2f:  11-12SL6: | REVIEW  Cover letters resumes and job applications |  | Resume <https://share.nearpod.com/e/tE8k0xaj7gb>  Describing Strengths and Weaknesses <https://share.nearpod.com/e/Dvk8xgmj7gb>  Sample resume: <https://www.mass.edu/gearup/documents/WritingaResume.pdf>  **Videos on writing a resume /cover letter**  How to write a resume:  <https://www.youtube.com/watch?v=SubXh4TDnsM> <https://www.youtube.com/watch?v=QphaJ7USENI>  (avoiding mistakes) <http://study.com/academy/topic/writing-resumes-cover-letters-lesson-plans.html> |  |
|  |  | Youth Worker Safety and Rights | What rights do I have when I join the workforce? | Youth Worker Rights <https://www.eeoc.gov/youth/rights.html>    Students – Know Your Rights <https://www.aclupa.org/education/know-your-rights-materials/>    Young Workers Safety and Rights <https://www.osha.gov/youngworkers/>  Teen Workers Injuries (lessons) <https://osha.washington.edu/sites/default/files/documents/Osh11Unit1.pdf>  Teen Workers Factsheets <http://youngworkers.org/rights/teenworkers/> |  |
|  | 11-12W2c:  11-12W2d:  11-12SL2:  11-12SL5:  RST7: | presentation on Schools and careers |  |  |  |
|  |  | Personal Statement Essay |  |  |  |
|  |  | Post-Secondary Planning | Where am I living?  Where am I working? | Community College  Four-year college  CTE Programs  Military |  |
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