ENG 496: Fieldwork in Professional Writing
Syllabus of Assignments
(See Checklist for Due Dates)

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Catalog Information
ENG 496: Field Experience in Professional Writing
Students work with businesses, professions, and other organizations approved by the department. The work in the course varies with each student enrolled and with the needs of the cooperating employer but normally involves either research, public relations, reporting, editing, interviewing, indexing, or other allied activity requiring skill in reading and writing. May be repeated for credit up to 6 credit hours.

Prerequisites: 9 hours of writing including ENG 317 and permission.
Credits: 1-6

Satisfies the General Education Capstone Experience Requirement.
To count for your Senior Capstone experience, you must enroll in ENG 499 during the semester that you take ENG 496.

Objectives
For three credits, interns spend approximately 120-140 hours working for an internship sponsor (10 hours a week during a long semester, for example). For 2 credits: 80-90 hours. For 1 credit: 40-50 hours.

On a five-point scale, interns receive 4s and 5s in the following areas:
- Able to adapt to organization’s writing style
- Able to edit for grammar, punctuation, and spelling
- Able to revise and edit using organization’s style guide and preferences
- Adeptly uses document design and layout skills to accomplish assigned work
- Contributes to creative concept development
- Software skills appropriate for assigned tasks
- Arrives on time
- Attendance is excellent
- Communicates effectively with coworkers
- Communicates progress and asks questions when needed
- Collaborates well within organization
- Shows initiative with work tasks and projects

Grading
Your grade will be determined by the following:

<table>
<thead>
<tr>
<th>Summer/Fall Grading</th>
<th>Spring Grading</th>
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<tbody>
<tr>
<td>75% - Internship review</td>
<td>75% - Internship review</td>
</tr>
<tr>
<td>20% - Portfolio review</td>
<td>15% - Portfolio review</td>
</tr>
<tr>
<td><strong>Plan to participate in Showcase, but not required for grading.</strong></td>
<td>10% - Poster and presentation at Showcase</td>
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# Checklist for ENG 496: Field Experience in Professional Writing

## Introduction
ENG 496 is designed to give you practical work experience. For this course, you will work for an organization willing to provide an internship experience. You are responsible for obtaining an internship, but the professional & technical writing program actively seeks internship opportunities, so some help is usually available. All students concentrating in Professional Writing must complete a paid or unpaid internship (ENG 496) before graduating. Professional writing minors may complete an internship as an elective. Graduate students should follow the checklist for ENG 596: Graduate Internship in Professional Writing.

## Schedule for Academic Year 2015-2016
Follow this schedule if you are interning during the Summer 2015, Fall 2015, or Spring 2016

### Summer Internship Schedule
- Spring: Find internship. Meet with Ruggiero.
- Register for ENG 496 - Summer 2015 or Fall 2015
- Start Work Log
- Plan Professional Development Activities (3)
- June 15: Internship Memo Due
- Professional Development Activities (3)
- Around July 5: Set up check-in SKYPE call w/Diaz
- Aug. 5: Review forms go to sponsor
- Aug. 23: Portfolio Due
- Aug. 30: Grade or "I" issued
- Dec. 13: Deadline to finish, if “I” issued

Note about summer grading: You will receive an “Incomplete” (I) grade in this class until this checklist is complete.
- Spring 2016: Prepare Poster for Showcase
- Participate in Spring Showcase (May 25, 2 p.m.).

### Fall Internship Schedule
- Summer: Find internship. Meet with Diaz.
- Register for ENG 496 for Fall 2015
- Start Work Log
- Plan Professional Development Activities (3)
- Sept. 15: Internship Memo Due
- Professional Development Activities (3)
- Around Oct. 1: Set up Check-In Meeting w/Diaz
- Nov. 25: Review forms go to sponsor
- Dec. 13: Portfolio Due
- Dec. 20: Grade issued
- Spring 2016: Prepare Poster for Showcase
- Participate in Spring Showcase (May 25, 2 p.m.).

### Spring Internship Schedule
- Register for ENG 496 for Spring 2016
- Start Work Log
- Plan Professional Development Activities (3)
- Feb. 1: Internship Memo Due
- Around Feb. 24: Set up check-in meeting w/Diaz
- Professional Development Activities (3)
- April 10: Review forms go to sponsor
- Spring 2016: Prepare Poster for Showcase
- Participate in Spring Showcase (May 25, 2 p.m.).
- May 2: Portfolio Due
- May 9: Grade issued

### Responsibilities of the Student Intern
- Recognize you are not “free labor” for your sponsor/employer. You have been invited there to learn. Interns are liabilities to employers. Be respectful and always appreciate the opportunity to learn.
- Be on time. Always be on time to the job site, to meetings, and to events.
- Communicate. More often these days, interns are working from “home” and not always required to be at a job site. Sometimes, the job site just does not have office space for you. If you are working “from home,” it is very important to communicate OFTEN with your employer/sponsor. It is okay to over-communicate.

One of the biggest complaints received about interns is that they are not communicating or checking in enough. Make a check-in schedule for yourself. Check in at least twice a week if you are working outside the office. Record your “check-ins” on your work log.
- Dress like you work there. Just because you are a student does not mean you need to dress like one. Observe how others are dressed in the office and match as much as you can. The advice, “Don’t dress for the job you have; dress for the job you want,” holds true here.
- Meet your deadlines.
- Draft early. Plan your work so that you have time to revise. Working for a supervisor means implementing their ideas into your work. If you turn things in at the last minute, employers feel slighted that you did not give them a chance to have input. Work early so that you can collaborate on revisions. Your employer will appreciate this.

The biggest difference between homework writing and workplace writing is collaboration. Collaborate well.

### Program Contact Information
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Work Log
A work log is a professional record of the work you are doing. A work log is different from a journal. A journal is reflective. A journal asks you to think about the work and how you feel about it. A work log is simply a record of what you are working on, the names of people with whom you are collaborating, and notes about the project. Your notes might include software you used, names of websites or YouTube videos that helped you resolve writing or design problems, or ideas to try tomorrow.

This work log should be professional in nature and should be appropriate in tone so that your employer/sponsor could look at it and understand what you have been working on.

Create your own work log or use the log provided (work_log.docx). Your work log should include the following information:

- Record your hours worked.
- Describe the project/task you are doing.
- Record details about this work/tips or ideas/helpful websites or videos.

Formatting details:
- Format your work log as a log. Do not submit a bunch of weekly entries written in paragraph form.
- Download and use the Work Log provided at www.umaine.edu/ptw/internshipdocs or create your own document.

Delivery details:
- Delivery #1: Email your work log prior to the check in SKYPE call or check-in meeting (refer to details about Check-In Meeting in the Internship Schedule).
- Delivery #2: Print your Work Log and include it in your portfolio.

Internship Memo (to Charlsye Smith Diaz)
This memo is a formal description of your internship for your file. Your memo needs to include the following details:

- Name of internship sponsor: Company name, Organization, etc.
- Supervisor’s name
- Supervisor’s contact information: formal address, phone number, and email address
- Overview of your planned work – Describe what you expect to be doing during this internship
- Working conditions: Will you work in the office or off-site? If you are working on-site, do you have your own desk or workspace? If you are working “at home” or away from the office, how will you organize your workspace?
- Current plans for professional development. You need to do three professional development activities (see details below). These may change during your internship as new opportunities arise, and that’s okay.
- Issues or problems that need addressing. (You may not have any.)

Formatting details:
- Use a memo format.
- Include appropriate headings.

Delivery details:
- Submit the memo to Charlsye Diaz by email on First Class.
- Attach the memo. Do not place the text of the memo in the body of the email.
You need to complete three professional development activities during your internship. Professional development can be interpreted very broadly.

After the event, follow-up in some way: Send an email or a note to one person that you met. Your note/email might simply say you enjoyed their talk/enjoyed meeting them/thanks for giving you their card. If someone asked for a resume, send it right away.

The list below should help you find some activities to attend.

- **Attend a Career Center Event.** The Career Center on campus hosts workshops and networking opportunities every year. Check the Career Center calendar for possibilities: [www.umaine.edu/career](http://www.umaine.edu/career)

- **Attend a professional event.** You could attend a networking event such as a meet-and-greet or happy hour sponsored by a professional organization where you will have a chance to meet people working in the same or similar field. The field does not have to be “writing,” *per se*, but if you are interning for an organization that studies alternative energy, you might attend an event that focuses on alternative energy.

- **Attend a workshop.** The workshop might focus on writing, on the type of work you are doing at your internship, or on work you hope to pursue upon graduation. Here are some examples:
  - Workshop about writing white papers (writing workshop)
  - Lecture on wind energy (the subject of your internship)
  - Workshop on animal care (a field that interests you)

- **Spend time with a mentor.** Going to lunch one-on-one with your internship supervisor or another seasoned professional counts as professional development.

- **Serendipity. Seize the moment.** Sometimes opportunities for professional development seemingly fall from the sky. Seize these moments and meet someone new. Always, always be on the lookout for ways to connect with others.

Submit a Professional Development Log that records the following information:

- Record the event and date attended.
- Explain how the event is relevant to your internship or to you.
- Who did you meet? What did you learn?
- Follow-up: With whom will you follow up? How: email/note card?

**Formatting details:**

- Format your professional development log using the log provided (prof_dev_log.docx) or create your own document.

**Delivery details:**

- Print your Professional Development Log and include it in your portfolio.
Portfolio Guidelines
Prepare a portfolio that captures your internship experience. Your portfolio should have the following sections and labeled tabs should divide each section.

Table of Contents. Prepare a table of contents that lists the sections included in your portfolio.

Tab 1: Introductory Memo
For your work log, you kept a record of your work but you did not record your reflections of your work. This memo should do the opposite. This time, reflect on your internship. Use your work log and professional development log as a data set to answer these questions:

- What worked well during this internship?
- What didn’t work as well?
- If you could start over, how would you do things differently?
- What do you feel your biggest challenge was? Your biggest accomplishment?
- How have you changed professionally because of this internship?
- How have your professional development activities shaped your professional planning or outlook so far?

Tab 2: Work Log

Tab 3: Professional Development Log

Tab 4: Samples of Work
Each sample should have a “one-page” (a page inserted before the sample) that explains the sample. The one-page should include the following information:

- Assignment given that resulted in the sample
- Your role in preparing the sample
- Intended audience of the sample
- How did writing for this audience challenge you?
- Biggest challenge
- Biggest achievement

One-Page formatting details:
- Create a form so that each one-page looks the same or is formatted similarly.
- Use bold headers for each section (Assignment, Your Role, Intended audience...etc.)
- Print and insert before each sample

Portfolio delivery details:
- Place your portfolio in a three-ring binder. Empty (used) binders, tabs, and sheet protectors are located in The Writer’s Studio. These were donated by previous students, and you are free to take what you need.
- The binder needs to be delivered to Charlsye Smith Diaz’s mailbox in Neville 304 prior to the deadline. Do not email the portfolio.

Poster Design
For the showcase, design a tri-fold poster. You may purchase your own poster board or get one from The Writer’s Studio. Former students have donated their poster boards for you to use. Use the same design guidelines you would use for the inside of a brochure. Think of the poster as three panels but also as a single unit.

Showcase Presentation
Prepare a 3-5-minute talk about the work you did for during your internship. Plan to have people walk around and look at your poster and ask you questions. As always, we will have cake.
Dear Employer:

I am always asked by employers for information about our internship program, so I am providing this letter to students to give to potential internship sponsors. Please forgive that it is not personalized and always feel free to contact me about our program.

Our students are trained as writers, editors, and document designers. Most take one course in document design and technical editing, where they learn to use Adobe InDesign and Photoshop. During this course, they work on design and technical editing projects for clients. Students also take one course focused on a specific genre of writing. Students might take a class in communication for small businesses, science writing, or reports and grants writing. Our students also have an affinity for developing social media campaigns, writing documents that need a creative approach, and some enjoy highly technical projects like writing about software or new innovations.

The logistics of our internship program are fairly straightforward and flexible. We ask that interns spend 120-140 hours working for you. We like for the core of their work to be related to professional communication: writing, editing, and document design. We need for someone in your office to supervise their work and to provide feedback related to it. Our students have written grants, worked for research and development teams on and off campus, marketed sports teams, helped with annual reports, designed white papers, built social media campaigns, written newsletters, developed help files for software, edited academic research papers, and so on. Every office is unique, so we expect that the work will vary according to your organization’s needs. Interns also participate in day-to-day office work as needed—from answering phones to stuffing envelopes. Our hope is that by the end of the internship, they have several excellent portfolio pieces and have experienced a workplace environment.

Our students receive course credit for their work, so their experience can be paid or unpaid. Some intern sponsors choose to give a token “bonus” upon completion of the internships; some interns are paid a stipend; and others are unpaid. While we do not expect you to pay interns, we do hope that you will reimburse interns for incidental expenses they might incur while working for you. The most common expenses are parking at the job site and mileage, if asked to attend an event some distance away.

Working on-site at your office gives the student a chance to learn about your organization and to develop good workplace habits. Setting up a specific work area for the intern is a good idea, but some organizations worry that they do not have office or desk space for an intern. You can create a work area
out of a small table, chair, and two-drawer file cabinet or bookshelf. Having a dedicated space for the intern generates a sense of belonging and helps the intern start work efficiently upon arriving.

Sometimes, our interns work remotely for sponsoring organizations, depending on space and logistics within an organization. Ultimately, it is up to you where and how the student works and communicates with you, but I would like to add one note about having interns work outside your office: Our students do not have extensive workplace experience, and almost none have “telecommuting” experience. Most students also communicate via social media, so the concept of typical workplace communication is something they have studied, but have not practiced. Even their communication with me is often via social media or text messaging. If the intern will be working remotely, please be clear about how and how often they should check-in with you, meet with you, and the methods of communication you use—email, voice mail, text messaging, etc. Your office’s communication practices can be observed when working onsite, but students working offsite will have no way of identifying and adopting these typical practices.

In general, our students tend to be self-sufficient and do not like to “bother” anyone, so setting guidelines for how to ask questions and your expectations about communication is very important.

Last, our students know that internships are not a way to provide you with “free labor.” They know that interns are a liability to organizations and that you are generously participating in their educational experience by showing them the ropes of your organization and allowing them to participate in your organization’s work. In addition to doing their best work as writers, editors, and document designers, we expect our interns to be respectful, punctual, and conscientious contributors to your organization’s mission.

Thank you for considering our internship program. Please feel free to contact me if I can answer any questions or help you set up a successful internship experience.

Sincerely,

Charlsye Smith Diaz
Professional & Technical Communication