

Assignment II: Functional Writing

(suggested time—40 minutes)

Read the situation below and complete the assignment that follows.

Situation

You are Taylor Smith, a Grade 9 student who attends Glenway School. You are interested in establishing a Student Rewards Program at your school. Such a program could promote school spirit and motivate students to be conscientious and monitor their behaviour.

A Student Rewards Program could recognize student success on a monthly basis in areas such as academics, athletics, the arts, and extracurricular activities as well as for leadership, cooperation with others, and community involvement. Such a program could encourage students to adopt behaviours that will serve them well throughout their lives.

Each time a student receives recognition, he or she could be entered in a monthly draw for prizes such as CDs, DVDs, and gift cards. The costs of the program could be offset through student fundraising and partnerships with local businesses.

You have decided to write a business letter to Mr. Frank McKenzie, principal of Glenway School, to present your arguments regarding how a Student Rewards Program could be beneficial for both students and staff of the school.

Assignment

Write a business letter to Mr. Frank McKenzie, principal of Glenway School, to present your ideas regarding features of a Student Rewards Program that could benefit your school. Provide enough information to convince Mr. McKenzie of the advantages of establishing such a program.

When writing, be sure to

- **identify the purpose** of the letter
- **explain** the details of the **situation** and **request**
- **organize** your **thoughts** appropriately in sentences and paragraphs
- **use vocabulary** that is appropriate and effective
- **sign** your **letter** Taylor Smith—**do not sign your own name**
- **address** the **envelope** on page 14

Address Information

Use the following information for your letter and to address the envelope below.

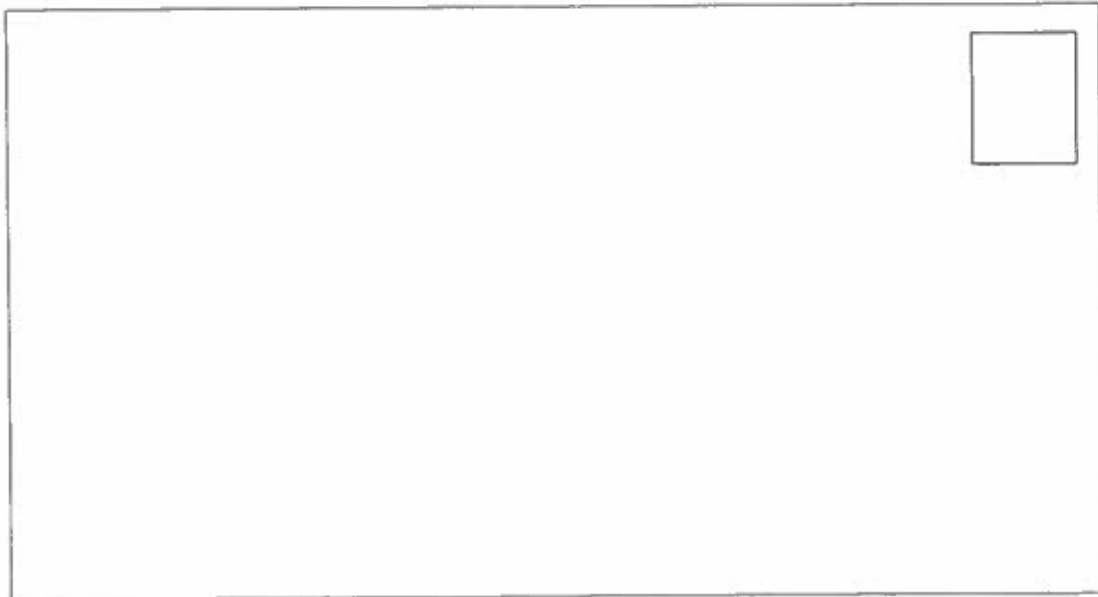
Mr. Frank McKenzie

Glenway School is located in the city of Allster, Alberta. The school's post office box number is 5133 and the postal code is T3W 6R5. Frank McKenzie is the principal.

Taylor Smith

Taylor Smith lives on 111 Street at house number 12398. The postal code is T7V 4Y9. Taylor resides in the town of Dallard, Alberta.

Envelope



Student Exemplar – Satisfactory

Address Information

Use the following information for your letter and to address the envelope below.


Mr. Frank McKenzie

Glenway School is located in the city of Allster, Alberta. The school's post office box number is 5133 and the postal code is T3W 6R5. Frank McKenzie is the principal.

Taylor Smith

Taylor Smith lives on 111 Street at house number 12398. The postal code is T7V 4Y9. Taylor resides in the town of Dallard, Alberta.

Envelope

TAYLOR SMITH 12398-111 STREET DALLARD, AB T7V 4Y9	
MR FRANK MCKENZIE PRINCIPAL GLENWAY SCHOOL P.O. BOX 5133 ALLSTER, AB T3W 6R5	

12398-111 Street
Dallard, AB T7V 4Y9
May 12, 2014

Mr Frank McKenzie
Principal
Glenway School
P.O. Box 5133
Allster, AB T3W 6R5

Dear Mr. McKenzie

My name is Taylor Smith and I attend Glenway School. I am 15 and would like to propose to you a new school program. The program is a student rewards program. I believe this program would cause students behaviours to be better and create an all round well spirited school.

The program will allow students to be acknowledged for their hardwork. Students can be recognized in the categories of academics, athletics, arts and extra curricular activities for good marks in class and competing at sports. Students that help others, are leaders and are involved in the community can also be rewarded.

The students names will be placed in monthly draws where they will be awarded prizes. Prizes include cds and dvds and students could be given gift cards to buy things they want. Although the prizes will cost money, fundraisers and partnerships could be set up. That's why this program is a good idea and should be implemented.

I would like to thank you for taking the time to read this letter. I hope you think it is a great idea to. I would like to hear from you as soon as possible. Please contact me at (587) 555-1122 or taysmith@telusplanet.net. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Taylor Smith', with a long horizontal flourish extending to the right.

Taylor Smith

Rationale for Student Exemplar – Satisfactory

Score		Reporting Category
S	S	<p>Content</p> <ul style="list-style-type: none"> • The ideas regarding “a student rewards program” that “would cause students behaviours to be better and create an all round well spirited school” are appropriate, and development of the topic—such as in the argument that “Although the prizes will cost money, fundraisers and partnerships could be set up” and the contention that “this program is a good idea and should be implimented”—is adequate.
	S	<ul style="list-style-type: none"> • Relevant information pertaining to how “The program will allows students to be acknowledged for their hardwork” is presented, and this information is supported by enough detail (in references to recognizing student achievement in “academics, athletics, arts and extra curricular activities for good marks in class and competing at sports,” rewarding “Students that help others, are leaders and are involved in the community,” and holding “monthly draws where they will be awarded prizes” that “include cds and dvds” as well as “gift cards to buy things they want”) to fulfill the purpose of the assignment.
	S	<ul style="list-style-type: none"> • A tone appropriate for the addressee is generally maintained, as is evident in “My name is Taylor Smith and I attend Glenway School. I am 15 and would like to purpose to you a new school program” and “I would like to thank you for taking the time to read this letter. I hope you think it is a great idea to.”
S	S	<p>Content Management</p> <ul style="list-style-type: none"> • Words and expressions used—such as “a new school program,” “acknowledged for their hardwork,” “Students can be recognized,” “good marks in class and competing at sports,” and “Although the prizes will cost money”—are generally accurate and occasionally effective.
	S	<ul style="list-style-type: none"> • The writing demonstrates basic control of correct sentence structure (as in “The students names will be placed in monthly draws where they will be awarded prizes”), usage (as in “I would like to hear from you as soon as possible”), and mechanics (as in “Please contact me at (587) 555-1212 or taysmith@telusplanet.net. Thank you”). Errors (such as in “would like to purpose,” “students behaviours,” “will allows,” “catagories,” “cds and dvds,” “implimented,” and “a great idea to”) may occasionally impede meaning.
	S	<ul style="list-style-type: none"> • Occasional format errors and omissions are contained in the envelope and letter such as in the hyphenation of “12398-111” and the lack of abbreviation of the word <i>street</i> in both the return address and heading, the inclusion of periods in “P.O.” in the mailing address and inside address, the insertion of a comma between the town or city and the abbreviation for the province name in the return address, mailing address, heading, and inside address, and the omission of a colon in the salutation (“Dear Mr. McKenzie”). <p>Proportion of error to length and complexity of response has been considered.</p>

Student Exemplar – Proficient

Address Information

Use the following information for your letter and to address the envelope below.

Mr. Frank McKenzie

Glenway School is located in the city of Allster, Alberta. The school's post office box number is 5133 and the postal code is T3W 6R5. Frank McKenzie is the principal.

Taylor Smith

Taylor Smith lives on 111 Street at house number 12398. The postal code is T7V 4Y9. Taylor resides in the town of Dallard, Alberta.

Envelope

TAYLOR SMITH
12398 111 STREET
DALLARD AB T7V 4Y9



FRANK MCKENZIE
PRINCIPAL
GLENWAY SCHOOL
P.O. BOX 5133
ALLSTER AB T3W 6R5

12398 111 Street

Dallard AB T7V 4Y9

May 12th 2014

Frank McKenzie, Principal

Glenway School

P.O. Box 5133

Allster AB T3W 6R5

Dear Mr. McKenzie:

My name is Taylor Smith, and I am a grade nine student at Glenway School. I am writing you today to ask that you consider implementing a Student Rewards Program at our school.

I believe that we should implement a Student's Reward Program so that we can motivate the students at our school. We can recognize success in areas such as

extracurricular activities, academies, athletics, and the arts. We could also provide rewards for excellence in leadership, cooperation with others, and involvement within the community. I think that a program like this will encourage student to monitor their behaviour and workmanship, and it will promote school spirit. A program like this can help student's to change their behaviour now in a way that will carry with them for the rest of their life.

Each time that a student does something that is worthy of recognition from his/her peers, this person could be entered into a monthly draw for prizes. Prizes might include gift cards to local stores, DVDs, and CDs. You might be concerned that the money required will be more than the school can afford. I would suggest that we coordinate student fundraisers for this program.

offsetting
the costs.

and perhaps establish partnerships
with local businesses so that they
can donate prize items to us, therefore
Evidently, this program will be quite
simple to run, and with some help,
we can easily take care of any costs that
may arise.

Thank you for taking the time to
read this letter. Should you have
any questions or concerns, please
feel free to contact me at my
email address, taylor.smith@glenway.ca

Sincerely,

Taylor Smith

Taylor Smith

Rationale for Student Exemplar – Proficient

Score		Reporting Category
Pf	Pf	<p>Content</p> <ul style="list-style-type: none"> • The ideas related to “a Student Rewards Program” that “can motivate the student’s at our school,” “will encourage student to monitor their behaviour and workmanship, and it will promote school spirit,” and “can help student’s to change their behaviour now in a way that will carry with them for the rest of their life” are thoughtful, and development of the topic through the reasoning that “Evidently, this program will be quite simple to run, and with some help, we can easily take care of any costs that may arise” is generally effective.
	Pf	<ul style="list-style-type: none"> • Significant information—regarding how “Each time that a student does something that is worthy of recognition from his/her peers, this person could be entered into a monthly draw for prizes” and how to “coordinate student fundraisers for this program, and perhaps establish partnerships with local buisnesses so that they can donate prize items to us, therefore offsetting the costs”—is presented, and this information is substantiated by specific details—that document recognition of “success in areas such as extracurricular activities, academies, athletics, and the arts,” “rewards for excellence in leadership, cooperation with others, and involvement within the community,” and “Prizes [that] might include gift cards to local stores, DVDs, and CDs”—that fulfill the purpose of the assignment.
	Pf	<ul style="list-style-type: none"> • A tone appropriate for the addressee (such as in “I am writing you today to ask that you consider implementing a Student Rewards Program at our school,” “You might be concerned that the money required will be more than the school can afford,” and “Should you have any questions or concerns, please feel free to contact me at my email address, taylor.smith@glenway.ca”) is clearly maintained.

Score	Reporting Category
Pf	<p data-bbox="451 268 732 300">Content Management</p> <p data-bbox="383 321 1393 499">Pf • Words and expressions used (such as “to ask that you consider,” “We can recognize success,” “something that is worthy of recognition,” “I would suggest that we coordinate student fundraisers for this program, and perhaps establish partnerships with local businesses,” and “therefore offsetting the costs”) are usually accurate and effective.</p> <p data-bbox="383 520 1393 842">Pf • The writing demonstrates competent and generally consistent control of correct sentence structure—as in “My name is Taylor Smith, and I am a grade nine student at Glenway School,” usage—as in “We could also provide rewards for excellence in leadership, cooperation with others, and involvement within the community,” and mechanics—as in “Thank you for taking the time to read this letter.” Errors that are present (such as in “a Student’s Reward Program,” “the student’s at our school,” “academies,” “encourage student to monitor,” “their life,” and “buisnesses”) rarely impede meaning.</p> <p data-bbox="383 863 1393 1041">Pf • The envelope and letter contain few format errors and omissions, including the lack of abbreviation of the word <i>street</i> in both the return address and heading, the inclusion of punctuation in “P.O.” in the mailing address and inside address, and the incorrect presentation of “May 12th 2014” in the heading.</p> <p data-bbox="451 1062 1295 1121">Proportion of error to length and complexity of response has been considered.</p>

Student Exemplar – Excellent

Address Information

Use the following information for your letter and to address the envelope below.


Mr. Frank McKenzie

Glenway School is located in the city of Allster, Alberta. The school's post office box number is 5133 and the postal code is T3W 6R5. Frank McKenzie is the principal.

Taylor Smith

Taylor Smith lives on 111 Street at house number 12398. The postal code is T7V 4Y9. Taylor resides in the town of Dallard, Alberta.

Envelope

TAYLOR SMITH 12398 111 ST DALLARD AB T7V 4Y9	
FRANK MCKENZIE PRINCIPAL GLENWAY SCHOOL PO BOX 5133 ALLSTER AB T3W 6R5	

12398 111 St
Dallard AB T7V 4Y9
May 12, 2014

Mr. Frank McKenzie
Principal
Glenway School
PO Box 5133
Allster AB T3W 6R5

Dear Mr. McKenzie:

I am a student interested in the establishment of a Student Rewards Program at Glenway School. I believe that if such a program was put into place, it would reinforce positive behaviour by motivating students to be accountable for their actions and respectful of their classmates. Students that demonstrate concern for the well being of others and of the community would receive much deserved recognition for their thoughtfulness. A Student Rewards Program would be an asset to the school.

At the end of each month, students could be nominated by their classmates or teachers for excellent work in their classes or for outstanding performance in a competitive sport, musical recital, or performance in a play. The hours spent honing their skills will not only be rewarded with a team championship or a standing ovation; students who excel will be respected by their peers when they are acknowledged with a reward for their efforts.

Equally important, citizenship would be encouraged by showing appreciation to those that are kind to younger students or act as role models by being considerate of elderly people in the neighbourhood that they live in. A Student Rewards Program would, without a doubt, show students that it is important to be mature and act responsibly.

In addition to feeling good about themselves for being recognized students that are nominated could be picked in a monthly draw for prizes. Students could be given CD's, DVD's, or video games as well as gift certificates to popular clothing stores or iTunes could be provided. The money for these prizes could come from fundraising activities like selling magazine subscriptions or holding a car wash. Local sporting goods or electronics stores could be asked to make a donation to support this worthwhile program. For these reasons, I believe it is possible to get this program going without much difficulty.

School morale would definately improve if we had a Student Rewards Program in our school. Students would find coming to school a more positive expericence. If students that act as bullies are more aware of their own behaviour, they might decide to change their ways. Students self esteem would improve and they will gain more confidence in themselves. This could have a long term effect on the rest of their lives. School staff will also benefit in terms of how student misbehaviour will likely be reduced. Vandalism of school property is less likely when both students and staff take pride in their school.

Good behaviour should be encouraged and this could be achieved by establishing a Student Rewards Program in our school. I would like to meet with you to discuss my ideas. Please contact me at 403-555-1010 or taylor.smith@telus.net. Thank you for your time.

Yours truly,

Taylor Smith

Taylor Smith

Rationale for Student Exemplar – Excellent

Score	Reporting Category
E	<p data-bbox="443 359 548 390">Content</p> <ul style="list-style-type: none"> <li data-bbox="386 407 1391 877"> <p data-bbox="386 407 410 438">E</p> <p data-bbox="443 407 1391 877">• The ideas (pertaining to how a Student Rewards Program “would reinforce positive behaviour by motivating students to be accountable for their actions and respectful of their classmates” and how “Students that demonstrate concern for the well being of others and of the community would receive much deserved recognition for their thoughtfulness”) are perceptive, and development of the topic—in the arguments that “A Student Rewards Program would, without a doubt, show students that it is important to be mature and act responsibly,” that “In addition to feeling good about themselves for being recognized students that are nominated could be picked in a monthly draw for prizes,” and that “School morale would definately improve if we had a Student Rewards Program in our school” because “Students would find coming to school a more positive experience”—is clear and effective.</p> <li data-bbox="386 894 1391 1325"> <p data-bbox="386 894 410 926">E</p> <p data-bbox="443 894 1391 1325">• Pertinent information is presented—in the discussion of recognizing students for “excellent work in their classes or for outstanding performance in a competitive sport, musical recitel, or performance in a play,” being “kind to younger students,” or acting as “role models by being considerate of elderly people in the neighbourhood that they live in”—and this information is enhanced by precise details related to “CD’s, DVD’s, or video games as well as gift certificates to popular clothing stores or iTunes,” “fundraising activities like selling magazine subscriptions or holding a car wash,” “Local sporting goods or electronics stores [that] could be asked to make a donation,” and “student misbehaviour” being “reduced” because “Vandalism of school property is less likely when both students and staff take pride in their school” that effectively fulfill the purpose of the assignment.</p> <li data-bbox="386 1341 1391 1747"> <p data-bbox="386 1341 410 1373">E</p> <p data-bbox="443 1341 1391 1747">• As demonstrated in “I am a student interested in the establishment of a Student Rewards Program at Glenway School,” “A Student Rewards Program would be an asset to the school,” “The hours spent honing their skills will not only be rewarded with a team championship or a standing ovation; students who excel will be respected by their peers when they are acknowledged with a reward for their efforts,” “For these reasons, I believe it is possible to get this program going without much difficulty,” and “Good behaviour should be encouraged and this could be achieved by establishing a Student Rewards Program in our school. I would like to meet with you to discuss my ideas,” a tone appropriate for the addressee is skillfully maintained.</p>

Score	Reporting Category
E	<p data-bbox="412 264 691 296">Content Management</p> <ul style="list-style-type: none"> <li data-bbox="350 317 1349 638"> <p data-bbox="350 317 375 348">E</p> <p data-bbox="412 317 1349 638">• Words and expressions used are consistently accurate and effective, as can be seen in “motivating students to be accountable for their actions and respectful of their classmates,” “much deserved recognition for their thoughtfulness,” “an asset to the school,” “hours spent honing their skills will not only be rewarded with a team championship or a standing ovation,” “Equally important, citizenship would be encouraged,” “considerate of elderly people,” “would, without a doubt, show,” “make a donation to support this worthwhile program,” “gain more confidence in themselves,” and “benefit in terms of how student misbehaviour will likely be reduced.”</p> <li data-bbox="350 659 1349 947"> <p data-bbox="350 659 375 690">E</p> <p data-bbox="412 659 1349 947">• The writing demonstrates confident and consistent control of correct sentence structure (such as in “If students that act as bullies are more aware of their own behaviour, they might decide to change their ways”), usage (such as in “This could have a long term effect on the rest of their lives”), and mechanics (such as in “Please contact me at 403-555-1010 or taylorsmith@telus.net. Thank you for your time”). Errors—as in “if such a program was,” “well being,” “recitel,” “CD’s, DVD’s,” “definatly,” and “Students self esteem”—do not impede meaning.</p> <li data-bbox="350 968 1349 1031"> <p data-bbox="350 968 375 999">E</p> <p data-bbox="412 968 1349 1031">• The envelope and letter are essentially free from format errors and omissions.</p> <p data-bbox="412 1052 1263 1115">Proportion of error to length and complexity of response has been considered.</p>

