Intended Audience

* New Students
* Anyone who needs a refresher

Learning Outcomes

*Through participation in this training session, students will understand*

* How to appropriately format emails for professional settings.
* The importance of effective communication.
* Tips and tricks to be professional in an email.

Sharing Content

*This information could be shared in the form of a handout, or in a small presentation/discussion.*

Exercises and Activities

*Activity – students will draft a mock interview. Students can use iPads/technology or paper/pencil.*

Facilitation Guide

**Estimated facilitation time: 30 minutes**

***Section 1: The Importance of Effective Communication (Time: 5 Minutes)***

Begin by asking students to share why effective communication is important. Be prepared with some talking points to help encourage conversation.

* Shows others that you value their time.
* Limits confusion and uncertainty
* Clarifies roles and expectations
* Professionalism

Follow up by asking students to share how they decide which communication method to use (email vs text vs phone calls vs in person). Discuss pros and cons of each.

* Text – easy and quick responses; informal and based on who’s phone number you have; paper trail of conversation; doesn’t require “live” communication
* Phone call – formal or informal, no paper trail of conversation, requires “live” communication; all phone numbers are not accessible
* In-person – informal or formal; requires “live” communication; no paper trail of conversation
* Email – formal or informal, doesn’t require “live” communication; university preferred; all email addresses are accessible

***Section 2: Tips and Tricks  (Time: 5 Minutes)***

Explain to students: Emails are a form of communication and sending emails should be done effectively and professionally. Without face to face interaction, it can be more difficult to ensure that your intended message is clearly understood. Emotions and meaning can sometimes be loss when sending emails, so it is also important to consider the tone that your email may be setting. Here are tips and tricks that can help ensure your email is professional.

* Do not add a recipient on the “To” line until the email is drafted, proofread, and ready to send. This prevents sending incomplete emails and emails to the incorrect person.
* Use the BCC function when sending emails to large population. This will allow any recipient to respond only to you the sender, not to all other recipients.
* Start all emails with a greeting (Good morning, Dear \_\_\_\_\_, To whom it may concern)
* Always properly address the recipient in response emails throughout the chain/thread
* End all emails with a salutation (Sincerely, Thank you, Best regards, etc.)
* If sending the initial email, address recipient by their proper name (Dr. Smith, Professor Stevens). If responding to an email, you should address the sender how they signed their email. Use their proper name if you are unsure.
* Emails are NOT text messages
  + Always use proper grammar, punctuation, and sentence structure
* Read your emails back to yourself out loud before sending them.
* Make sure to read an email fully before responding.
* If applicable, make sure you attach any relevant documents before sending.

***Section 3: Email Signature                                                             (Time: 5 minutes)***

Ask students to share if/why they think email signatures are important:

* A formal email signature adds a professional touch to your email
* View this almost as a mini-resume that you send to everyone that you email
* What to include:
  + Higher education degrees (current and completed)
  + Contact information
  + School related work positions
  + Executive Board membership

Explain the steps to creating an email signature through Microsoft Outlook

* Go to Outlook’s Settings
* Click on Email
* Select Email Signature
* Fill out relevant information

Often your work or school will provide a template for you to create your signature. OSU has several options: <https://brand.osu.edu/email-signature/>

***Section 4: Drafting an Email                                                           (Time: 10 Minutes)***

* Explain to students that they will draft a mock email. You can give the students a scenario, based on your group. (Setting up office hours, following up a job interview, asking to be excused from class/work).
* In an additional/alternative exercise, you can also have student reply to a mock email.
  + Dear Students,

Please respond to this email as quickly as possible. I am messaging you to inquire as to what your schedule is like next week as I would like for us to set up an in-person meeting. I am hoping to meet sometime between 12:00 pm on Tuesday, and 3:30 pm on Friday. Let me know when you are available during that time frame.

Best,

Professor Brutus

* Students can write or type these mock emails. If time allows, consider allowing students to email drafts to session facilitator(s) for feedback and suggestions.
* Other things to consider
  + Email timeliness- unless you’re given a specific deadline to reply, 24-48 hours is good etiquette. If you are waiting for reply, wait 72 hours before sending a follow-up email.
  + Font/color/size – email text should be basic (Times New Roman, Calibri, Arial), color should be black (or navy blue if responding to an email), and size should be between 11 and 14.

***Section 5: Closing                                        (Time: 5 minutes)***

* Give students the opportunity to ask any follow questions.
* Ask students to share any new information, tips, or knowledge that they have learned.

**Notes**