



IT 520 Milestone Three Guidelines and Rubric: Training

Refer to the case study (BOLDFlash: Cross-Functional Challenges in the Mobile Division) and the artifact documents (located in the Assignments folder) for this and all other milestones related to the final project.

Submit a two-part document. In the first part, you will submit a written report in which you will:

- Select the methods for communication and collaboration that best fit your area of focus and implement them as training for the Mobile Division management team. You will select a specific technical communication artifact from the ones provided that is related to your area of focus to use in the training, and you will apply your guidelines to the audience identification, critique, adaptation, and explanation.
- Determine the target audience of the communication. From the case study and artifacts provided, what characteristics can you identify about your target audience, such as their perspectives, backgrounds, and organizational agenda?
- Determine the intended message that needs to be delivered. What pertinence does that message hold for the intended audience? In other words, why does the message matter for the target audience?
- Determine how successful the technical communication will be in delivering the intended message. Will the necessary information reach the target audience? Why or why not? How can you tell?
- Identify the key steps of your framework. Keep in mind the various audiences that need the information. Remember that your guidelines need to be detailed, easy to follow, and accurate to ensure that the resulting communications are successful.

In the second part, you will submit either a written report or a training video (or both) in which you:

- Exemplify the training by taking an existing communication practice in your area of focus and adapting the technical communication practice to more successfully meet the needs of the target audience you identified. Be sure to apply the guidelines that you established.
- Explain what you did to adapt the communication practice and the reasoning for your changes. This will serve as the explanation to the team so that they understand the greater context of the adaptation. Be sure to explain how the guidelines you have established were applied.

Specifically the following critical elements must be addressed:

- Target audience
- Message
- Critique
- Adaptation
- Explanation

Rubric

Guidelines for Submission: Your written report must follow these formatting guidelines: double spacing, 12-point Times New Roman font, one-inch margins, and APA-style citations. Page length requirements: 6–8 pages, not including the cover page and reference page.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
The Training: Target Audience	Meets “Proficient” criteria, and particular details articulated are highly relevant for the basis of altering the existing communication	Accurately analyzes the target audience of the selected communication with detail regarding perspectives, technical needs, and backgrounds of that audience	Analyzes the target audience of the selected communication, but lacks detail regarding perspectives, technical needs, or backgrounds of that audience, or there are gaps in accuracy	Does not analyze the target audience of the selected communication	18
The Training: Message	Meets “Proficient” criteria, and determination of importance is specified as to what the key necessary information is	Accurately determines the importance of the intended message for the target audience and is complete with detail	Determines the importance of the intended message for the target audience, but lacks detail that may impact accuracy of determination	Does not determine the importance of the intended message for the target audience	18
The Training: Critique	Meets “Proficient” criteria, and the reasoning provided is contextualized with examples and metaphors for improved clarity	Accurately assesses the extent to which existing communication will be successful in delivering the intended message, with detailed explanation as to the reasoning	Assesses the extent to which existing communication was successful in delivering the intended message, with explanation as to the reasoning, but assessment is not accurate or explanation lacks necessary detail	Does not assess the extent to which existing communication was successful in delivering the intended message, or does not include an explanation	18
Adaptation Examples: New Communication Artifact	Meets “Proficient” criteria, and adaptation is exceptionally well catered to the audience	Successfully adapts the communication artifact to meet the needs of the intended audience, and guidelines are clearly applied to the adaptation	Adapts the communication artifact to better meet the needs of the intended audience, but is not entirely successful or does not clearly apply the established guidelines	Does not adapt the communication artifact to better meet the needs of target audience	18
Adaptation Examples: Explanation	Meets “Proficient” criteria, and articulation is serviceable as a real-life training exercise for technical writing	Accurately and clearly articulates the process behind the adaptation and how the guidelines were applied for training purposes	Articulates the process behind the adaptation and how the guidelines were applied, but with gaps in detail, clarity, or accuracy	Does not articulate the process behind the adaptation or how the guidelines were applied	18

Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Earned Total					100%