FROM SNAIL MAIL TO EMAIL

Supporting Postal Managers in Communicating Electronically

Amanda Back, Jamy Bryant, Katie Merritt, Janet Pezzi-Jones, Samantha Smart
GROUP 3

WHO WE ARE

The Effective Manuscript and Information Line (EMAIL) Consulting, Inc.

WHAT WE DO

Provide comprehensive programs for government organizations which struggle with effective digital communication

PREVIOUS PROJECTS

US Space Force: designed training for Mars-to-Earth communication with focus in cross-cultural communication.
Internal Revenue Service: designed and implemented training for auditors to approach tax debtors with effective and forceful communication.
Department of Transportation: analyzed road construction signs for appropriate grammar and implemented programs for sign-creating procedures.

OVERVIEW

Analysis of the Planning Process

How the process went

Planning Model

Which model we used

What Worked

Things that went well

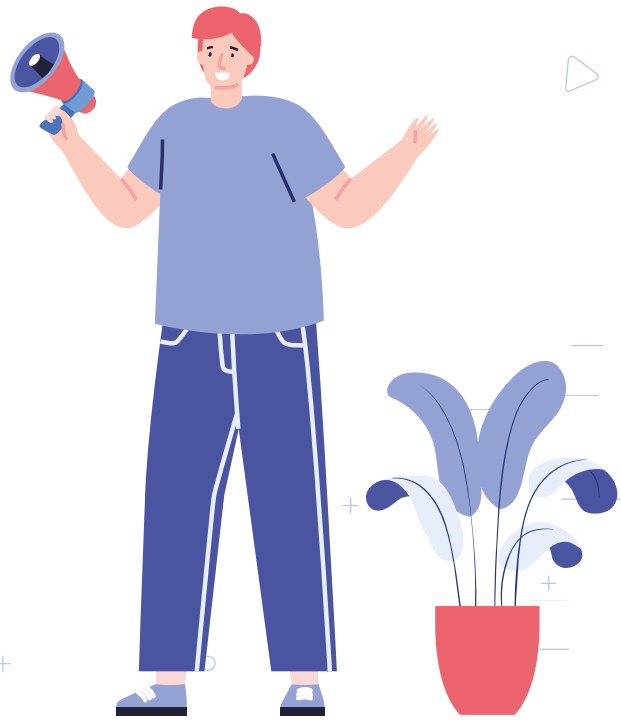
What Didn't Work

Things that didn't work so well

Key Lessons

What we learned

ANALYSIS OF THE PLANNING PROCESS



SCENARIO

WHO: United States Postal Service (USPS)

WHAT: Educational seminar regarding effective email composition

WHEN: May 21-24, 2023

WHERE: US National Postal Forum conference
Charlotte Convention Center
Charlotte, NC

WHY: Frequent misinterpretation of emails from management, based on formal complaints being filed by postal workers

PLANNING MODEL

- ADDIE model
  - Proven method
    - Increase the effectiveness and efficiency of the program
    - Allow for full analysis before designing the program
    - Evaluation is continuous

PLANNING MODEL

Analyze the current situation regarding emails from management in the postal service.

Design hour-long session for postal managers including content on appropriate inter-office email.

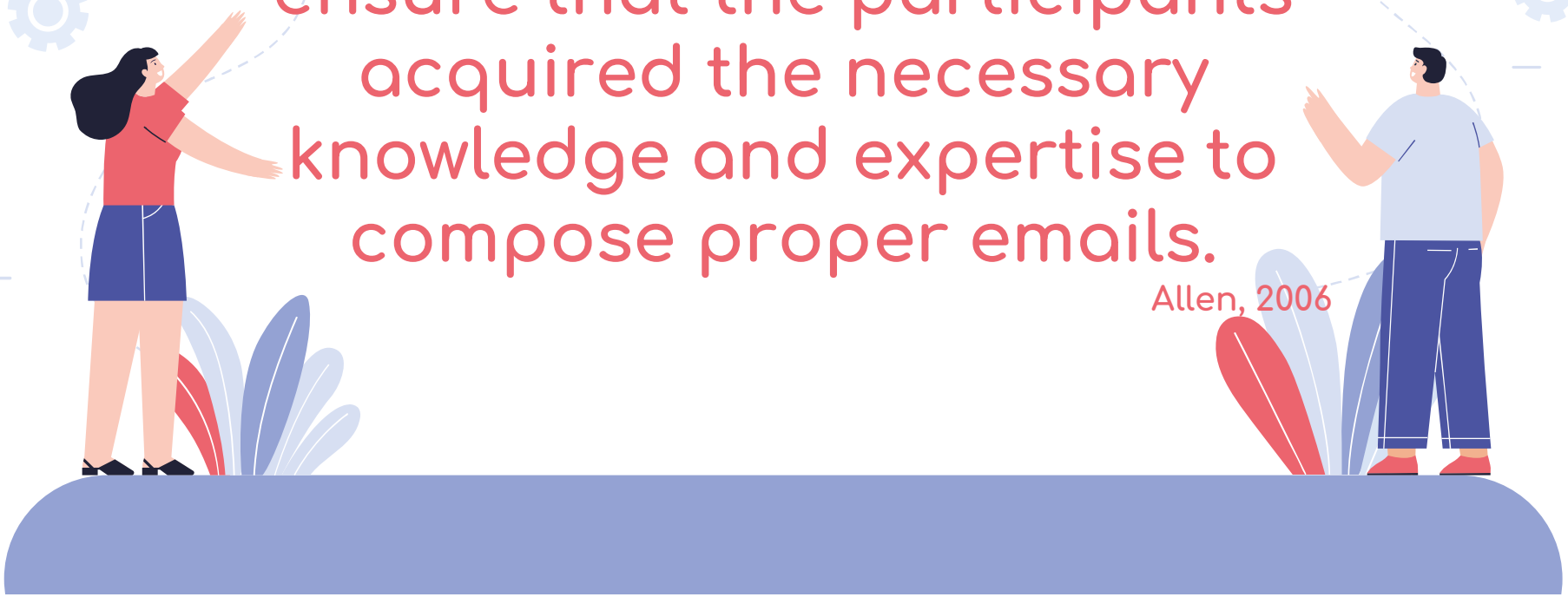
Develop a plan for how to best fix the problem.

Implement the session at the Postal Conference.

Evaluate the course through a variety of formative and summative assessments and an overall program evaluation at the end.

ADDIE eliminates peripheral knowledge from courses to ensure that the participants acquired the necessary knowledge and expertise to compose proper emails.

Allen, 2006



ANALYSIS

ANALYSIS

Why is there misinterpretation of emails from management?

- We know it exist based on complaints filed by coworkers.
- Email layout is inconsistent
- Word choice can be confusing
- Inappropriate sign-offs or none at all
- Too much much emotion/lack of empathy

STRENGTHS

All of the employees are technically savvy enough to write and send an email.

WEAKNESSES

Most employees lack personnel and communication skills required to develop a well-worded professional email that was acceptable to send in a work environment.

DESIGN

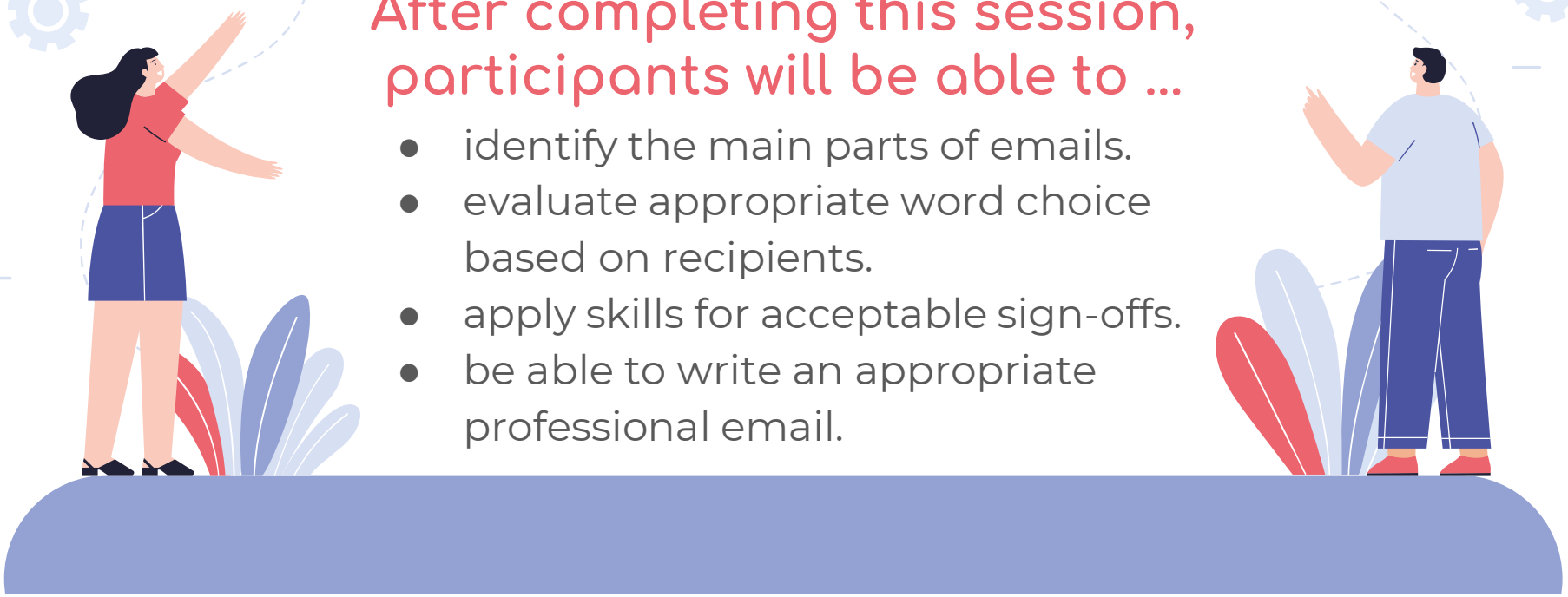
DESIGN PHASE

- Detailed Plan:
  - 1-hour session
  - Google Slides
  - Emphasizing critical components of emails
  - Examples
  - Assessment/Evaluation

OBJECTIVES:

After completing this session, participants will be able to ...

- identify the main parts of emails.
- evaluate appropriate word choice based on recipients.
- apply skills for acceptable sign-offs.
- be able to write an appropriate professional email.



DEVELOPMENT

DEVELOPMENT PHASE

- Instructional Designer
  - Planned units of instruction
    - Used determined objectives to:
      - Create presentations and ancillary material
      - Create attendee assessment material

DEVELOPMENT PHASE

- Instructional Designer
  - Presented content to Instructor
  - Collaborative evaluation of instruction
  - Revised content as needed

IMPLEMENTATION

IMPLEMENTATION PHASE

- Instructor:
  - Presented at the US National Postal Forum conference.
  - Assessments

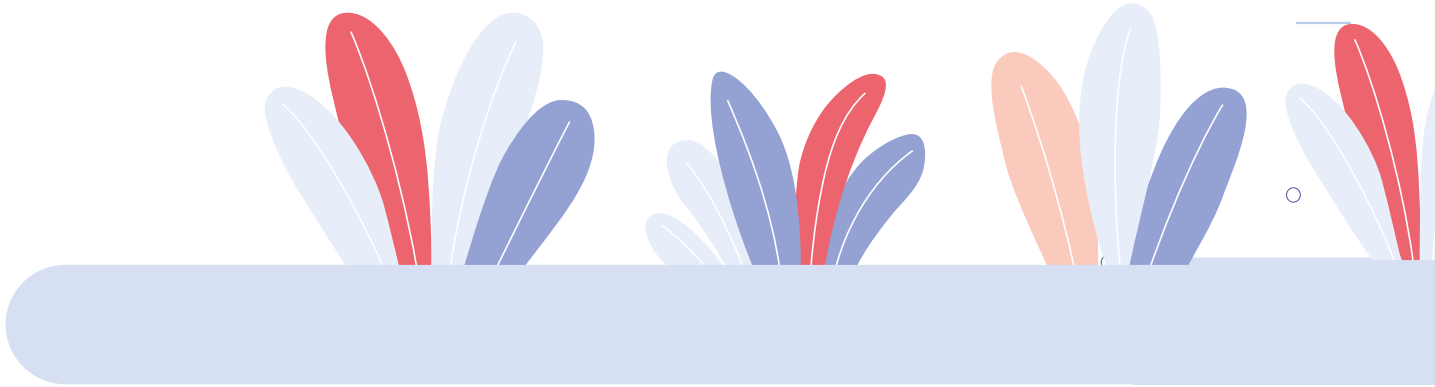
ASSESSMENT

Informal

- Comprehension checks
- Observations
- Anecdotal Notes

Formal

- Completed email assignment



FROM CASUAL TO ALL BUSINESS

Name: _____

Change the following from informal English into formal English

INFORMAL	FORMAL
Can you send me the minutes from yesterday's meeting?	I was wondering if you could please provide me with the minutes from yesterday's meeting? **or** Could you please provide me with the minutes from yesterday's meeting when you get a chance?
Sorry, I can't make it tomorrow.	
See you next week.	
Don't forget to make sure all the participants sign in at the door.	
'm sorry to tell you that our facilities are not available next week.	
About the information you wanted, unfortunately we cannot provide it to you.	

CHANGE THE SUBJECT

Name: _____

Provide a Subject Line for Each of the Following Email Excerpts

SUBJECT	EMAIL
	Just a reminder about tomorrow's event at 6:30 PM. Please make sure to order all the food exactly two hours before the event begins.
	Due to a scheduling conflict, tomorrow's meeting is going to be postponed from 2:30 to 3:30. Thank you for your understanding!
	Therefore, I am wondering whether your facilities will be available for event next April? Our event will take place on April 12, from 2 – 4 PM, and we are expecting approximately 300 guests.
	In order to facilitate a smooth event, could you please provide us one week in advance with your PowerPoint and a copy of any other materials you plan to use?

THE WRITE STUFF

Name: _____

You are going to write two emails: the first trying to arrange a meeting; the second responding to somebody else who is trying to meet with you.

ARRANGING A MEETING	EMAIL
Write to a representative of another organization to arrange a meeting. Prepare the situation using the questions below. The information can be real or imaginary. • What is your organization? What services do you offer? • What is the meeting about? Why is it happening? • Who are you writing to? Why do they need to be at the meeting? • What day, time and place will you suggest? (e.g. your own office) • Do you need to include a reference to where your organization is, or how to find it? • Do you need to include a reference to how they will get to the meeting? (e.g. pickup) • Do you want them to take any action before the meeting? Ideas: bring something; prepare something; tell you about possible agenda items. • Ask for a quick reply. Now write the email. When you finish, work with a partner. Check each other's grammar, spelling, punctuation and style. Is everything clear, well-structured and easy to understand?	Write your email here: SUBJECT:

WRITING A REPLY	EMAIL
Exchange emails with a different partner. Write a reply to the email you receive. Some ideas are given below, but adapt and change them as you wish. • Thank them for their email. • Agree that the meeting is important. • Say that the time is not good for you, and suggest an alternative. • Apologize for any inconvenience caused (if appropriate). • Say that you will call them to finalise the arrangements. • Respond to any other points in the email you received.	

TAKE-AWAY HANDOUT

EVALUATION

EVALUATIONS

01
NEEDS
Did we identify all of our client's needs?

02
OBJECTIVES
Are our objectives specific, measurable, attainable, relevant, and timebound?

03
CONTENT
Will our content be effective in meeting objectives?

04
INSTRUCTION
Is instruction accessible to all learners?

05
OUTCOME
Did we achieve the outcome we desired?

06
RESPONSE
Did our client feel we did what they asked?

01

NEEDS

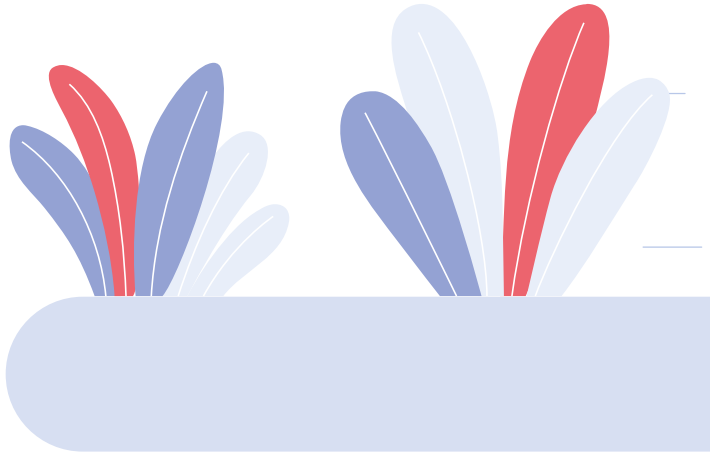
Did we identify all of our client’s needs?

NEEDS

- Consistent Layout
- Appropriate word choice
- Greetings and closings
- Professional tone

HOW WE MET THEM

Direct instruction
Informal Assessment
Formal Assessment



02

OBJECTIVES

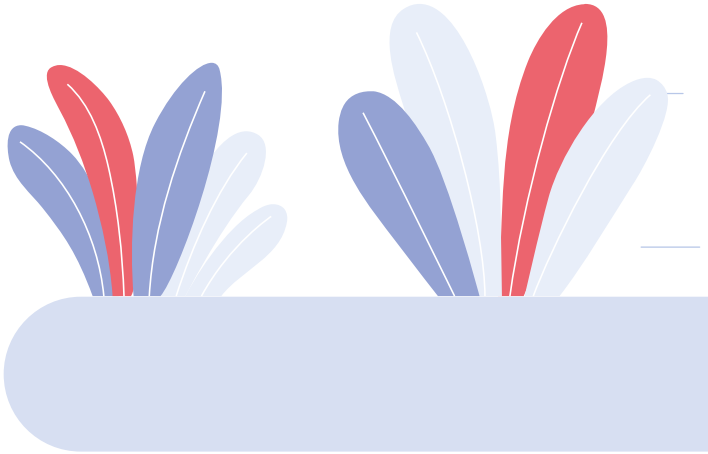
Are our objectives specific, measurable, attainable, relevant, and timebound?

OBJECTIVES

- **Specific** – address communication goals
- **Measurable** – Proven through assessment as well as identifying logged complaints post-instruction
- **Achievable** – Goals can be met with proper instruction
- **Relevant** – Necessary to meet needs
- **Time-bound** – Manageable within the one hour session

After completing this session, participants will be able to ...

- identify the main parts of emails.
- evaluate appropriate word choice based on recipients.
- apply skills for acceptable sign-offs.



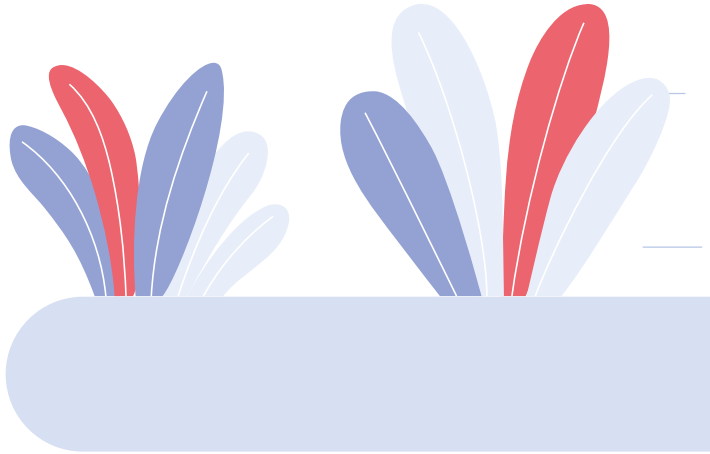
03

CONTENT

Will our content be effective in meeting objectives?

CONTENT

- Slide deck presentation
- Worksheets
- Built-in Q&A time
- Exit handouts



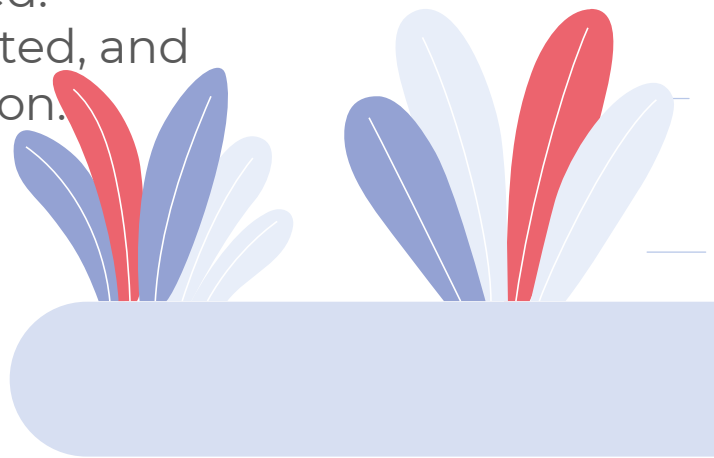
04

INSTRUCTION

Is instruction accessible to all learners?

INSTRUCTION

- Only one hour of time was set aside for this presentation.
- Attendees were selected by their supervisors on a needs-basis, with specific issues highlighted.
- Distractions, more questions than anticipated, and socialization took time away from instruction.



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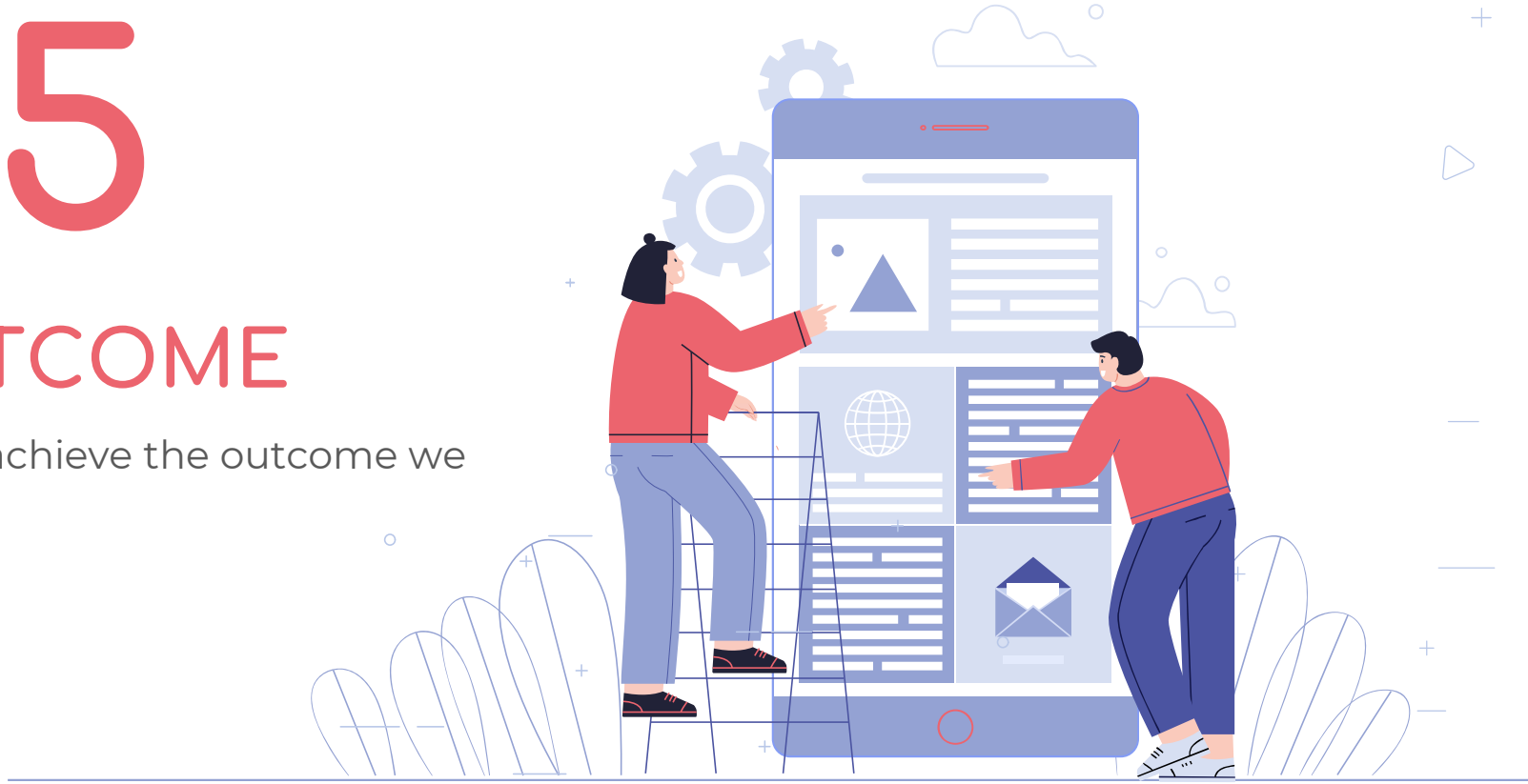
OUTCOME

Did we achieve the outcome we desired?



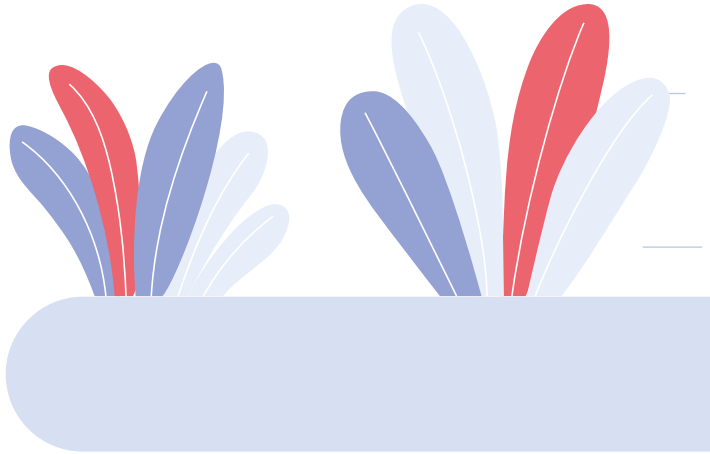
OUTCOME OF INSTRUCTION

Outcome was achieved → Learning objectives were met

Participants were engaged and interacted with peers.

OUTCOME OF PROGRAM

Program was more rushed than anticipated, mainly due to the amount of socialization occurring throughout the room.



06

RESPONSE

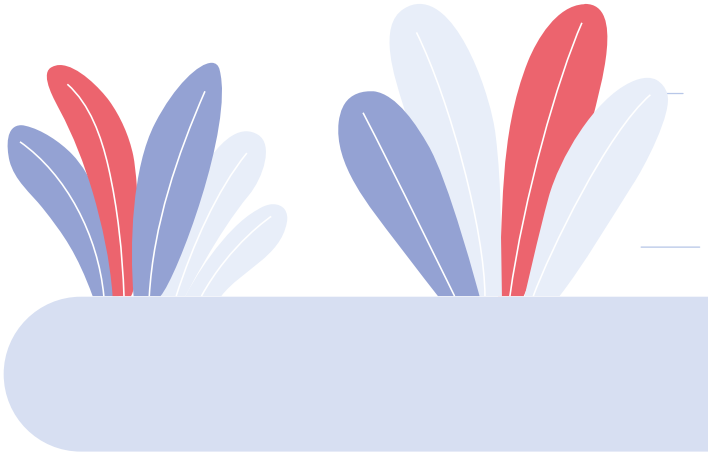
Did our client feel we did what they asked?

RESPONSE

POSITIVE

USPS stated that the results of the course led to fewer employee complaints regarding supervisor emails.

Asked to return next year and hold multiple sessions on the same topic, plus an advanced level session.



WHAT WORKED

WHAT WORKED

Participation and Engagement

Handouts allowed for hands-on participation and engagement with content as well as with peers

ADDIE Model

Set us up for successful design
Key components client desired allowed our analysis to work well

WHAT DIDN'T WORK

WHAT DIDN'T WORK

Time

- Not enough time:
  - Client only gave us an hour
  - With more time we could:
    - Finish the assignments
    - Swapping emails
    - Go through each response
    - More pair-share
  - More talking and question-answer than anticipated
  - Socialization/Distractions

KEY LESSONS

WHAT WE LEARNED

Stand firm in how much time we need

Explain that one hour isn't necessarily enough time.
There was not enough time to go over all content of presentation and have the attendees do the worksheet practice emails
For next conference divide the materials into two 1-hour sessions.

Require upper-level management to attend

Shows mid-level employees that all in the organization have bought-in to the content and also brings employees from multiple areas to a level playing field.

RESOURCES

Allen, W.C. (2006). Overview and evolution of the ADDIE training system. Advances in Developing Human Resources, Vol 8(4), p.430-441, doi:10.1177/1523422306292942

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UNC-Chapel Hill Writing Center. (2021, September 21). *Effective Email Communication – The Writing Center • University of North Carolina at Chapel Hill*. The Writing Center University of North Carolina at Chapel Hill. https://writingcenter.unc.edu/tips-and-tools/effective-e-mail-communication/

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