

DUE: 29 July 2016



"Writing is an exploration. You start from nothing and learn as you go."
— E. L. Doctorow

Assignment

Writing a short bio is demanding. Not only is writing concisely a challenge, but writing about yourself can be difficult: it's not easy to find a middle ground that is neither boastful nor overly modest, yet enticing enough to pique interest. The bio requires thoughtful preparation and is ever changing.

For this assignment, you will write a short bio using a narrative writing structure. Your audience is the Franklin University community: faculty, administration and fellow students. Include your name, a headline (who you are, e.g., author, entrepreneur, scientist), your education, notable jobs, and key interests. Please use American English, write in the 3rd person, keep it to about 200 words, and state things as simply as possible by using known terms and few acronyms.

As part of this assignment, look up three examples of student bios and 2 of professionals in a job you aspire to. Ask for feedback on your draft and adjust as necessary prior to handing in your assignment. List examples you used and the name of the person giving you feedback. Your finished bio should be "publishable": edited for spelling, grammar, and presentation. Your bio is analogous to a product brochure and reflects the image you wish to project.

Procedure

- Hand in your short bio by 29 July 2016
- You will receive feedback by 5 Aug 2016 and be expected to make any modifications by 12 Aug 2016
- Your final professional bio will be posted by 18 August for all faculty to 'meet' you prior to arrival

Learning Objective

- Practice self-awareness and objectively assess yourself
- Give and receive feedback
- Be a more effective communicator

Assessment

This assignment counts for the fall course, MGT600 and is evaluated based upon the following rubric:



MGT 600 Career Strategies Assignment 0: Professional Short BIO

Writing Checklist		Score	Notes
Possible Pts	2		Uses a narrative Writing style
	2		Is appropriate for Franklin Community
	2		Contains student's name
	2		Contains a headline
	10		Mentions education (without listing)
	10		Mentions notable job, experience, belief or passion
	2		Is written in American English
	2		Is written in the 3rd person
	10		Is close to 200 words
	10		Is written simply, with known terms and no acronyms
Presentation Checklist			
	12		Consulted student bios
	8		Consulted professional bios
	4		Got feedback from outside source
	6		Is publishable
	4		Is well organized
	4		Extra points for appearance
	10		On time
Total Pts Possible	100	0	Your Total Score
		0%	Div by possible points

Materials & Resources

Hindes, A. (2012, May 8). Bio Hazards: 9 Mistakes to Avoid When Writing a Professional Bio - PR News. Retrieved June 10, 2016 from <http://www.prnewsonline.com/featured/2012/05/08/bio-hazards-9-mistakes-to-avoid-when-writing-a-professional-bio/>

Ketriss, N. (n.d.). How to write a killer short bio. Retrieved June 10, 2016 from <http://blackcoffeecomunications.com.au/writing-a-short-bio-that-doesnt-suck/>