What the Workplace Wants:  
Raising Better Writers

COLLEGE OF COMMUNICATION
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Inspiration

I didn't have a great writing background, but thanks to you I do have a great writing future.
Inspiration
How do we challenge our students to become better writers?
Springboard to Better Writing

- Workplace Best Practices
- Achieving Writing Clarity
- Writing Process Management
- Mastering Mechanics
What business leaders want

- Business Acumen
- Excellent Writing
- Social Media Savvy
- Related Experience/Internships
- Passion for the Job

SOURCE: Survey of Major Chicago Agency Recruiters, 2014
“Writing remains a core competency for communicators at all levels.”

“...price of entry for communications roles”

“Skilled writers are becoming harder to find.”

SOURCE: Upper 90 consulting/Holton Research, April 2014
“Writing is no less important today than it has been in the past. It’s the greens fees, the price of entry. I’m finding it a hard-to-find skill set... It’s been de-prioritized [at universities], but it’s more important than ever.”

SOURCE: Upper 90 consulting/Holton Research, April 2014
“It is critical for our staff to be able to know how to write. Writing is still a big gap. Workplace preparation in college is just not there.”
Five World War II bombers took off from a Florida airfield on Oct. 5, 1967 to bomb the American South.
—Justin Nobel, “Ants Go Marching,” Nautilus

Kurt Cobain felt bored and old.

The World's Greatest Cowboy had to be peeled off his barstool and carried home the night he killed a man.
Use DePaul Resources

- School for New Learning
- Teaching & Learning Commons
- Teaching & Learning Certificate Program (TLCP)
- University Center for Writing-Based Learning
Be an “Idea Thief”

- “23 independent studies”
- Learn from colleagues
- Books, articles, workshops
Insist on Quality Writing

- Set a higher standard
- Rubric expectations
- Are students “good enough”?
How to draw an Owl.

“A fun and creative guide for beginners”

Fig 1. Draw two circles
Fig 2. Draw the rest of the damn Owl

Master the Mechanics
Be “Off-the-Charts” in English

- Raise red flags
- A Grammar Goof a day
- Give specific feedback
Low Stakes: “Play with words” (Dictionary Definition: pinnatifid)

In-Class Editing (Edit & Pass)

Progressive Storytelling (Comma Game)
Continue the dialog...