

During the assignment,
the Student thinks....

**Now...I Have All
the Power!!!**



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Business Communication & Legal Studies

Presented to 2017 Teaching Showcase

Purpose of Assignment

Prepare students for the high-stakes
("major grade")
of a written assignment

Before The Assignment

- Content has been discussed
- Students have written several pieces individually and in groups
- Extensive written feedback provided but with low-stakes grading

The Assignment “Play the Teacher”

Channel the
“mean
teacher”



Steps of the Assignment

1. Provide old test instructions, grading rubric, and “bad” example of student submission
2. Students mark assignment and complete rubric
3. Instructor writes grade range on board
4. Instructor then reviews errors in message and completes rubric
5. Instructor provides a “good” example of student submission



Step 1: Provide old test instructions and grading rubric

Instructions

Grading Rubric

BCM 247 Lab Exam 2 – Negative Messages

You are the owner of a small motel and campground in a popular resort area. Brent Womack and his family have come to your motel for a two-week vacation each summer for the past five years. Year after year they have written to you in February to reserve the same efficiency apartment. Because your motel is perhaps the best in the area, all space for the summer months is reserved by May 1 of each year.

The Womacks wrote to you in February, but discovered April 2 that the letter had not been mailed. They called your office that day while you were on a business trip. When you returned to the office this morning, your assistant told you that the Womacks had called and that all motel space for the entire summer had been reserved by March 23. A few good campsites, however, are still available for some weeks during the summer.

You would like to help the Womacks, and you would like for them to return to your motel next summer. After several phone calls, you decide to write a letter.

Instructions:

1. Write an indirect letter to the Womacks. Their address is 89 Hawthorne Avenue in Los Alamos. They live in New Mexico. The zip code is 95622. Be sure to provide a counterproposal.
2. Format the letter in Full Block with Open Punctuation using traditional spacing.
3. Create a letterhead with your company's name and address.
4. Provide a convincing argument to your reader without copying this wording directly. Write from the reader's perspective.
5. Be sure to proof for spelling and grammar.
6. View your document before printing to ensure it looks like the form described in your book and shown in class.
7. Save your message as Negative Letter to the desktop.
8. Print your letter and staple it to the back of the evaluation form, evaluation form side face up. Please put your name in the right hand corner of the form.
9. Remember to sign your letter.
10. Turn in your evaluation form/letter to your instructor.
11. Upload your document in the Assignment module of WebCT under Lab Exam 2.

BCM 247 Lab Exam 2 – Negative Messages

Evaluation Form

Organization and Content (60 points)

Organization: (30 points)	Neutral Opening (5)	_____
	Sufficient explanation (10)	_____
	Decision (5)	_____
	Counterproposal/Alternative (5)	_____
	Close (5)	_____
Content: (10 points)	Message Clarity, Style, Creative	_____
Format: (20 points)	Appropriate format	_____

Mechanics (40 points)

Major Areas: (18 points)	Coherence of paragraphs – flow (6)	_____
	Fragmentary/Run on sentences (6)	_____
	Punctuation (6)	_____
Intermediate Areas: (14 points)	Coherence of sentences (4)	_____
	Spelling (4)	_____
	Conciseness (4)	_____
	Awkward construction (2)	_____
Minor Areas: (8 points)	Pronoun reference (4)	_____
	Tact, polite, etc. (4)	_____

Total Points Earned

Step 1 Cont'd: Provide "bad" example of student submission Step 2: Students mark letter

Student Submission

Almost Heaven Camp Grounds
123 Dixie Rd
Manvel, TX 77584

April 8, 2008

Brent Womack
89 Hawthorn Avenue
Los Alamos, New Mexico 95622

Dear Mr. Womack

As you know, our campgrounds have some of the finest trails, streams and fishing ponds in the greater Houston area to visit during the summer months and we are pleased to see that you have again decided to vacation here for the sixth year in a row.

Every February, knowing how fast rooms and camp sites are reserved, you mail the camp grounds requesting for the same efficiency apartment and we do the best to accommodate your family. Unfortunately, this year, by some mix up, you letter was not received. The room that your family normally reserves has already been reserved along with all of the other rooms. We do, how ever, have several campsites still available and although I can no longer reserve a room for you I will be more than happy to reserve your family one of our biggest camp sites. Since you are one of our most frequent customers I will also offer the campsite to you at half price to hopefully make your families trip more cost efficient.

We at Almost Heaven Camp Grounds appreciate your business and look forward to seeing you back for many years to come.

Sincerely

John Smith
Owner

Marked Paper

Almost Heaven Camp Grounds
123 Dixie Rd
Manvel, TX 77584

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89 Hawthorn Avenue
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As you know, our campgrounds have some of the finest trails, streams and fishing ponds in the greater Houston area to visit during the summer months and we are pleased to see that you have again decided to vacation here for the sixth year in a row.

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We at Almost Heaven Camp Grounds appreciate your business and look forward to seeing you back for many years to come.

Sincerely

John Smith
Owner

Negative

Punor

already stated

Step 2 Cont'd: Students complete rubric and Step 3: Instructor writes grade range on board
Step 4: Instructor then reviews errors in message and completes rubric

Student Grade

Final Grade

BCM 247
Lab Exam 2 – Negative Messages

Evaluation Form

Organization and Content (60 points)

Organization: (30 points)	Neutral Opening (5)	_____
	Sufficient explanation (10)	_____
	Decision (5)	_____
	Counterproposal/Alternative (5)	_____
	Close (5)	_____
Content: (10 points)	Message Clarity, Style, Creative	<u>-2</u>
Format: (20 points)	Appropriate format	<u>-1</u>
		<u>-3</u>

Mechanics (40 points)

Major Areas: (18 points)	Coherence of paragraphs – flow (6)	_____
	Fragmentary/Run on sentences (6)	_____
	Punctuation (6)	<u>-2</u>
Intermediate Areas: (14 points)	Coherence of sentences (4)	_____
	Spelling (4)	<u>-4</u>
	Conciseness (4)	_____
	Awkward construction (2)	<u>-2</u>
Minor Areas: (8 points)	Pronoun reference (4)	_____
	Tact, polite, etc. (4)	_____
		<u>-8</u>

Total Points Earned

89

BCM 247
Lab Exam 2 – Negative Messages

Evaluation Form

Organization and Content (60 points)

Organization: (30 points)	Neutral Opening (5) ✓	_____
	Sufficient explanation (10)	_____
	Decision (5) 2x	<u>-2</u>
	Counterproposal/Alternative (5)	<u>-2</u> need more
	Close (5)	_____
Content: (10 points)	Message Clarity, Style, Creative	<u>-2</u>
Format: (20 points)	Appropriate format	<u>-8</u>
		<u>-14</u>

Mechanics (40 points)

Major Areas: (18 points)	Coherence of paragraphs – flow (6)	_____
	Fragmentary/Run on sentences (6)	<u>-2</u>
	Punctuation (6)	<u>-6</u>
Intermediate Areas: (14 points)	Coherence of sentences (4)	_____
	Spelling (4)	<u>-4</u>
	Conciseness (4) }	<u>-2</u>
	Awkward construction (2)	_____
Minor Areas: (8 points)	Pronoun reference (4) }	<u>-2</u>
	Tact, polite, etc. (4)	_____
		<u>-16</u>

Total Points Earned

70

Goals of Assignment

- Provides review before exam/major assignment
- Minimizes stress
- Allows opportunity for audience analysis (teacher) to see writing from another perspective



Why This Works

- Peer review is ineffective
- Students are eager to mark errors, but not deduct points
- Assignment can be adapted