E-mail Case
Spring 2008

IMPORTANT INSTRUCTIONS

1. Read the scenario presented below. Think about the steps you would take in writing an appropriate e-mail message to your employees.

2. Assume that your instructor is one of your employees. In the “TO:” line of your e-mail program, write benfield@csus.edu.

3. In the “SUBJECT:” line of your e-mail program, create a subject line that would be appropriate for the situation described below. (DO NOT USE THE NORMAL ROUTING CODE FOR THIS ASSIGNMENT.)

4. In the body of your e-mail, create an effective message to your “employees.” (Do not repeat TO, FROM, DATE, SUBJECT, etc.) Be sure to include your name and title at the bottom of the e-mail message.

5. Proofread your work by using the E-mail Case Grading Standards, which is linked to the “Assignments” page on the class web site.

6. E-mail your message (your assignment) by March 6. Make sure that you “copy” yourself or that your e-mail program saves a copy of your original message in a “sent-mail” folder.

SCENARIO

Crime is on the rise in the area where your business is located. Because of several recent incidents at other businesses, your company has decided to implement several crime prevention measures. These measures include additional lighting, employee identification badges, and a new alarm system. The company plans to implement these changes by April 1.

As the personnel manager, you need to announce these new procedures to your employees. You have decided to call a general meeting to discuss implementing the new measures.