SPMA 1P94 – Professional Engagement in the Sport Industry Final Report Assignment

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According to Jonathan Hood, the Keynote Speaker at the 2017 Professional Development Conference:

"Vision is the art of seeing what is invisible to others."

The above quote highlights one of Jonathan's key messages – If you want to achieve your goals then you need to set a realistic plan and move step by step to get there.

Purpose of Final Report

Given this, the purpose of your final report is to present an employability skills development plan. Specifically, you must:
1. Explain three goals to develop three different employability skills (must be chosen from the list of 11 employability skills described in the textbook on pages 2-3);
2. As part of your explanation for each goal you must:
    a. Identify *what* employability skill you will develop:
    b. Explain *why* you selected this employability skill (a brief justification for your choice);
    c. Explain *how* you will develop the employability skill.

Content of the Final Report

You must support each of your three employability skill choices. Hence, the requirement is to include four different sources for each goal in order to support your *what*, *why*, and *how* explanations (3 goals x 4 sources = 12 total sources).

The types of sources are:

- Self-Assessments - use these to justify why you chose a specific employability skill; your self-assessments provide evidence that the skill you chose needs improvement;
- Speaker Sources (only from PD Conference Day); use these sources to support why you chose a specific skill and/or how you will develop the skill;
- Popular and Academic Sources - use these sources to support why you chose a specific skill and/or how you will develop the skill.

You may integrate the sources into your report as you wish.

The requirements listed above are a minimum. You are welcome to incorporate more if you wish but keep the length limit in mind.

Submission Format

Genre and Tone - Formal tone with a conversational writing style; use first person because the report is about you.

Length and Report Structure - Five (5) page limit (see below format for structure). This is a **strict** limit. All text beyond five pages will not be included in your assessment.

> Note: Title page, table of contents, executive summary, and source page are <u>not included</u> in the page limit.

The textbook outlines many types of reports (see p. 275) however none of these present an exact fit to the purpose of this assignment. Consequently, the sections for your assignment are outlined below.

> <u>Title Page</u> (not included in page limit);
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> <u>Table of Contents</u> (not included in page limit);
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> <u>Executive Summary</u> (not included in page limit); two short paragraphs with one for your main point and purpose and on for your conclusion ;
>
> <u>Introduction</u> – one paragraph to identify purpose and key content in your report; State your three employability goals in one sentence. A possible format is as follows: 'My three employability skills goals focus upon _____, _____, and _____."
>
> <u>Employability Skill Goal 1</u> – identify skill and explain how you will develop the skill;
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> <u>Employability Skill Goal 2</u> – identify skill and explain how you will develop the skill;
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> <u>Employability Skill Goal 3</u> – identify skill and explain how you will develop the skill;
>
> <u>Conclusion</u> – one paragraph to summarize and address the key parts of the employability skills development plan you outline in your report;
>
> <u>Sources</u> (not included in page limit).
>
> > Note: the sections underlined above are the required sub-headings for your report.
> > Note: Table of Contents and Sources should be listed as the title on their respective page.

Format Rules – Follow the technical format guidelines for written communications outlined in the textbook (including but not limited to Module 5 and 6) with the *following two special requirements*:
Margins - .75 inches for top, bottom, left and right.
Spacing - 1.5 line spacing. Do <u>not</u> use single line spacing.

Page Layout – use 8.5 x 11 (letter) page layout

Visuals – this is a final report and visuals are a must. Remember, the message needs to appeal to the Reader and a balance between text, images and white space is an important feature of a report. Follow Module 18 rules.

> * You must obtain your images fomr open access sites and include a text box under the image that attributes the source (where you obtained the image and any acknowledgement for its use that the source stipulates).

Keep in mind visuals can be used to (see page 346):

- make points more vivid;
- help emphasize material that might be skipped it is was buried in a paragraph;
- present material more compactly and with less repetition.

Referencing - Referencing is important for this final report however the APA format used for research papers is not the best fit for this type of communication. Hence, you will use a slightly modified style that combines the numbering system of Chicago Style with the format of APA.

The specific format for your referencing will be covered in Tutorial #3.

This means you will:

- Have a list of all your references at the end of the final report, and title the page 'Sources';
- In Text sourcing: Use an in-text endnote numbering system where each source is be placed – use the endnotes tool in MS Word to properly insert these;
- Reference List sourcing: Use the APA referencing format for your final source list. Follow the format noted below, which indicates how your present each numbered reference on the 'Sources' page at the end of your report;
  - Academic and Popular source – reference according to APA;
  - Self-assessment – cite as follows -

    [*Name of assessment tool in italics and capitalized*] (place name of the assessment tool in square brackets with italics);
  - PD Conference Speaker – cite as follows:

    [*speaker first initial and surname*], personal communication, [insert date]).

Final Report Rubric[1]

The grade levels listed below are drawn from the 2017-18 Undergraduate Calendar.

Criteria	Weight	Exemplary (A range)	Accomplished (B range)	Developing (C range)	Beginning (D to F range)
Format	50%	• Accurately follows report format instructions; • Accurately follows document design rules; • Very effective use of visuals, including sourcing; • Clearly arranged and organized; • Sourcing is thorough and accurate; • Professional tone (i.e. appropriate choice of words for business writing); • Sentences are easily understood, concise and effective; • No noticeable editing errors.	• Mostly follows report format instructions; • Few problems with document design rules; • Effective use of visuals including sourcing; • For the most part clearly arranged and organized; • Sourcing is generally thorough and accurate; • Professional tone (i.e. appropriate choice of words for business writing); • Sentences are functional; • Very few editing errors.	• Some noticeable deviation from report format instructions; • Frequent problems with document design rules; • Somewhat effective use of visuals including sourcing; • Confusing in areas due to unclear arrangement/lack of organization; • Sourcing requires greater accuracy; • Many sentences are overly simple or needlessly complicated; • Several editing errors but not so many that paper is difficult to read.	• Inaccurately follows report format instructions; • Inaccurately follows document design rules; • Ineffective use of visuals including sourcing; • Confusing throughout due to unclear arrangement/lack of organization; • Sourcing is not thorough and is inaccurate; • Overly simple or needlessly complicated sentences; • Difficult to understand due to editing errors.
Content	50%	• Clearly state the purpose; • Appropriate explanation given to justify selection of employability skills; • Insightful support given for how skills will be developed;	• Clearly state the purpose; • Some explanation given to justify selection of employability skills; • Adequate support given for how skills will be developed;	• Purpose is somewhat clear; • More explanations and support needed to justify selection of employability skills; • Support is given for how skills will be developed but can be expanded.	• Purpose is unclear; • Selection of employability skills not supported or clearly explained; • Support given for how skills will be developed is unclear.

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[1] Note: some of this content was modified from the following sources: Bauer College of Business, University of Houston; Statewide Instructional Resources Development Centre